

Indiana State University

2004 - 2005 Administrative Annual Report

Office of Strategic Planning, Institutional Research and Effectiveness

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

(1) National Publications: Journal of Higher Education; International Journal of Sociology; Journal of Eurasian Research; submission of Advancing Educational Productivity: Policy Implication from National Databases. (2) Presentations at state and national conferences. (3) Data Redesigns: Production of 1-sheet Departmental Profiles used by academic affairs in preparation for the budget hearings; Third Annual President's Report; High School Profile that provides a report of every Indiana high school that has sent ISU students. The report provides ISU admissions counselors with 10 years' worth of high school performance indicators and information on the success of those students who attended ISU; SCH Worksheet redesigned to accommodate Provost's methodology in calculating workload; the Migration Report tracks student behavior and academic quality as they move from one department to another while at ISU. Chairs can use this to assess from what department are students coming from and to what department are they are going as well as compare the academic success of different student groups; HR snapshot file: The office worked with HR to develop a snapshot file that could be used to report official employee counts and associated data. This table is not currently being used by anyone outside of OSPIRE; Refined the enrollment projection model that allows for budget shifts to be more fully considered. (4) Technology Accomplishments: Development of the BlueFire website which serves as a portal for deans and chairs to access reports they must complete as well as reports that have been generated by OSPIRE for their use; the Transfer SIQ was converted from a paper survey to an online version for quicker turnaround of results to committees; the Strategic Indicators site has been developed and is being redesigned to provide leadership with dashboard indicators; Hiring of Digital Measures to provide assistance with faculty professional activity submissions. (5) Data tool development to aid decisionmaking: OSPIRE is attempting to build several tools that provide decisionmakers with flexibility in considering several scenarios. We have been very successful in building these calculators. Unfortunately, we have been less successful in convincing the decisionmakers to use them. Among the tools: Tuition Projection Program which allows decisionmakers to project revenue generated by tuition based on changes in enrollment figures; Institutional Aid Allocation Calculator that allows decisionmakers to design scholarship allocation strategies and to assess the impact of aid on the decision to come to ISU for different types of students as well as the overall amount needed to attract students with higher GPAs; College Performance Indicator that projects retention and graduation rates based on SAT and high school GPA; Retention Projection for Transfer-in Students that projects persistence rates among transfer-in students based on the timing of transfer-in; Second Year Returning Projection that projects 2nd year returning students based on what they answered on the NSSE survey; and the OSPIRE Tool Box, which contains all the programs mentioned above, as well as longitudinal attrition probability, time-to-degree estimation, and enrollment probability among admitted students.

Action Steps

In light of the new strategic direction of the University can you modify your action steps or develop new action steps that will aid in the implementation of the University's Strategic Indicators?

1. Integrating CE/EL components into the Digital Measures site to facilitate tracking/reporting. Further enhancement and integration of the BlueFire site. 2. Need to start process earlier in the year; hope is that Digital Measures site will help with merging relevant data in a timelier fashion. 3. Continue to generate data and build applications to aid the Executive Staff in decisionmaking. 4. DISCONTINUE. 5. DISCONTINUE. 6. Explore availability of projects for EL analysis. 7. Goes along with #6. 8. NEW: completion of Strategic Indicators tracking site. 9. NEW: develop a project with the city of Terre Haute, providing an UG student with an internship through CPSCE's Fellowship Program. 10. NEW: Integration of surveys to capture CE/EL activities. 11. NEW: Prepare for supporting the Program Review process. 12. NEW: Assist in the Economic Impact study. 13. NEW: Make Digital Measure's site available for all departments by January 2006. 14. NEW: Support data needs for Eminent Programs.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

1. In response to Provost, Dean, and Chair suggestions, OSPIRE has revised the faculty workload report. 2. In response to a committee assessing our online faculty report of professional activities (IFAR), we hired Digital Measures to address concerns raised by the group. 3. In reviewing enrollment projections, we found that shifts in budget categories were not being reflected and changed the form.

Future Goals

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Please describe the progress you have made on these action steps.

EXPERIENTIAL LEARNING, COMMUNITY ENGAGEMENT: On studying these two topics, we have set institutional performance indicators that will capture progress at a macro level. We have not been able to make a great deal of progress in assessing effects of and on these two concepts, but will attempt to do so again this year. We have run our surveys by the CPSCE and received feedback on the proposed instruments. These are scheduled to be given in 05-06. INTEGRATED MARKETING: Marketing is working on this project and our involvement has been minimal due to the hiring of consultants to produce and analyze survey and demographic data. ENROLLMENT MANAGEMENT: We have developed tools, provided data, scheduled meetings, and done analyses. However, the use of this information is an issue that needs serious work. OTHER: We submitted five publications and had four accepted for publication (fifth one still under review).