

## 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. **JEFF**

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. **MOSS** pages are tracked through Google Analytics, and ASPX pages have a hit counter built into the core system. Due to delays outside of IR's control, the website launch was less than 30 days before the end of the fiscal year, and the data collected were too limited for accurate analysis of page visits.

✚ Link to UCD Strategic Plan: *Objective 2.6.2*

▲ How were results used?

- NA – results not yet available

▲ What has been changed or improved based on your results?

- IR plans to:

- Work with ATEL on accuracy of hit counter statistics
- Revisit low-hit pages for enhancement or removal
  - Evaluate reports not used/hit for continued inclusion (plus logging of SSRS parameters)
- Expand high-hit pages to enhance
- Include a list of most requested reports in an annual report
- Highlight reports on different discipline areas in the NOIR

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

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 FY10. Actual percentage: 94.74% [DATA AS OF 7/26/2010].

OnTime	CountOfOnTime	Percent (of all completed projects)
Early	219	64.04%
On Time	105	30.70%
Late	18	5.26%
<b>EARLY OR ONTIME</b>		<b>94.74%</b>
Not Yet Completed	45	

✚ [Link to UCD Strategic Plan: Objectives 2.6.2, 7.3.2](#)

▲ How were results used?

- Development of deadlines – hard and fast deadlines
- Communicating our on-time ratio to outside constituencies (word of mouth)
  - How are these data used? -- To assess how busy we are? If so, then report queries/formats need to be modified.
  - Improve our time tracking – how do we do this?
    - Set up project to track meeting hours
    - Use of project logs
    - Set up meeting to come up with strategy for better time tracking

▲ What has been changed or improved based on your results?

- IR plans to:
  - Distribute regular draft reports for IR staff to review data – check dates, etc.
  - Take initiative to contact customers, particularly when the request comes through e-mail or web site
  - Provide reason for why projects are late
  - Develop task-level on-time reporting
  - Develop audience-level reporting (internal vs. external, hierarchical level)

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

Measurement 1.3: Customers report 90% agreement with the annual assessment instrument item: "The reports were easy to interpret." Actual percentage: 94.2% [DATA AS OF 6/30/2010]

6. The reports/products provided to you by OIRPA were easy to interpret.			Excluding NA
Strongly Disagree	0	0%	0.0%
Disagree	3	5%	5.8%
Agree	24	39%	46.2% 94.2%
Strongly Agree	25	41%	48.1%
NA	9	15%	
<b>Total</b>	61	100%	

✚ [Link to UCD Strategic Plan: Objectives 2.6.2, 7.3.2](#)

▲ How were results used?

- The comment data associated with this item were shared with IR staff and recommendations were made regarding how to better respond to requests.

▲ What has been changed or improved based on your results?

- Enhance reports for customers to describe what a report means, provide interpretation information
  - Especially for website information
  - Do more follow-ups for projects
- Modify the customer feedback survey to reflect two different aspects: reports on the website vs. information provided for a request
  - Further analyze the survey data to examine results by the type of requestor

**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.

NATHAN/BILL

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. These reports were provided to HR on 5/28/10.

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 30<sup>th</sup>, 2010. This report was provided to HR on 6/29/10. However, HR has stated that they don't see any need for this report, so perhaps it need not be provided in the future.

✚ Link to UCD Strategic Plan: Objective 5.2.2

▲ How were results used?

- Discovered that not all reports needed/utilized by HR

▲ What has been changed or improved based on your results?

- Plans include:
  - Provide voluntary termination report in the Adverse Impact report (pending HR request)
  - Discuss streamlining of external data sources
- Discuss with data stewards inconsistencies in data -- Meet with internal constituents to discuss data sources, inconsistencies, etc.
  - Place affirmative action report online; take down 2005 report
  - Better discussions with HR up front before proceeding with report development.

**Goal 3: Provide student retention and graduation rate data to decision makers.**

Objective 3.1: Develop and enhance strategies to extract and provide data regarding student retention and graduation. GARY

Measurement 3.1: Migrate existing retention and graduation reports into SSRS by January 1, 2010. Progress here includes adding fields to cohort (e.g., tuition residency code, pell and Stafford flags, foreign code, college and major codes for cohort year, degree year and each year enrolled. A method for providing rates for transfers was developed. Finally, data tables were copied to IRDW. Progress includes installation of Visual Studio and development of very basic table using SSRS. Obstacles remain including resolution of version conflicts between project files copied in and version installed on machine.

1. Reports were developed manually and presented statically
2. Developed datasets to facilitate graduation and retention status

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

Measurement 3.2.1: The current student retention and graduation rate reports will be redesigned to improve readability by June 30, 2010. Standard reports include reports for first time and transfer students. Standard graduation rate reports were available on web site March 16, 2010. Standard retention rate reports were available on web site May 11, 2010. Visited existing sites of peer institutions and gathered ideas. Developed sample and submitted for comments.

Measurement 3.2.2: Student retention and graduation rate data provided to constituents by June 30, 2010. Delivery date was delayed to do enrollment reports, SURDS Enrollment file and FullYear FTE.

 Link to UCD Strategic Plan: *Objective 2.2.4*

▲ How were results used?

- We do not know how our customers used these data – points to an area for follow-up with customers

▲ What has been changed or improved based on your results? –

- Publish interactive SSRS reports on the web
  - Add grad level
  - Transfers, Clearinghouse
- Conduct internal training for using the datasets for analyses/requests

Goal 4: **Assess the student experience and identify areas for improvement and of excellence**

Objective 4.1: Work with Denver Campus constituents to administer the NSSE during 2010. **CASB**

Measurement 4.1: by June 30, 2010, the NSSE will have been administered for the Denver Campus.

The NSSE (National Survey of Student Engagement) was administered to Denver Campus freshmen and seniors during spring 2010, with the following NSSE email contact schedule:

- **Invitation**: Monday, February 15, 2010
- **Follow-up**: Tuesday, February 23, 2010
- **Reminder 1**: Wednesday, March 3, 2010
- **Reminder 2**: Tuesday, March 30, 2010
- **Final Reminder**: Monday, April 12, 2010

Prior to and during NSSE administration, the IR Director met with student, faculty and staff groups to promote the survey. In addition, students who participated in the survey by March 2, 2010, were eligible to win one of twenty \$50 gift cards (Target, Best Buy, iTunes).

▲ How were results used?

- Results of the NSSE survey are not yet available. However, the summary data will be posted to the IR website. In addition, the results will be shared with a variety of groups, such as AD/ASG, student government, Provost's Team, Faculty Assembly.

- ▲ What has been changed or improved based on your results?
  - During the survey administration period, additional options to promote the NSSE were identified. However, it was too late to implement them (as the NSSE administration process had already been approved by both the national NSSE IRB as well as UCD's local COMIRB). These processes can be incorporated in the next NSSE administration.
  - The response rate, as of May 25, 2010, was 29% [31.6%, if partials included] (compared to 20%, for the 2008 administration).

Objective 4.2: Work with Denver Campus and AMC constituents to develop revised alumni/employment surveys to collect data from students during FY10. **CASB**

Measurement 4.2: 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.

The IR director worked with the Denver Campus Working Group and the Institutional Research Advisory Group (IRAG) to overhaul the three versions of the alumni survey. The three versions were finalized in March. All three versions of the alumni survey were launched May 3, 2010.

- ▲ How were results used?
  - Results of the alumni survey will soon be analyzed and summaries developed
  - In addition, the results will be shared with a variety of groups, such as AD/ASG, ASAL, student government, Provost's Team, Faculty Assembly.
  - The survey results will also be used for our compliance with HEOA requirements and CU System reports.
- ▲ What has been changed or improved based on your results?
  - The data from the survey will not be available until FY11.

Objective 4.3: 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. **PAULA/GARY**

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

A catalog of existing projects/reports was compiled and is intended to be an ongoing document to serve as a resource document for IR staff members when requests of this type are made.

✚ Link to UCD Strategic Plan: *Objective 2.9.4*

- ▲ How were results used?
  - While the results of the catalog have not been used yet, it is intended that one catalog element, 'Audience', will be used to distribute reports directly to employee portals once that functionality is available.

**Goal 5: 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.**

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

Measurement 5.1: 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.

The Report Library website was published in FY 2010, which has the capability of providing static reports (PDFs), external reports (hyperlinks) and interactive reports (SSRS).

▲ How were results used?

- Realize that the current organization of reports on the website needs enhancement (e.g., additional groupings)

▲ What has been changed or improved based on your results? Plans include:

- Publish SSRS reports using the established framework
- Publishing the data dictionary online
- User training (also communication)
- Use of focus groups to expand reports (parameters, etc.)

Objective 5.2: Expand available IRDW data sets to allow for faster and simpler data retrieval. JEFF/DAVE

Measurement 5.2: 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.

DAVE/NATHAN

Due to delays caused by a reversal of an earlier decision to provide SSRS capability to developers and a subsequent lengthy negotiation and testing period for full SSRS Reporting functionality, the IR Staff did not have sufficient time to develop and publish SSRS Reports to the IR Website by the end of the Fiscal Year.

However, substantial progress has been made in creating highly standardized longitudinal student enrollment and degree datasets in the IRDW and in developing over 20 SSRS reports that utilize those datasets. These SSRS report definitions are being used to create static versions of all Denver Campus enrollment reports and UCD degree counts. Several HLC accreditation reports are also being drafted in SSRS, as are several weekly ISIS admissions and student credit hour reports. Once the public-facing SSRS infrastructure is available, the existing reports can be published with little additional effort.

Some rudimentary faculty reports have also been developed in SSRS, with the ability to select results by year, for use in the upcoming Higher Learning Commission audit. In addition, the annual fall faculty and staff data 'snapshot' has been streamlined and simplified, moved from MS Access to SQL Server, and expanded to include variables pertaining IPEDS, data across multiple appointments, and an alternate 'top appointment' that's more likely to capture instructional appointments. All of this should allow more responsive faculty and staff reporting in the coming year.

✚ Link to UCD Strategic Plan: *Objective 2.6.2*

- ▲ How were results used? Realize that timelines need to be flexible and to always build in wiggle room for time slippages.
- ▲ What has been changed or improved based on your results?
  - The annual fall faculty and staff data 'snapshot' has been streamlined and simplified, moved from MS Access to SQL Server, and expanded to include variables pertaining to IPEDS, data across multiple appointments, and an alternate 'top appointment' that's more likely to capture instructional appointments. All of this should allow more responsive faculty and staff reporting in the coming year.

**Goal 6: Ensure the best possible communication with those who use university data**

Objective 6.1: Publish a periodic electronic newsletter detailing what general services IR 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. PAULA/JEFF

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

Measurement 6.1.2: All publication deadlines will be met.

All deadlines were met and news of the inaugural edition of the newsletter was emailed April 9, 2010.

- ▲ How were results used?
  - Based upon feedback from those who received the newsletter, others were added to the mailing list
- ▲ What has been changed or improved based on your results? – "What's New" – highlight on the IR website
  - Discussion at July 2010 strategic planning retreat regarding communication with stakeholders/customers. For example, regarding IR services:
    - Add committee listing to website
    - Expand the information available – give customers examples of what we have/do
    - Managing expectations
      - Can we more clearly articulate "what else" we can do vs. our ability to meet the needs of all customers? So we are not pigeon-holed by what we have done in the past and the depth of what we have previously provided?
    - Explain how to use the data/what we have reported
    - Explain what information/data we have and what we do not have

## Goal 7: Provide education and training to those who use IR services

Objective 7.1: 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. CASB/PAULA/JEFF

BECAUSE OF DELAYS OUTSIDE OF IR'S CONTROL, IR WAS UNABLE TO LAUNCH ITS FULLY INTERACTIVE WEBSITE. THEREFORE, THE TRAINING HAS BEEN DELAYED UNTIL ATEL CAN PROVIDE THE INFRASTRUCTURE FOR THE WEB DEPLOYMENT THAT HAS BEEN PLANNED BY IR FOR THE LAST TWO YEARS. WE WILL CONSIDER HAVING THIS AS A GOAL FOR FY11, DEPENDING ON WHAT WE LEARN OVER THEN NEXT FEW MONTHS.

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

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

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

- ▲ What has been changed or improved based on your results?
  - Identify other groups, meetings to develop IR champions (e.g., Linda Brooker, Clark Strickland, John Lanning, Marguerite Childs, Paul Rakowski, Jeannie Paradise, Mary Diaz, Peggy Lore)

