

OFFICE OF INSTITUTIONAL RESEARCH
ANNUAL REPORT FOR WEAVE YEAR 2012-2013
EXECUTIVE SUMMARY

The Office of Institutional Research (OIR) came under new leadership with a new directive in March, 2012. R. Michael Haynes, PhD was appointed Executive Director and charged with increasing the research activities to enhance and compliment the office's historical function of institutional reporting. Therefore, the mission of the OIR was updated to reflect this transition:

The mission of the Office of Institutional Research is to provide information and conduct research which supports institutional planning, assessment, policy analysis, and decisions leading to institutional effectiveness.

Along with a change in mission and purpose, the OIR also welcomed three new Senior Database Developers in Ms. Jamie Wood, Mr. Jake Hoon, and Mr. Morgan Carter in 2012. An Administrative Assistant III position was added to assist with increased request for information, bringing the total OIR staff to five.

During the 2012-2013 year, the OIR managed the completion of federal and state mandated reporting, college choice surveys, and the institutions' Legislative Appropriations Request for the Legislative Budget Board. In addition, over 200 internal requests for data/Texan Facts reports were processed.

The staff participated in professional development opportunities that included attending the state institutional research conference, the national institutional research association conference, and presenting at the annual Southern Association of Colleges and Schools conference. Additionally, findings from an institutional research sponsored project on the impact of Duck Camp were published in a refereed journal of college orientation.

New initiatives were created including a holistic persistence and graduation matrix to track the short, mid, and long-term progress of our first-time in-college students. The office's data request form was revamped to allow constituents to request reports/data electronically, and Microsoft SharePoint was employed to prioritize tasks and track completions and efficiency.

The OIR increased it's campus awareness by serving on 13 institutional committees related to planning, financial aid, intercollegiate athletics, and research. Two staff members were instrumental in the university's annual State Employee Charitable Campaign, and the office demonstrated 100% participation in this event.

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

CONTRIBUTIONS TO THE INSTITUTION

Activities

For the past few years, Tarleton State University (TSU) has focused on increasing the retention rate of first-time in-college (FTIC) students and the four and six year graduations rates. These goals have been so paramount that the services of Noel Levitz were engaged to assist in developing best practices. To complement this effort, the OIR developed a matrix that shows the semester to semester persistence and graduation rate for FTIC cohorts dating back to fall 2005. This matrix was developed to accomplish two key purposes. First, the document provides a visual depiction of year-to-year changes in the fall to fall persistence rates of FTIC cohorts. Secondly, the matrix provides administrators a more holistic picture of each cohorts “success” rate, or cumulative retention and graduation rates. The matrix is updated by cohort class after the census date of each long semester to reflect certified retention and graduation rates. The PDF is available on the Institutional Research home page at <http://www.tarleton.edu/institutionalresearch/documents/RetentionMatrixPDF.pdf> .

To assist in the management of requests for data, reports, and information, the OIR employed Microsoft Office’s Sharepoint project management software. Tasks can be catalogued by date requested, due date, short/long-term project, and who is responsible for completion. Additionally, the software allows OIR to track metrics associated with production and efficiency.

In June 2012, the OIR also assumed management of the biennial Legislative Appropriations Request (LAR). This task requires coordinating the collection of data and anecdotal evidence to be used in Tarleton’s request of state funding.

In the spring of 2013, the OIR managed a successful online administration of the National Survey of Student Engagement and Faculty Survey of Student Engagement. Historically, Tarleton has experienced difficulty in obtaining adequate sample sizes when conducting online assessments. However, with support from the Provosts Office, participation rates exceeded target levels.

The OIR also provided support to the Office of Enrollment Management by collaborating with registrar personnel to ensure the Texas Higher Education Coordinating Board’s (THECB) CBM reporting deadlines were met. These reports are critical in documenting official information regarding Tarleton’s enrollment, graduation rates, and faculty. Additionally, CMB data is utilized by the Texas A&M University System in powering the online analytics, Empower U.

The OIR also managed the following activities over the course of 2012-2013:

- Completion of the federally mandated Integrated Postsecondary Education Database (IPEDS)
- NCAA Equity in Athletics report
- Various US News and World Report surveys
- The THECB's Affordability Survey and Accountability Report
- Various other surveys including Petersons, College Portrait, Princeton Review, American Association of University Professors Salary Survey, the Delaware Survey

Institutional Committee Service

Historically, the OIR was underrepresented in university committee service. This void was immediately recognized and seen as an opportunity to not only increase the office's presence on campus, but also to serve as a professional development opportunity for the staff. Committee appointments for the 2012-2013 academic year were as follows:

Dr. Michael Haynes, Executive Director

- University Survey Review Committee, chair
- University Evaluation and Effectiveness Committee, co-chair
- State Employee Charitable Campaign, chair
- Institutional Review Board
- University Planning Council
- University Research Committee, ex-officio
- Academic Council
- Strategic Enrollment Management Executive Council
- Council of Chairs
- Committee of Leaders for Achievement and Student Success

Ms. Jamie Wood, Senior Database Developer

- University Scholarship Committee
- State Employee Charitable Campaign

Mr. Jake Hoon, Senior Database Developer

- Athletic Council

WEAVE

The following 3-5 year WEAVE goals were established in spring 2012 to support the new mission and direction:

- Serve as Tarleton's central data source
- Participate in Tarleton's planning processes
- Assist Executive Leadership in institutional management

The Outcomes and Objectives for 2012-2013 were as follows:

- 1) Catalog Texan Facts
 - Achievement Target: 75% of existing Texan Facts reports will be reviewed for accuracy and cataloged for appropriate topic
 - Achievement Target partially met: 10% of existing Texan Facts reports were reviewed
 - Action Plan: Outcome/Objective will be carried forward to 2013-2014, with specific time allotted by all Senior Database Developers for review/cataloging
- 2) Conduct Faculty Survey of Student Engagement
 - Achievement Target: Achieve 40% participation rate
 - Achievement Target met: 50.8% of population participated in survey
- 3) Development of Key Performance Indicator Dashboard
 - Achievement Target: OIR will conduct 6 meetings with constituents to identify data needs/wishes
 - Achievement Target met: OIR met with all 5 deans and the dean of graduate studies
- 4) Chair the Strategic Planning Data Subcommittee
 - Achievement Target: 80% of all data request related to strategic planning will be processed within two week period
 - Achievement Target met: 80% of data requested by the two University Planning Council scanning subcommittees was processed and returned within a two week period

HIGHLIGHTS

Professional Development

In February, Ms. Jamie Wood, Mr. Morgan Carter, & Mr. Jake Hoon, Senior Database Developers, and Dr. Haynes attended the Texas Association for Institutional Research (TAIR) Conference in Galveston, TX. TAIR is the state professional association of offices of institutional research.

In May 2013, Mr. Jake Hoon, OIR Senior Database Developer, and Dr. Haynes attended the Association for Institutional Research's annual conference in Long Beach, CA.

TEACHING ACTIVITIES

Dr. Haynes has graduate faculty status at Tarleton and served as an assistant professor in the Educational Leadership and Policy Studies program for the 2012-2013 academic year. In the fall 2012 semester, he taught an elective course on student affairs and in spring 2013, he taught introductory statistics.

In addition to his Tarleton academic appointment, Dr. Haynes has graduate associate faculty status at the University of North Texas. In 2012-2013, he served on Emily Klement's dissertation committee for her doctorate of education degree.

RESEARCH AND SCHOLARLY ACTIVITIES

In March 2013, Dr. Haynes co-authored a paper that was published in *The Journal of College Orientation and Transition*. The article, *The Impact of a Camp Orientation Program on First-Year Academic Engagement and Persistence*, focused on a study conducted with Dr. Wayne Atchley to determine if participation in Duck Camp resulted in higher levels of academic engagement as measured by the National Survey of Student Engagement. The article is available at the following link:

<http://www.tarleton.edu/institutionalresearch/documents/ImpactCampOrientationProgram.pdf>

In December 2012, Dr. Haynes co-presented with Drs. Diane Taylor and Wayne Atchley at the annual Southern Association of Colleges and Schools conference in Dallas, Texas. Their presentation focused on how Tarleton collaborated with Noel Levitz to identify and mitigate risk factors that impact fall to fall persistence of FTIC students. The presentation is available at the following link:

<http://www.tarleton.edu/institutionalresearch/papers-and-presentations.html>

In February 2013, Dr. Haynes, along with Dr. Beverly Bower, University of North Texas, and Dr. Emily Klement, North Central Texas College, presented a paper entitled *Transfer Rates of Texas Hispanic Community College Students to Four-Year Institutions: Selected Institutional Factors at the Southwestern Educational Research Association annual conference in San Antonio, TX*. In April, Dr. Haynes presented a structure abstract of the paper at the American Educational Research Association's annual conference in San Francisco, CA. The structured abstract is available at the following link:

http://www.tarleton.edu/institutionalresearch/PDF/Documentation/Transfer_rates_of_Texas_Hispanic.pdf

PUBLIC/COMMUNITY SERVICE

In the fall of 2013, Dr. Haynes served a second term as chair of the State Employee Charitable Campaign, or as Tarleton has labeled this event, "Pass the Hat". Ms. Jamie Wood served as a "Pass the Hat" team volunteer. During the two week campaign, nearly \$16,000 dollars were raised, surpassing the goal of \$10,000 by 60%.

INTERNATIONAL ACTIVITIES

Non-applicable

CHALLENGES

The moral and commradary of the OIR staff is high with each member willing to assist whenever and wherever needed. The Senior Database Developers manage their individual tasks as well as special projects as assigned by the Executive Director in an efficient and professional manner. This level of commitment is throughout the university as demonstrated by various committee and/or workgroup service.

The paramount challenge facing the OIR is the need for additional resources in the form of personnel. While the performance of the current staff is highly commendable, there are simply insufficient persons to enact the technological data delivery needs of Tarleton State University. This is evidenced by partially meeting the WEAVE Achievement Target associated with reviewing and cataloging the existing Texan Facts reports. Additional programming staff would assist in accomplishing the following:

- Constant maintenance of Texan Facts
- Development of Texan Facts dashboards, that reflect dynamic movement among data tables
- Streamlining of various reporting requirements