

University of Colorado Denver

Office of Institutional Research, Planning and Analysis

Strategic Plan Goals: FY 2011

Project ID: 20100134

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

Objective 1.1: Continue to provide student information so that reasonable service levels are maintained and customer service is not negatively impacted (as a result of the ISIS transition).

Measurement 1.1: Customers report (via the online OIRPA Annual Customer Satisfaction Survey) 90% agreement (excluding NA responses) with the statement "The OIRPA staff members were responsive to your needs." CASB

Objective 1.2: Ensure that the website pages are useful to customers.

Measurement 1.2: Based upon the website hit counter data, the reports in the lowest quartile (of number of hits) will be evaluated by the staff for potential improvements/elimination. JEFF/PAULA

✦ Link to UCD Strategic Plan: *Objective 2.6.2*

Objective 1.3: Ensure that the information we provide to our customers is timely.

Measurement 1.3.1: Develop new "on time" reports from Project Tracker to facilitate identification of potential issues. CASB/JEFF

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

Measurement 1.3.2: Create "Comment On This Page" links on all website pages, and analyze feedback to facilitate identification of potential issues. JEFF/PAULA

Objective 1.4: OIRPA provides reports that are easy to interpret (by the customer).

Measurement 1.4.1: Customers report 90% agreement with the annual assessment instrument item: "The reports were easy to interpret." CASB

Measurement 1.4.2: Additional analyses of survey data to examine responses by type of requestor, reports on website vs. information for a specific request. CASB

Measurement 1.4.3: Assess via the customer survey the degree to which interpretation has been provided to customers. CASB

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

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

Objective 2.1: Increase accessibility and versatility of the existing faculty/staff report.

Measurement 2.1.1: Provide various breakdowns of faculty and staff headcounts at the college/school level and make them available online by September 30, 2010. **BILL/NATHAN**

Measurement 2.1.2: Develop integrated datasets to facilitate data analyses by June 30th, 2011. **NATHAN/BILL**

✚ Link to UCD Strategic Plan: *Objective 5.2.2*

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

Objective 3.1: Provide training to IR staff on the strategies to extract and provide data regarding student retention and graduation.

Measurement 3.1.1: Training for grad/retention data will be provided to IR staff no later than December 15, 2010. **GARY**

Measurement 3.1.2: Expanded datasets will be made available to staff by May 1, 2011. **GARY**

Objective 3.2: Add subsequent enrollment data to existing reports as well as data breakdowns for other populations (grad level), add fall-to-spring retention data to reports that are posted online.

Measurement 3.2.1: Reports will be designed and published by June 30, 2011. **GARY**

Measurement 3.2.2: Subsequent enrollment info (using clearinghouse data) will be added to GRS tables by June 30, 2011. **GARY**

✚ Link to UCD Strategic Plan: *Objective 2.2.4*

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

Objective 4.1: Disseminate NSSE results to campus constituencies.

Measurement 4.1.1: By April 1, 2011, overview of NSSE results provided to AD/ASG, UWG, Survey Working Group. **CASB**

Measurement 4.1.2: By April 1, 2011, NSSE results overview posted to IR website. **CASB**

Objective 4.2: Disseminate 2010 alumni survey results to campus constituencies.

Measurement 4.2.1: By April 1, 2011, overview of the alumni survey results provided to AD/ASG, UWG, Survey Working Group, IRAG. **CASB**

Measurement 4.2.2: By April 1, 2011, alumni survey results overview posted to IR website. **CASB**

✚ Link to UCD Strategic Plan: *Objective 2.9.4*

Goal 5: Ensure the best possible communication and interactions with those who use university data

Objective 5.1: Enhance the IR website to provide information about our services

Measurement 5.1: Add the following elements to the IR website by June 30, 2011:

- Measurement 5.1.1 - Committee listing **JEFF**
- Measurement 5.1.2 - New website page for Consulting Services **NATHAN/CASB**
- Measurement 5.1.3 - New to IR/UCD webpage **JEFF/MINDY**
- Measurement 5.1.4 - User Guide **JEFF/ ABBY/MINDY**
- Measurement 5.1.5 – Further categorization of reports, category descriptions **PAULA/NATHAN**
- Measurement 5.1.6 - Context, descriptions (hover over) **JEFF / Report Developers**
- Measurement 5.1.7 - Definitions, terminology clarifications(data dictionary, glossary) **JEFF / ABBY/Report Developers**
- Measurement 5.1.8 - Nomenclature consistency: e.g., enrollment vs. headcount **DAVE/Report Developers**
- Measurement 5.1.9 - IPEDS HR definitions **NATHAN/BILL**
- Measurement 5.1.10 - Disclaimer for usage/offer to review data for institutional publications, etc. **CASB**
- Measurement 5.1.11 - Explain the data that IR does and does not have **DAVE**

Objective 5.2: Augment the IR standard reports so that they are more easily interpreted

Measurement 5.2.1: Redesign IR standard reports, by 6/30/2011, to add source citations to facilitate identification (add citation to reports/website to say, this is how you cite this source) **PAULA/ABBY**

Measurement 5.2.2: Redesign IR standard reports, by 6/30/2011, so that, for those reports that change over time, add information into report headers, explanations in notes/footer (of what the change means to the report user/customer) **DAVE/Report Developers**

- Will need to decide if older reports get rerun

Objective 5.3: Make the IR website more visually appealing and directive.

Measurement 5.3.1: Redesigning the Homepage to include more bold buttons and less text, and simplifying the navigation structure. **JEFF / PAULA**

Measurement 5.3.2: Revamp customer Satisfaction Survey to include item about ease of use of website, then evaluate responses. **CASB**

Objective 5.4: Develop improved customer communication strategies

Measurement 5.4.1: Develop a checklist of topics to discuss with customers when they make a request. **MINDY/PAULA/ CASB**

Measurement 5.4.2: Develop a one-page “business card” that provides information about who we are, what we do/provide **MINDY**

Measurement 5.4.3: Create a packet of materials (explaining IR) for new employee orientation **MINDY/ABBY**

Measurement 5.4.4: Add customer survey item to assess effectiveness of new request form. **CASB**

Objective 5.5: Enhance Self-Service Utilities by the Publication of Data Request Form. **JEFF**

Measurement 5.5: Analysis of data requests received via the new form versus other methods.
PAULA/JEFF

Objective 5.6: Enhance Self-Service Utilities of portal

Measurement 5.6.1: Publication of "My Portal" page for Authenticated Users. **JEFF**

Measurement 5.6.1: Analysis of use of the My Portal links. **JEFF**

Measurement 5.6.2: Customer Satisfaction Survey responses to ease of use of "My Portal."
CASB

Goal 6: We promote a culture of evidence and assessment by modeling that same approach in our own business practices

Objective 6.1: Improve our internal tracking and accountability of the IR strategic plan objectives/measures

Measurement 6.1.1: Devote quarterly staff meetings to strategic plan goals/objectives. **CASB**

Measurement 6.1.2: Set up tasks/projects to track our objectives/measures, identify milestones for the objectives/measures. **ABBY/JEFF/ALL STAFF MEMBERS**

Measurement 6.1.3: For the FY12 strategic planning retreat, have a pre-retreat to set expectations, provide information about important areas in which all staff might not be knowledgeable (e.g., accreditation). **CASB**

PARKING LOT (to consider for FY12):

Measurement 5.4.x: Conduct focus groups to determine areas for future training opportunities, areas for increased interpretability for IR reports.

Measurement 5.4.x: Establish a group of "IR Champions" (e.g., Linda Brooker, Clark Strickland, John Lanning, Marguerite Childs, Paul Rakowski, Jeannie Paradise, Mary Diaz, Peggy Lore)

Measurement 5.4.x: Proactively meet with various groups to inform them of our services (AD/ASG, FMG, UWG, ASAL, IRAG, departmental/faculty meetings of schools/colleges, Bard Center)

