Office of Institutional Research
and Effectiveness
UNIVERSITY OF COLORADO
DENVER | ANSCHUTZ MEDICAL CAMPUS

Office of Institutional Research and Effectiveness (OIRE): Strategic Plan FY 2013

I.   In order to continue OIRE's outreach and promotional efforts, the office will:

A.   Explain how we've changed (with the incorporation of OIASPE) and what it means for our customers.
1.   Update the "Who is OIRE?" information available on our website by August 1, 2012.
2.   Update the "Mission, Vision, and Values" information available on our website by August 1, 2012.

B.   Annually update the materials we provide to Human Resources (HR) for New Employee Orientation (NEO).
1.   By August 1st each year, these materials will be updated and sent to HR for inclusion in the NEO packets.

C.   Determine other opportunities and venues for outreach efforts.
1.   Create an OIRE Outreach/Brown Bag committee by August 1, 2012.
2.   By August 30, 2012, an OIRE Outreach Committee will have met and decided on the venues for outreach (e.g., On the Net, immediate feedback, customer surveys)
3.   By October 15, 2012, a timeline and materials for this outreach will have been finalized.
   a.   The materials will incorporate education about breadth/depth of the available OIRE data/information and customer education on how to use/interpret data.
4.   Because of new departments, staff turnover, specialized access, program review, the Outreach Committee will develop and initiate an annual Open House for each campus where constituents are invited to learn about the office and its products.
   a.   The content of the Open Houses will be finalized by December 15, 2012.
   b.   The Open Houses will be held by June 30, 2013.
5.   The Outreach Committee will develop strategies by December 15, 2012 for improved visibility on the Anschutz Medical Campus.

D.   Improve and enhance the OIRE website.
1.   Form an OIRE Website Advisory Group (to include constituents) for the purpose of improving and enhancing the OIRE website. To be created by August 30, 2012.
2.   Use the OIRE Website Advisory Group to gather feedback regarding: dashboards, better organization of website content, increased user-friendliness of website, glossary/more robust dictionary, parameterized reporting, and homepage shortcuts.
3.   Using the information gathered in II.C., articulate OIRE's goals for responsiveness and response times, as well as how we prioritize our requests and design the OIRE website.
4.   Create an implementation timeline based on feedback from committee meetings by December 31st, 2012.
5.   Add keyword search to report library.
6.   Enhance searchability for Google and other search engines with a page full of links to the reports in the report library. Research link recommendations when searching.

II.   So that OIRE provides the very best service possible, we will continue to invest in ourselves, through:

A.   Persistent attention to and investment in our infrastructure throughout the fiscal year.
1.   Regular infrastructure meetings/progress.
   i.   Revamp of Graduation and Retention Rate data
   ii. HR Infrastructure
       1.   Continued Refinement of HR Snapshot Process

    2. Implementation of Faculty Workload tracking system, designing Faculty Workload reports

    3. Continue work to develop a standardized system for tracking faculty FRPA

   iii. Course instructor data

   iv. ISIS Mapping

   v. Admissions

   vi. Standardized Departmental Reporting

  2. Regular internal reviews of the OIRE website, for the purpose of identifying outdated/broken links, outdated content and basic navigation issues (separate from the Website Advisory Group denoted in I-D-1 above)

 B. Training / Crosstraining throughout the fiscal year.

  1. Tips & Tricks provided at staff meetings once per month.

  2. Dissemination of Amanda's technical cheat sheets by October 1, 2012.

  3. Data Dictionary development. Development of timeline for completion due by Jan 1, 2013.

  4. Ensure through regular and *ad hoc* meetings/mentoring that all staff members are appropriately trained/crosstrained.

 C. Discovery and use of models of excellence and best practices for OIRE.

  1. By November 15, 2012, OIRE will have (with Hailey taking the lead, but engaging other staff):

   a. Enumerated resources for IR/IE best practices.

   b. Identified how other institutions define "effectiveness."

   c. Located best practices for data descriptions.

   d. Identified model IR/IE websites.

   e. Itemized resources for best practices in OIRE infrastructure goals.

   f. Evaluated best practices for project/request prioritization and setting customer expectations.

  2. By April 1, 2013, the above information will have been used to:

   a. Inform and develop a written plan and timeline for OIRE infrastructure goals.

   b. Ascertain opportunities to employ best practices.

   c. Develop a plan for how to describe data: on the OIRE website and within OIRE reports/products.

  3. The above information will be used throughout the fiscal year to inform prioritization of projects/requests and set expectations for customers.

III. OIRE continues to be instrumental in evaluating and improving student outcomes.

 A. Through the ACT/CSRDE Collaboration project (20120028), OIRE will obtain benchmark data regarding student retention.

  1. By November 15, 2012, develop a timeline for analyses, data dissemination, and constituent listing.

  2. When the benchmarking data are received by OIRE, they will be evaluated and disseminated to the appropriate institutional constituents.

 B. OIRE is the leader in initiating the "We Care" pilot student intervention (20120022), and is collaborating Undergraduate Experiences, Student Affairs, and CLAS.

  1. OIRE will provide resources for attendance data entry (when faculty are unable/unwilling to do so). Period is once per week, weeks 1-5 of the term.

  2. OIRE will develop datasets for data analyses. Plan should be ready by the end of October, 2012.

  3. OIRE will perform data analyses to evaluate the effectiveness of this pilot intervention.