University of Colorado Denver
Office of Institutional Research, Planning and Analysis

Strategic Plan Goals: FY 2010

Project ID: 20090140

Goal 1: **Enhance information-driven decision-making by providing data that are accessible, accurate, consistent, relevant, reliable, and timely**

Objective 1.1: Incorporate a hit counter on each of the OIRPA web pages to assess the usefulness of each.

Measurement 1.1: Based upon the hit counter data, the web pages in the lowest quartile (of number of hits) will be evaluated by the staff for potential improvements/elimination.

⊕   Link to UCD Strategic Plan: *Objective 2.6.2*

Objective 1.2: Ensure that the information we provide to our customers is timely.

Measurement 1.2: Using the data from the OIRPA Project Tracking System, projects will be completed by the recorded due date in 90% of the projects for FY09.

⊕   Link to UCD Strategic Plan: *Objectives 2.6.2, 7.3.2*

Objective 1.3: OIRPA provides reports that are easy to interpret (by the customer).

Measurement 1.3: Customers report 90% agreement with the annual assessment instrument item: "The reports were easy to interpret."

⊕   Link to UCD Strategic Plan: *Objectives 2.6.2, 7.3.2*

Goal 2: **Provide accurate and timely data regarding faculty and staff equity and diversity to decision makers**

Objective 2.1: Measure faculty and staff equity using Affirmative Action report data.

Measurement 2.1.1: Provide Affirmative Action Reports by May 31, 2010. In addition, provide a version of the terminations section of Adverse Impact report that includes voluntary terminations to measure retention equity.

Measurement 2.1.2: Provide a version of the terminations section of Adverse Impact report that includes voluntary terminations to measure retention equity by June 30th, 2010.

Link to UCD Strategic Plan: *Objective 5.2.2*

<u>Goal 3</u>: **Provide student retention and graduation rate data to decision makers.**

<u>Objective 3.1</u>: Develop and enhance strategies to extract and provide data regarding student retention and graduation.

<u>Measurement 3.1:</u> Migrate existing retention and graduation reports into SSRS by January 1, 2010.

<u>Objective 3.2</u>: Each fiscal year, OIRPA will provide retention and graduation rate data to leadership so that student performance may be assessed.

<u>Measurement 3.2.1</u>: The current student retention and graduation rate reports will be redesigned to improve readability by June 30, 2010.

<u>Measurement 3.2.2</u>: Student retention and graduation rate data (fall 2010) provided to constituents by June 30, 2010.

⊕   <u>Link to UCD Strategic Plan:</u> *Objective 2.2.4*

<u>Goal 4</u>: **Assess the student experience and identify areas for improvement and of excellence**

<u>Objective 4.1</u>: Work with Downtown Campus constituents to administer the NSSE during 2010.

<u>Measurement 4.1</u>:   by June 30, 2010, the NSSE will have been administered for the Downtown Campus.

<u>Objective 4.2</u>: Work with Downtown Campus and AMC constituents to develop revised alumni/employment surveys to collect data from students during FY10.

<u>Measurement 4.2</u>: by June 30, 2010, an alumni/employment survey will be ready to be administered to the following three groups: DC UG alumni, DC grad alumni, and AMC alumni.

<u>Objective 4.3</u>: Assess usefulness of additional student performance indicators such as GPA, percent of all students who are on probation, and others, by February 1, 2010, and develop any appropriate reports by June 30, 2010.

<u>Measurement 4.3</u>: Any appropriate reports will be developed and scheduled for publication by June 30, 2010.

⊕   <u>Link to UCD Strategic Plan:</u> *Objective 2.9.4*

<u>Goal 5</u>: **Provide an enhanced self-service website for users of university data for the purpose of facilitating timely data retrieval and increasing IR's capacity for productivity.**

<u>Objective 5.1</u>: In FY2010, make available to internal and external customers a web-based interface that allows them to perform a variety of data analyses.

<u>Measurement 5.1</u>: By June 30, 2010, OIRPA will have presented to UCD employees an online tool that allows them access to student data within the OIRPA data warehouse to summarize and analyze data.

<u>Objective 5.2</u>: Expand available IRDW data sets to allow for faster and simpler data retrieval.

<u>Measurement 5.2</u>: By June 30, 2010, provide interactive reports on student and faculty headcounts (by term for students, by year for faculty) through the SSRS reporting tool.

⊕ <u>Link to UCD Strategic Plan:</u> *Objective 2.6.2*

<u>Goal 6:</u> **Ensure the best possible communication with those who use university data**

<u>Objective 6.1</u>: Publish a periodic electronic newsletter detailing what general services OIR can offer as well as summaries of both the data requests we've completed and the other services (e.g., serving on committees or advising decision makers) that we've provided.

<u>Measurement 6.1.1</u>: Content will be decided on and a publication schedule created by October 1, 2009.

<u>Measurement 6.1.2</u>: All publication deadlines will be met.

<u>Goal 7:</u> **Provide education and training to those who use IR services**

<u>Objective 7.1</u>: Meet with key users of university data and present training on what our self-service website can do for them and how best to make use of it.

<u>Measurement 7.1.1</u>: Meet with AD/ASG, ASAL, Assistant and Associate Deans, Deans' Council, and HR Liaisons by June 30, 2010.

<u>Measurement 7.1.2</u>: Conduct post-meeting feedback surveys regarding the effectiveness of our presentations and achieve 75% positive responses.

<u>Measurement 7.1.3</u>: Monitor website attendance to determine appropriate baseline of usage by target audiences by June 30, 2010.