

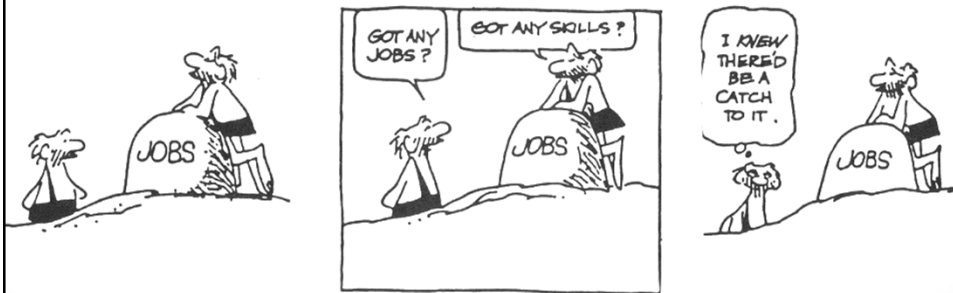
Institutional Research: Shift Happens

Association for Institutional Research
Christopher S. Coogan
Chief of Staff

South Carolina Association for Institutional Research
March 1, 2011



Got Skills?



What is Institutional Research?

A set of activities that provide support for institutional planning, policy formation, and decision-making.

Joe Saupe, 1990

Not a single activity, but a collection

Support, may not be main decision makers

Decision-making

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What is Institutional Research?

Organizational Intelligence¹

Technical/Analytical Intelligence²

Issues Intelligence²

Contextual Intelligence²

1 Cameron Fincher, 1978
2 Pat Terenzini, 1993

Data, Tools, Statistics, Research Design

Institution Specific and Working with Key People

History, Culture, and External Environment

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What Do We Know About IR?

Reporting Lines

- Report to Chief Academic Officer
- Report to President
- Other lines – Business Affairs Office

Titles

Job Roles

- Analyst
- Middle-manager
- Senior Vice President

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What Do We Know About IR?

2- Year Campuses¹

Nearly 60% of offices 1.5 or less FTE

4-Year Campuses²

38% report less than 2 full-time professional staff

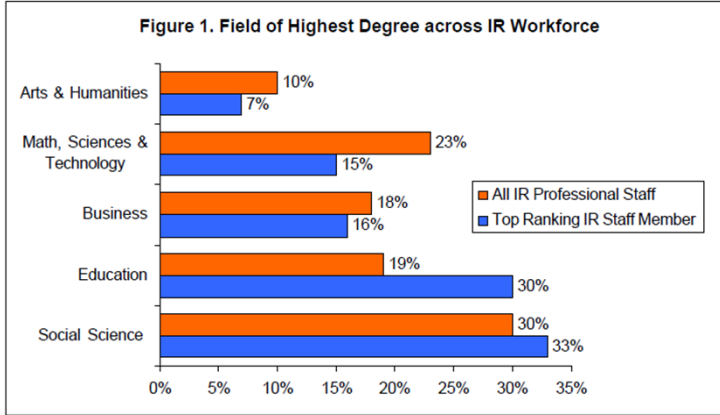
34% report 2 or 3 full-time professionals staff

28% report 4 or more full-time professional staff

¹Morest & Jenkins, 2007 ²Volkwein, Woodell & Liu, 2008

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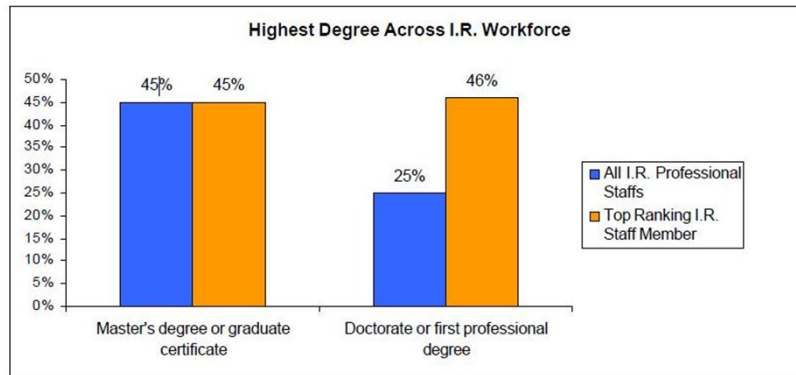
Degrees of IR Officers



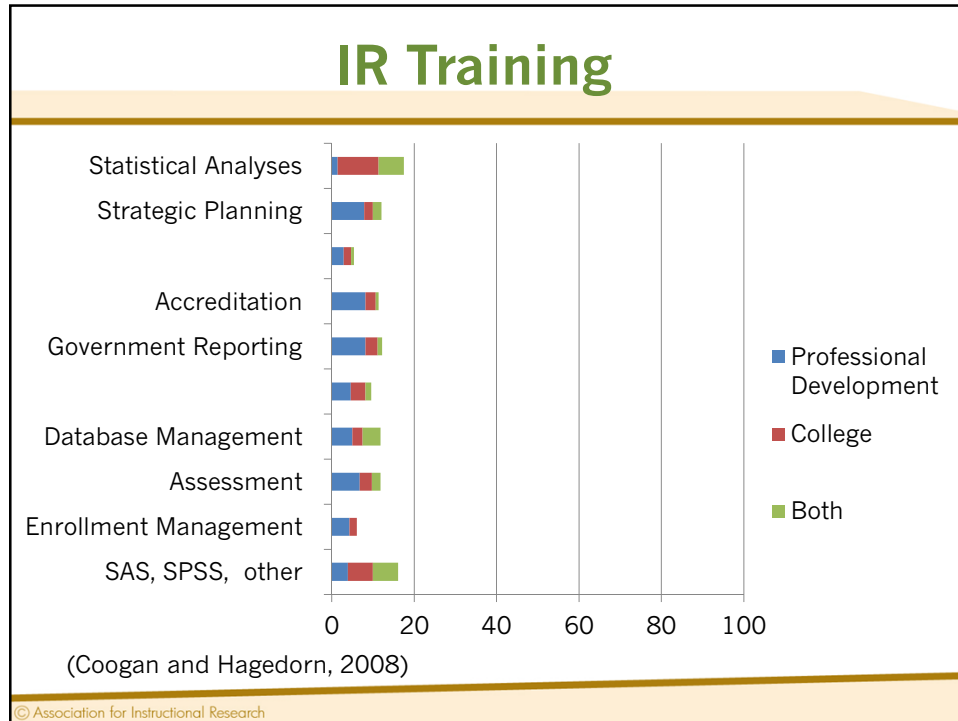
(Volkwein, Woodell, Liu, 2008)

Degrees of IR Officers

Figure 1.



(Volkwein, Woodell, Liu, 2008)



Professional Development Opportunities

- **Course or certificate in doctoral programs**
- **No national certifications or standards**
- **AIR Training Programs**
 - Annual Conference
 - Books and publications
 - Online Courses
 - Webinars
 - Week-long intensive institutes
 - Networking and on-the-job training

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Core Skills of IR

- Reporting
- Support for Campus Decision-Making
- Assessment of Learning Outcomes and Support of Accreditation
- Ad Hoc (e.g. disclosures such as NPC)

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Core Skills – Reporting

The slide displays logos for several organizations and covers of reports. The logos include The Education Trust, CollegeBoard (with the tagline 'connect to college success'), COLLEGE Navigator, U.S. News & World Report (with the website usnews.com), the BILL & MELINDA GATES foundation, the DELTA PROJECT (on Postsecondary Education Costs, Productivity, and Accountability), PETERSON'S (a part of the Cengage Learning group), and WINTERGREEN ORCHARD HOUSE. Below the logos are four report covers: 'MEASURING UP 2008 THE NATIONAL REPORT CARD ON HIGHER EDUCATION' (featuring a classical building), a report from the Gates Foundation (featuring two graduates), 'Trends in College Spending' (featuring a cartoon character with a money bag), and 'The College Finder' (featuring a college building and a magnifying glass).

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Core Skills – Reporting

- **Reporting IPEDS Data**
 - Online tutorials
 - IPEDS listserv
- **Using IPEDS Data**
 - Online Tutorials
 - Face-to-Face Workshops
- **Technical Review Panels (TRP's)**

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Core Skills – Decision Making

- *The Primer* and *The IR Handbook*
- Networking with others – Forum and membership directory
- Foundations Institute
- Summer Data Policy Institute
- Webinars – multi-format
- Online Courses

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Core Skills – Assessment/Accreditation

- Assessment in the Disciplines book series
- Learning Outcomes Course
- Webinar by Joseph Hoey

Trends in Accreditation and Assessment of Institutional Performance

Presented by: [J. Joseph Hoey, Ph.D.](#)

Thursday, March 17 (2:30 p.m. - 3:15 p.m. EST)

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Professional Development Opportunities

“Being somewhat new to the IR field and to higher education, I have an interest in expanding my knowledge related specifically to IR, but the only coursework available- through [graduate programs]- are impossible for me to pursue because of cost.”

-Data and Decisions® Academy Scholarship Applicant

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Professional Development Opportunities

“As a one person IR department, if I am away at conferences there are no IR functions occurring during the entire time I am away. That creates huge problems and information request backups...”

-Data and Decisions® Academy Scholarship Applicant

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Guiding Assumptions

- No travel
- No special software
- Base level
- Time
- Feedback
- Task mastery
- Not expensive
- Not boring!



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Available Courses

**Data Management
Descriptive Statistics
Research Design
Longitudinal Tracking
Learning Outcomes
Survey Design**

**Student Success Through the Lens of Data
(coming 2011)**

***Scholarships**

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