

# University Planning and Institutional Research

---

## *Expanded Statement of Institutional Purpose*

### **Institutional Mission Reference**

UPIR assists in developing and assessing all goals and objectives related to the University's Mission and Strategic Plan.

### **Institutional Goal(s) Supported**

UPIR assists in developing and assessing all goals and objectives related to the University's Mission and Strategic Plan.

*Intended Objectives for your unit, Methods for Assessment, and Criteria for Success for each Intended Objective*

### **Intended Objective 1**

To provide analytical and technical support to the executive management of the University to support data based decision-making.

**Method for Assessing Objective 1 and Criterion for Success:** External review -- It has been nearly 10 years since the last review by an outside consultant who is an expert in institutional research. The consultant will be asked to interview (individual or group) the Executive Officers, Council of Academic Deans, selected department chairs (faculty), selected department heads (staff), and UPIR staff and present a report evaluating our effectiveness and making recommendations.

**Alternate Method for Assessing Objective 1 and Criterion for Success:** The SACS Self Study will evaluate the UPIR Office and make recommendations for improvements.

**Alternate Method for Assessing Objective 1 and Criterion for Success:** Customer Satisfaction Survey and/or Focus Groups.

### **Intended Objective 2**

To represent in an accurate, consistent, and timely manner, the activities of the University in state- and federally-mandated reporting.

**Method for Assessing Objective 2 and Criterion for Success:** Percentage of state and federally mandated reports that are submitted on-time OR within one week of deadline.

### **Intended Objective 3**

To conduct policy-oriented research to support planning and provide analytic support for University departments and programs including the University Assessment Program.

**Method for Assessing Objective 3 and Criterion for Success:** Annual report itemizing management decisions for which UPIR provided supporting data and analyses.

**Alternate Method for Assessing Objective 3 and Criterion for Success:** Customer Satisfaction Survey and/or Focus Groups with key customers

**Intended Objective 4**

To respond in a timely and accurate manner to ad hoc requests for data and information.

**Method for Assessing Objective 4 and Criterion for Success:** Annual Report enumerating the number and describing the variety of ad hoc requests received, percentage of requests we agree to complete, and percentage completed on time.

**Alternate Method for Assessing Objective 4 and Criterion for Success:** Customer Satisfaction Survey and/or Focus Groups

**Intended Objective 5**

To present information to the University community in a timely and accurate manner using the UPIR homepage, University Factbook, and other mechanisms utilizing world wide web.

**Method for Assessing Objective 5 and Criterion for Success:** External evaluation of the data and design of the web site conducted by users. Data to be provided via survey.

**Alternate Method for Assessing Objective 5 and Criterion for Success:** Customer Satisfaction Survey and/or Focus Groups

**Alternate Method for Assessing Objective 5 and Criterion for Success:** Number of hits on the web site.

**Intended Objective 6**

To accurately and consistently complete all external reputational surveys, e.g., US News, Peterson's, on time

**Method for Assessing Objective 6 and Criterion for Success:** Maintain an inventory summarizing date of receipt of survey, date of submission, and date final signoff.

**Intended Objective 7**

Complete the initial development and installation of the University's Banner Data Mart and ensure that the Office of Computing and Communications Services develops a reliable mechanism for archiving UPIR datasets in a retrievable format

**Method for Assessing Objective 7 and Criterion for Success:** Complete installation of all Data Mart Views in Banner Version 5 by February 1, 2002. Process for archiving data will be complete and in production by February 1, 2002

**Intended Objective 8**

To respond to departmental and University accreditation needs by supporting regional and specialized accreditation activities by providing data and support

**Method for Assessing Objective 8 and Criterion for Success:** Tracking specialized and regional accrediting activities and UPIR response to data and analysis needs.