Institutional Research:  
Shift Happens

Association for Institutional Research  
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Chief of Staff

South Carolina Association for Institutional Research  
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Got Skills?
What is Institutional Research?

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

Joe Saupe, 1990

What is Institutional Research?

Organizational Intelligenge¹
Technical/Analytical Intelligence²
Issues Intelligenge²
Contextual Intelligenge²

1 Cameron Fincher, 1978
2 Pat Terenzini, 1993
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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**2- Year Campuses**¹

Nearly 60% of offices 1.5 or less FTE

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**4- Year Campuses**²

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
Degrees of IR Officers

(Volkwein, Woodell, Liu, 2008)
IR Training

- Statistical Analyses
- Strategic Planning
- Accreditation
- Government Reporting
- Database Management
- Assessment
- Enrollment Management
- SAS, SPSS, other

(Coogan and Hagedorn, 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
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)

Core Skills – Reporting
Core Skills – Reporting

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

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
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*
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

Guiding Assumptions

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