Office of Institutional Research, Planning & Analysis

FY 2011-12 Strategic Plan

1. Augment IR Infrastructure

A. Integration of Data across Areas/Sources/Time (including: admissions, enrollment, state- and cash-funded, Denver Campus and Anschutz Medical Campus, financial aid, instructors and classes, retention, degrees, SIS/ISIS, longitudinal, ISIS/HR, longitudinal HR data)

1. Needs Identification for data integration priorities (longitudinal and cross-functional)

a) Measurement: By November 1, 2011, develop initial list of prioritized needs related to data integration

b) Measurement: By March 1, 2012, update data integration prioritized needs list using feedback gleaned from meetings with specific units/groups

B. Report Enhancement

1. Integration of Total Instruction: Denver Campus and Anschutz Medical Campus; State- and Cash-Funded

a) Measurement: By January 15, 2012, develop draft enrollment report integrating data from the Denver Campus and the Anschutz Medical Campus

b) Measurement: By February 15, 2012, finalize and post new enrollment report that integrates Denver Campus and Anschutz Medical Campus data

2. Admissions Reporting

a) Measurement: By December 1, 2011, develop draft admissions report for review by Barb Edwards

b) Measurement: By February 1, 2012, finalize and post new admissions report to IR website

3. Longitudinal Reporting

a) Measurement: By December 1, 2011, develop draft longitudinal enrollment report (that integrates SIS and ISIS data) for review

b) Measurement: By February 1, 2012, finalize and post new longitudinal enrollment report (that integrates SIS and ISIS data) to IR website

4. Cross-Functional Reporting

a) College/Major/Department Data

(1) Measurement: By October 30, 2011, develop draft enrollment reports that provide college/major/department, HC, SCH, admissions, SCH x faculty/course type data

b) Continue development of methodology/strategy to predict/estimate/project Fall apps/admits/enrollments

(1) Measurement: By May 1, 2012, develop strategy for automating projection report currently provided to leadership

(2) Measurement: By June 1, 2012, meet with leadership to evaluate draft projection report and solicit input for modifications

c) Graduation and Retention Analyses

(1) Measurement: For Foundations of Student Success (FSS)-related details (measures, due dates, etc.), see Project 20100307

(2) Measurement: By February 15, 2012, Microsoft SQL Server 2008 Reporting Services (SSRSs) graduation and retention reports published to online report library

5. Faculty Workload Reporting (See Project 20110095 for measures, due dates, etc.)

6. Library of Definitions/Explanations

a) Internal Guidelines, Report Definitions/Standards

(1) Measurement: By October 31, 2011, finalize SSRS and Excel templates

b) Inclusion of Analytic Blurbs (e.g., Deans' Budget Retreat, aka DBR); Provide Context for Content

(1) Measurement: By October 15, 2011, identify which Deans' Budget Retreat elements will include analytic blurbs

(2) Measurement: By December 1, 2011, have analytic blurbs incorporated in all elements identified in above measure

2. Enhance Customer Satisfaction

A. Outreach

1. Identify groups/types of users: Frequent User Group vs. Random User Group

a) Measurement: By October 30, 2011, use Project Tracker to define and identify two groups of users: Frequent Users and Random Users

2. Attend/Initiate Meetings (e.g., departmental, Associate Deans/Academic Support Group (AD/ASG), Academic and Student Affairs Leadership (ASAL), Institutional Research Advisory Group, Office of Grants & Contracts, Exempt Professional Assembly, Faculty Assembly, New Employee Orientation, Equal Opportunity Planning Group, Coordinators of specialized accreditations, Coordinators/Program Directors of Program Reviews, Faculty Groups, brown bag) and solicit input (new/enhance/modify reports/website)

a) Measurement: By October 30, 2011, identify existing meetings to attend for outreach purposes and IR staff to attend/present

b) Measurement: By October 30, 2011, develop a list of questions to ask and information to review (e.g., reports provided on website, website design/organization) during the outreach sessions

c) Measurement: By December 15, 2011, develop initial brown bag lunch for user group (either Frequent User Group, Random User Group, or other) as a part of IR's outreach activities

3. Use Project Tracker for frequent reports/needs

a) Measurement: By October 31, 2011, use Project Tracker to identify reports not currently presented via the IR website that are frequently requested (note: these new reports may overlap with others mentioned elsewhere in this plan!)

b) Measurement: By December 1, 2011, develop a timeline for integrating these reports within the IR website

B. Enhance IR Website

1. My Portal / Direct Links to Reports

a) Measurement: By March 1, 2012, add functionality to the IR website's My Portal page to allow an authenticated user to save shortcuts to existing Report Library reports

b) Measurement: By April 1, 2012, add functionality to the IR website's My Portal page to allow an authenticated user to save specific parameters for SSRS reports as shortcuts

3. Crosstraining/Professional Development of IR Staff

A. SSRS training

1. Measurement: by November 15, 2011, hold an in-house introductory SSRS training session for IR staff who have had minimal or no exposure to SSRS report development, and schedule follow-up trainings, if necessary

2. Measurement: by November 30, 2011, identify enhancements of existing reports and/or new reports that can be accomplished via SSRS and assign at least one to each IR staff member who has not had significant exposure to SSRS

B. SQL/Query/SAS training

1. Measurement: by October 30, 2011, identify gaps in existing SQL and query development knowledge amongst IR staff and locate/schedule beginning, intermediate, or advanced in-person or self-paced training opportunities for each staff member that are appropriate to each gap

2. Measurement: by January 1, 2012, assess ongoing IR projects that will require SAS skills and determine appropriate level of training for IR staff members needed to achieve the required skill levels

3. Measurement: by February 1, 2012, schedule in-house cross-training opportunities and/or formal training classes for IR staff identified via in Measurement #2

C. Projects/Requests for crosstraining

1. Measurement: By August 31, 2011, create draft of crosstraining opportunities for IR staff members

2. Measurement: By October 30, 2011, have worked with IR staff members to identify specific opportunities for each and strategies for crosstraining/handoffs

D. Code Library / "How To" Library

1. *Measurement: By August 20, 2011, identify and communicate where the "How To" library resides*

2. Measurement: By November 1, 2011, include a button within Project Tracker that redirects users to the "How To" library

E. Provide each staff member with at least one professional development opportunity during fiscal year 2011-12.

1. Measurement: By September 12, 2011, each IR staff member will delineate and rank at least three professional development opportunities to occur during fiscal year 2011-12

2. Measurement: By October 20, 2011, decisions made by each IR respective supervisor, in conjunction with the Director, to select at least one of these opportunities for each IR staff member and make plans to participate in them