**Unit Strategic Plan**

**2017-2019**

# Name: Institutional Effectiveness (IE)

**Mission Statement:**

The purpose of the Office of Institutional Effectiveness (IE) is to perform institutional reporting and to conduct institutional research in support of planning, evaluation, and management decisions for Jefferson State Community College. In addition IE serves to collaborate with, and collect data on all areas of the college to facilitate change and improvement. In order to achieve its stated purpose, IE is committed to the following:

* Promoting the validity and reliability of institutional data and reporting, particularly as they relate to the student information system and the academic programs of the college.
* Coordinating reporting of data and responding to information requests from outside the college.
* Providing consultation and research assistance to others within the college.
* Initiating and conducting appropriate research and providing information in support of planning, evaluation, and institutional decision making.

# Summary of Access, Productivity and Effectiveness:

**Expected Survey, Projects, Studies, General Research, and Events**

Several internal surveys and projects take place within the fiscal year of the school:

* + IRIR Website/Institutional Effectiveness website
  + The Nursing department consistently creates several student surveys
  + Career/Technical Employment Status Survey
  + Course Reports (Twice a semester)
  + Credit Hour Production Reports
  + Data Discrepancy Reports by semester
  + Fall Facts brochure
  + Statistical Profile
  + Enrollment Summaries
  + Program Reviews
  + Cross Matching
  + 5 year enrollment for trend analysis
  + Grade Distributions (End of semester)
  + Spring Preliminary Credit Hours/Enrollment Headcounts
  + Fall Preliminary Credit Hours/Enrollment Headcounts
  + Phi Theta Kappa Honor Society Eligibility Report
  + Summer Preliminary Credit Hours/Enrollment Headcounts
  + Student/faculty survey analysis
  + Smart Thinking/Plato reports

Several external surveys are completed for entities that request information:

* + ACT IDQ
  + Alabama Department of Education
  + ACHE reports: Dual Enrollments, Student Databases, Campus Site Report, Program Inventory
  + Chronicle Employee Satisfaction Survey
  + SACSCOC
  + College Board
  + Common Data Set
  + Digital Community College Survey
  + Higher Education Profile
  + IPEDS (3 times per year)
  + Open Doors
  + Peterson’s
  + Perkins Grant/Career Tech Reports
  + Winter Green Orchard

# Internal Conditions:

1. Technology

IE currently operates with four personnel, each person and their corresponding technology is listed below.

* 1. **Amanda Kin** – Associate Dean of IE.
     1. 1-HP Desktop – less than 1 year old
     2. 1 Microsoft Surface – 1 year old
  2. **Nareiko Stephens** – Data Analyst
     1. 1 – Dell Latitude Laptop – 3 years old
  3. **Sally Holley** – Office Manager IE
     1. 1 HP Desktop – less than 1 year old
     2. 1 Dell Printer – 2 years old
  4. **Lesia Jones** – Administrative Assistant
     1. 1 desktop computer – 1 year old
     2. 1 HP printer – 5 years old

1. Budget - IEs budget consists of the salary for its four full-time employees, office supplies, postage used for disseminating surveys and reports, printing of documentation, and technological software and hardware. It also covers the cost of participating in some third party surveys such as the National Community College Benchmarking Survey. All memberships including AIR, ALAIR, and SAIR are also supported by the budget. Amanda Kin and Nareiko Stephens are supported by a large amount of professional development. Lesia Jones and Sally Holley primarily participate in on-campus training which is provided for free by the college.
2. Staffing- IE supports all campuses. The Jefferson campus houses all IE employees, The 2017-2018 academic year includes the use of one work study for 20 hours a week.
3. Resources –Internet Databases, Information Technology Department personnel, IE website, and developmental literature that have been requested, researched, and purchased. The office of IE subscribes to many surveys which double as a source of data for benchmarking and comparison purposes both in the state and across the nation.
4. Enrollment – Enrollment is not applicable to the IE office.
5. Facilities – IE maintains its main residence at George Wallace Hall in room 117. This space houses four employees in their own offices.
6. Equipment – The majority of IE equipment is listed under technology. The only addition would be our software use. We employ Adobe Acrobat software on a daily basis to create and manipulate .pdf files. Currently we have a working version but it will require an update in the next two years. We also plan to include Tableau in our software in conjunction with IT.

# External Conditions (such as state funding, accrediting agencies, advisory committees, postsecondary policy changes):

**SACSCOC:** IE has developed its new website to enhance planning for all departments. The documents on the website enable departments to plan for their Southern Association of Colleges and Schools reviews and their self-studies. Amanda Kin completes the majority of the SACSCOC requests from the office. She attends the annual conference in December each year to stay up to date on each of the SACSCOC standards.

**DPE/ACHE:** Often and periodically governmental agencies request data from Jefferson State. Several reports have been created for the distribution of this data.

**IPEDS:** IPEDS is a governmental report to ascertain the status of the student body and the faculty at Jefferson State. Several reports via DAX and other reports have been created for the distribution of this data.

**Other Constituents:** In order to market and educate the public and the college, Jefferson State participates in various compendiums and literature. IE participates in these survey/questionnaires to facilitate that end.

**2015-2016Accomplishments:**

* Attended the SAIR conference in October
* Attended SACSCOC Annual meeting in December
* Prepared and co-presented a talk at ACCA in November
* Prepared and co-presented a talk at ALAIR in April
* Attended AIR Conference in May
* Awarded a travel grant from SAIR to attend the AIR conference
* Attended PARCA meeting in Birmingham, Al in February
* Attended PARCA roundtable meeting in Birmingham, Al in August
* Completed second year of QEP
* Created an annual calendar to lay out assessment time frames
* Administered several Class Climate surveys for college departments who have not utilized that system before
* Awarded the Presidential Scholarship through AIR to complete two courses through the Data and Decisions Academy: Longitudinal Tracking and Foundational Statistics
* Recognized by the Department of Labor for participating in data gathering
* Participated in AARP’s back to work initiative by creating a data sharing agreement with Hannah Betseh of SPR (Social Policy Research Associates)
* Completed the NCCBP (National Community College Benchmarking Project) survey
* Recognized as a “Great College to Work for 2015 and 2016”

**2016-2017 Accomplishments:**

* Attended SAIR, AIR, SACSCOC, and ALAIR annual meetings.
* Prepared and co-presented a talk at SACSCOC in December
* Invited and accepted membership to PARCA Roundtable
* Data Analyst expanded programming capabilities
* Data Analyst awarded presidential Scholarship from Data Decisions Academy
* Executive Assistant aided purchasing
* Three out of four office members participated in Big Brothers Big Sisters
* Data Analyst had a talk accepted at SAIR

**Unit Goals for 2017-2018**

**Outcome #3**: Surveys are conducted to provide information that supports institutional planning, assessment, and decision making.

**1. Objective:** Create a mobile surveying unit that can be placed at various spots around campus to catch real-time feedback about the college’s instructional and service units.

* 1. Purchase three mobile devices (ipad, android, surface)
  2. Purchase a mobile kiosk(s) to temporarily install devices in a location

**Method of Assessment:** Entry of physical devices into inventory for Jefferson State Community College. Increase in the number of internal surveys completed by the IE office. Addition of internal data to drive improvement.

**Funding Request:**

1. 3 IPad 2 devices with minimum storage (16Gb) and minimum connectivity (wireless only). $500.00/ea device. **Total = $1500.00**
2. 3 mobile kiosks with anti-theft devices $450.00/ea. **Total = $1350.00**

**Total Cost - $2850.00**

**2. Objective:** Continue to absorb the cost of printing the Student Instructor

Evaluations as well as other various surveys that the office of IE is asked to design and

execute.

**Method of Assessment:** Outcomes Assessment of the number of surveys executed each year.

**Funding Request: $5000.00**

**Outcome #5:** Assisting on research design, questionnaire development, data analysis, and report writing within the institution to more effectively and efficiently conduct research.

**1. Objective: Professional Development for head of IE and Data Analyst**

* + 1. Both the head of IE and the Data Analyst need to stay up to date on the latest trends and information in Institutional Effectiveness, Assessment, and Research. For the 17-18 Year the pair will be attending the annual SAIR conference, the head of IE will go to the SACSCOC Summer Institute.

**Method of Assessment**: Informal acquisition of skills and knowledge as well as more formal presentations to interested faculty and staff on techniques and methods for conducting research and assessment.

**Funding Request**: The approximate travel cost will be **$6000.00** including registration fees travel and hotel.

**2. Objective: Increase productivity and accessibility of data usage by decision makers within the college.**

**a.** The office of IE would like to purchase two pieces of software in the 17-18 academic year. An updated version of Adobe Acrobat to aid in creating and editing .pdf files, and Tableau professional to aid in creating dashboards and data visualizations for users across the college.

**b. Method of Assessment**: Inventory of software within the office will reflect updated and new acquisitions.

**Funding Request:** $1680 for Tableau, $1050 for Adobe Acrobat = **$2730.00 Total**

**3. Objective: Maintain environment of IE office.**

**a.** The office of IE would like to purchase two new chairs for the assitants to the head of IE. Current office chairs are dysfunctional and uncomfortably old, lacking padding and support.

**b.** **Method of Assessment:** Office inventory will show two updated office chairs for Sally Holley and Lesia Jones.

**Funding Request:**  **$400.00**

**4. Objective: Participate in the NCCBP Data Collection Survey**

a. The office of IE would like to participate in the National Community College Benchmarking Project survey, which was last completed in 2014. Three years have passed and the goal is to do the survey every 3-5 years. 2018 also brings the Fifth Year Interim Report, which can be enhanced with the data provided by the NCCBP

b. **Method of Assessment**: The NCCBP has a timeline to follow to ensure completion. Internally the office will maintain the timeline leading to completion.

**Funding Request: $1450.00**

**Unit Goals for 2018-2019**

**Outcome #4:** Accurate and timely reports ensure that the college is in compliance with reporting requirements of federal, state, and regional agencies and responds appropriately to ad hoc requests for institutional data.

**1. Objective:**  Replace existing computers and laptops with up-to-date, warrantied, machines. Keeping each employee with the most current software and operating systems as well as technology that meets their needs.

1. Replace Nareiko Stephens outdated laptop. The data analyst position relies on the computer heavily. Not only must the computer have the fastest and strongest processing power to hand the large amount of data being mined but also stay under warranty so in the event of a problem it can be fixed or replaced quickly.

**Method of Assessment:** Entry of an addition laptop into the physical inventory for Jefferson State Community College.

**Funding Request:** **$1655.90** – Current Laptop Quote

**Outcome #5:** Assisting on research design, questionnaire development, data analysis, and report writing within the institution to more effectively and efficiently conduct research.

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