



INSTITUTIONAL EFFECTIVENESS DEPARTMENT and PROGRAM REVIEW: DEPARTMENT PLAN

Part 1: Department Mission Statement

Institutional Effectiveness advances college-wide improvement efforts by using data to answer meaningful questions that inform decisions and influence positive change.

Part 2: Strategic Plan Connection

Institutional Effectiveness supports monitoring the success of all of COCC's strategic goals while department specific goals align closely with **College Sustainability**.

Part 3 and 4: Goals/Outcomes and Activities

Goal 1: Improve the College's ability to efficiently access, analyze and report data.

Primary Activities:

- Serve on the Implementation Project Team (Chris) and Project Steering Team (Brynn) for the Unified Data Analytics Solution (UDAS) implementation.
- Develop data sets in UDAS that serve operational and institutional reporting and analyses needs.
- Develop a more robust Business Intelligence/Analytics environment to maximize the UDAS – inventory current dashboards, prioritize development of new dashboards, determine appropriate number dashboard viewers and strategize on training more dashboard developers.
- Improve state and federal reporting data documentation in collaboration with IT.
- Continue to foster collaboration between IE/IT to achieve appropriate understanding, participation, access to necessary data and documentation.

Goal 2: Improve the College's environment for collecting survey data to support assessment and reporting needs.

Primary Activities:

- Build and administer a COCC Student Engagement Survey.
- Develop an Institutional Survey Calendar.
- Develop a central repository for institutional survey results, including a web page.
- Review institutional surveys and align with assessment needs and schedules.
- Research and implement an institutional survey policy.

GOAL 3: Foster meaningful use of data to support decision making.

Primary Activities:

- Increase Tableau usage across the College through awareness and training.
- Establish a plan to collaborate with colleagues to market and promote college data – dashboards, surveys results, state and federal reports, etc.
- Foster data literacy by reviewing current dashboard tutorials and training opportunities and refreshing to complement new approaches and evolving need.
- Establish a practice of supporting Administrative Department and Program Review (DPR) much like we do with Academic DPR.
- Continue to support Strategic Plan indicator development and meaningful utilization.

GOAL 4: Adapt IE’s skills, scope and college presence to improve service to the college.

Primary Activities:

- Establish a list of professional development opportunities relevant to the field of IE that can be made available to a new IE employee and to the college community - AIR institutional license, conference attendance, etc.
- Evaluate and update IE webpages – purpose, use and content
- Develop a plan to grow IE’s scope to include supporting/managing a UDAS and advancing resources and professional development to support both the UDAS and addressing the College’s more sophisticated data and assessment questions/needs.
- Work with Alicia to determine future of Strategic Planning, where that work will reside and what IE’s role will be in future plan development and assessment.

Part 5: Measurement Tool and Timeline

The four IE goals are predominantly process related and require specific, short-term actions to achieve the long-term outcome goal of improved college sustainability. Measurement will evolve and be revisited annually.

Goal 1: Improve the College’s ability to efficiently access, analyze and report data.

- Dashboard Implementation – as the UDAS project initiates, set a goal for the number of certified data sets established and dashboards linked to the UDAS.
- Monitor the length of time it takes IE to pull, organize and report state data with the goal of decreasing the amount of time it takes from year to year.

Goal 2: Improve the College's environment for collecting survey data to support assessment and reporting needs.

- Track student/employee participation in surveys due to improved administration practices.
- Develop and utilize a qualitative rubric to assess improved coordination of surveys; increased access and transparency of survey data; and more effective use of survey results.

GOAL 3: Foster meaningful use of data to support decision making.

- End User Rate – increased utilization of dashboards measured by hits/visits year to year.
- End User Satisfaction – survey users to determine if they have meaningful data needed to make strategic and operational decisions. Need to develop and determine what this looks like.
- Internal Qualitative Analysis – is IE getting more sophisticated questions from the College community and are we able to answer them? Formulate a rubric to assist efforts.

GOAL 4: Adapt IE's skills, scope and college presence to improve service to the college.

- Usage tracking – track number of data assistance requests post web updates and promotion
- Utilize more IE designated professional development funds annually
- Internal Qualitative Analysis – does IE as an office feel like we are better organized and have an improved ability to direct the college community to useful IE supported resources. Formulate a rubric to assist efforts.