

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, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

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: Completion of significant projects supporting institutional decisions making

Summary of Assessment Data Collected for Objective 1: Provided data to the Provost to support identification of faculty workload, low enrollment and summer enrollment. Oversaw a market research project which assessed the need for an additional regional center for the Vice President of Administration and Finance. Assisted the Vice President for Institutional Advancement in various marketing projects. Provided the deans and executive officers an analysis of comparative data among Virginia doctoral institutions on measures from the Reports on Institutional Effectiveness.

Use of Assessment Results from Intended Objective 1 to Improve Educational Support or Administrative Unit: Data from low enrollment courses used by deans to cancel classes in future semesters to improve instructional efficiency and reduce the need for part-time faculty. Faculty workload information is used to ascertain whether workloads are appropriately balanced within and across departments. Results of the marketing study were used to work with city officials in the target area and to make resource decisions for the University's biennial budget. Comparative analysis of Reports on Institutional Effectiveness were used to determine the University's performance relative to better-funded institutions around the state.

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: Results of state and federal reporting efforts including dates of report submission. Progress reports on the Banner Data Mart implementation.

Summary of Assessment Data Collected for Objective 2: Completed all mandated reporting for state and federal sources from the original SCHEV reporting calendar. In addition, coordinated the development of the University's Banner Data Mart to support routine and ad hoc reporting.

Use of Assessment Results from Intended Objective 2 to Improve Educational Support or Administrative Unit: Assessment results revealed the need to ensure more timely reporting on certain critical reports. In addition, problem revealed the need to modify several Banner Data Mart views to allow for more quick diagnosis and correction of data problems delaying report submission. Data Mart development continued on other fronts and additional views to address and expand ad hoc reporting and analytical data collection were implemented.

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: Records of analytic projects completed and reported use of data by customer. Response to numerous requests for data and data sources from SACS Sub-committee chairs and the Director of the Self-Study.

Summary of Assessment Data Collected for Objective 3: Continued and expanded the analysis of academic success and retention and reported data to key university constituencies including the participants in the President's Administrative Retreat and the Council of Academic Deans.

Use of Assessment Results from Intended Objective 3 to Improve Educational Support or Administrative Unit: . primary outcome of continued in-depth discussion of retention issues has resulted in the planning and implementation of increased support efforts to entering students in the colleges and in courses in which student have a high academic difficulty rate. The draft SACS self-study provided complete documentation for data and data sources provided by UPIR.

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: Enumeration of ad hoc requests completed

Summary of Assessment Data Collected for Objective 4: UPIR responded to numerous ad hoc requests during the year, and the implementation of the Banner Data Mart improved staff ability to respond in a timely manner.

Use of Assessment Results from Intended Objective 4 to Improve Educational Support or Administrative Unit: The nature and volume of ad hoc requests led the UPIR staff to develop and improve Banner Data Mart views to allow for more streamlined and timely response to ad hoc requests in the future.

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: Status of UPIR web page development.

Summary of Assessment Data Collected for Objective 5: The effort for a complete revision of the UPIR web page began during 2000-01. The goal of this effort was to accomplish both a conceptual and aesthetic revision which would provide a more effective gateway to the University's Factbook and other important planning data. The website is scheduled to be launched in early Fall 2001.

Use of Assessment Results from Intended Objective 5 to Improve Educational Support or Administrative Unit: Because project is not complete, assessment results can not result in changes.

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: Maintaining records of receipt and completion of reputational surveys

Summary of Assessment Data Collected for Objective 6: With the advent of the Institutional Research Assistant, reputational surveys have been responded to in a more complete and timely manner.

Use of Assessment Results from Intended Objective 6 to Improve Educational Support or Administrative Unit: Improve responsiveness to these surveys has enhanced the ability to communicate information about and methodology for these high profile surveys which receive much attention in the media.