

OFFICE OF INSTITUTIONAL RESEARCH AND EFFECTIVENESS  
ANNUAL REPORT FOR WEAVE YEAR 2017-2018

EXECUTIVE SUMMARY

The Office of Institutional Research and Effectiveness (OIRE) experienced a change in senior leadership as Dr. Dewayne Snider, Associate Vice President for Academic Affairs, retired in June 2018 after more than 40 years of service. Dr. Mark Morvant filled that position in July, coming from the University of Oklahoma.

The OIRE once again contributed to efficient dissemination of information to the Tarleton community by processing 133 data request in an average time of 3.42 days; 8.26 days below our established metric. OIRE programmers updated 35 Texan Facts reports to reflect most current data and created 15 new reports to meet user needs. Additionally, nine open records requests were processed and 20 college choice and federally mandated surveys were completed.

The complete OIRE staff attended the Texas Association of Institutional Research (TAIR) annual conference in Corpus Christi, with Ms. Jamie Wood, Ms. Toni Rhodes, and Mr. Simon Smith presenting on the office's use of Tableau to create interactive dashboards. Mr. Morgan Carter served as Communications Officer for TAIR this past year and was instrumental in planning the 2017-2018 annual conference.

In May, Ms. Jamie Wood, Ms. Julia Price, and Mr. Simon Smith attended the annual Tableau Texas Summit in Austin where enhanced uses of the software was demonstrated by industries outside of higher education. Mr. Smith represented OIRE at the annual Texas Connection Consortium in San Antonio where he learned about updates to state mandated reports and other Banner forms.

OIRE staff served on more than 20 university committees including Academic Council, Athletic Council, Institutional Review Board, and the Curriculum Update Committee. OIRE staff participated in the annual Pass the Hat campaign, TREAT Riding Special Kids Rodeo, and the Tarleton Day of Service. Ms. Wood volunteers with the Stephenville Parks and Recreation Department serving as an assistant football coach while Ms. Price works with Stephenville Crossing housing assisting residents as needed and volunteers with the Tarleton Food Pantry.

CONTRIBUTIONS TO THE INSTITUTION

Ms. Price conducted a hands-on Qualtrics Survey Software training for the staff of the Center for Instructional Innovation in April then presented a Qualtrics demonstration for the TAMU Chancellor's Summit on Academic Technology in College Station.

### *Institutional Committee Service*

Tarleton State University committee appointments for the 2017-2018 academic year were as follows:

Dr. Michael Haynes, Executive Director

- Academic Assessment & University Evaluation and Effectiveness Committee, co-chair
- Academic Council Executive Team
- Academic Council
- Community of Leaders Advancing Student Success (CLASS)
- Institutional Review Board
- Strategic Enrollment Management Executive Council
- Pass the Hat (State Employee Charitable Campaign)
- University Research Committee
- University Survey Review Committee, chair

Mr. Morgan Carter

- Academic Assessment & University Evaluation and Effectiveness Committee
- Athletic Council
- AVP Academic Affairs Search Committee
- Pass the Hat (State Employee Charitable Campaign)
- Southern Association of Colleges and Schools Commission on Colleges Reaffirmation Committee
- University Planning Council
- University Project Management Committee

Ms. Julia Price

- Carnegie Community Engagement Classification, Assessment Subcommittee
- Pass the Hat (treasurer)

Ms. Toni Rhodes

- Working on Wellness Committee

### *WEAVE*

The Office of Institutional Research and Effectiveness' 3-5 year WEAVE goals (established in 2017):

- Serve as Tarleton's central resource for primary and secondary institutional, college, department, and student level data

For additional information, please contact Dr. Michael Haynes, Executive Director, Tarleton State University Office of Institutional Research and Effectiveness

- Provide support in collecting and analyzing data that informs decisions related to the Tarleton Strategic Plan
- Strive to identify new and unique ways of presenting institutional data in a clear and user friendly format

The Outcomes and Objects for the 2017-2018 WEAVE year were as follows:

- 1) Complete WEAVE training materials to be included on the OIRE website
  - Achievement Target: Three new resources will be added to the OIRE WEAVE link by 05/31/18
  - Achievement Target met: Four new links were added by due date.
- 2) Support the SACSCOC Reaffirmation process
  - Achievement Target: Provide OIRE representation on at least one SACSCOC related committee/group
  - Achievement Target met: Mr. Morgan Carter serves on the SACSCOC Reaffirmation committee
- 3) Collaboration in Higher Education
  - Achievement Target: Participate in at least one meeting/conference that collaborates with other higher education entities.
  - Achievement Target met: Several OIRE staff members attended the annual TAIR conference and the Executive Director attended the annual THECB's Accountability System meeting.
- 4) Assessment of Campus Diversity
  - Achievement Target: Partner with campus entity on at least 1 assessment effort
  - Achievement Target met: OIRE collaborated with the Title IX Office on the TAMUS Campus Climate survey and Student Life on the CIRP Diverse Learning Environments survey
- 5) Identify Grant Opportunities
  - Achievement Target: Identify and secure at least 3 sources of funding for M/O or travel
  - Achievement Target met: Travel grants from Tarleton's Staff Council were obtained for 5 OIRE staff members to attend the Texas Association for Institutional Research annual conference in Corpus Christi

## HIGHLIGHTS

### *Conference Attendances/Professional Development*

In October, Mr. Carter attended the Digital Measures annual conference in Milwaukee, Wisconsin.

In February 2018, Dr. Haynes, Mr. Carter, Ms. Price, Ms. Rhodes, Mr. Smith, and Ms. Wood attended the Texas Association for Institutional Research annual conference in Corpus Christi, Texas. During the conference, Ms. Rhodes, Mr. Smith, and Ms. Wood presented on utilizing Tableau to improve the visual depiction of data. Entitled, "Tableau-Thinking Outside the Box" was well received by conference attendees.

In May 2018, Mr. Smith attended the Texas Connection Consortium annual conference in San Antonio.

In May 2018, Ms. Price, Mr. Smith, and Ms. Wood attended the Tableau Texas Summit in Austin.

In July, Mr. Carter attended the Southern Association of Colleges and Schools Commission on Colleges Institute on Quality Enhancement and Accreditation in Atlanta, Georgia.

### TEACHING ACTIVITIES

Dr. Michael Haynes holds Affiliate Graduate Faculty status in the College of Education. Dr. Haynes also holds Associate Graduate Faculty status in the Department of Counseling, Development, and Higher Education at the University of North Texas (UNT). This past spring, he taught a course at UNT entitled "Research on Students in Higher Education".

### RESEARCH AND SCHOLARLY ACTIVITIES

N/A

### PUBLIC/COMMUNITY SERVICE

Mr. Morgan Carter served as the chair of the 2017 Pass the Hat campaign, Tarleton's version of the State Employee Charitable Campaign. Ms. Julie Price served as treasurer of the campaign, and Dr. Michael Haynes served on the leadership committee. The 2017 campaign included raffles for Tarleton gift baskets and a reserved parking spot on campus. Additionally, the Fine Arts department performed a benefit concert and the Pass the Hat committee held a chili sale, with proceeds from both events going to the general Pass the Hat fund. In total, Tarleton faculty, staff, and students donated over \$13,000 to this highly important cause. Ms. Toni Rhodes once again assisted with the TREAT Riding Special Kids Rodeos in October of 2017 and April 2018.

### INTERNATIONAL ACTIVITIES

N/A

### CHALLENGES

For additional information, please contact Dr. Michael Haynes, Executive Director, Tarleton State University Office of Institutional Research and Effectiveness

The inability to partake in more professional development opportunities continues to be a challenge to the department. While OIRE staff take full advantage of no-cost training and webinar sessions, more advanced for pay workshops would greatly enhance our Tableau functionality. Additionally, the lack of funding for more advanced Tableau licenses limits the OIRE's ability to publish interactive dashboards campus wide.