

OFFICE OF INSTITUTIONAL RESEARCH AND EFFECTIVENESS  
ANNUAL REPORT FOR WEAVE YEAR 2014-2015  
EXECUTIVE SUMMARY

The 2014-2015 academic year was once again a period of change and growth for the Office of Institutional Research and Effectiveness (OIRE). In October, Dr. Elizabeth Wallace joined our team as Assessment Specialist, transferring from the same position in the Division of Student Life. Dr. Wallace's expertise in qualitative research allows the OIRE to conduct more in depth follow-up to quantitative studies in the form of focus groups and interviews. In July, Ms. Toni Rhodes was hired as a Senior Database Developer, which makes us fully staffed in that area of the office. A Tarleton State University graduate, Ms. Rhodes has extensive experience in information technology services and previously served in that division several years ago.

The OIRE continues to provide high quality service to its internal and external constituents. Over 142 data requests were processed along with 25 college choice/ranking surveys. The Integrated Postsecondary Education Data System reporting was completed with all sections meeting deadlines. As part of the biennial budget process, OIRE personnel were instrumental in completing and managing the submission of the Legislative Appropriations Request to the Texas A&M University System. Also, an upgrade to the Web Focus software was completed in January allowing more functionality with the Texan Facts reporting system.

The OIRE was represented at five state and national conferences, and OIRE staff made four refereed presentations. In addition, OIRE staff submitted three scholarly articles for publication in 2014-2015. The OIRE provided representation on 11 different Tarleton committees, including the Institutional Review Board, the University Research Committee, and the University Scholarship Committee. OIRE staff also served by volunteering for the Pass the Hat campaign, Tarleton Round-up, the Tarleton Stampede, and the universities graduation ceremonies.

### CONTRIBUTIONS TO THE INSTITUTION

#### *New Services/Products*

In January, 2015 the OIRE programming staff rolled-out an upgrade to the software that powers the institutional reporting platform Texan Facts. The update to the OIR reporting software, WebFocus, provides an opportunity to disseminate data in new and exciting ways. The upgrade provides the ability to develop more robust online reports, such as Active Reports, which allows customization for the user. Looking forward, the OIR programmers plan to develop an online dashboard with key performance indicators to provide users with a more visual representation of student data. The upgrade also

provides the opportunity for interactive web reporting and allows the OIR staff the opportunity to take advantage of new features the vendor has built in to their software. With increased performance and the opportunity to provide users with data in new and exciting ways, the WebFocus upgrade will benefit OIR staff, Tarleton administrators, and the Tarleton community.

### *Legislative Appropriations Request*

The OIRE once again coordinated the completion and submission of the biennial Legislative Appropriations Request (LAR). Jamie Wood provided student level outcome data and Julie Price managed the compilation and submission process of this highly important activity that is the basis for Tarleton's state funding.

### *Institutional Committee Service*

Tarleton committee appointments for the 2014-2015 academic year were as follows:

Dr. Michael Haynes, Executive Director

- Academic Assessment & University Evaluation and Effectiveness Committee, co-chair
- Academic Council
- Institutional Review Board
- Strategic Enrollment Management Executive Council
- University Planning Council
- University Research Committee
- University Survey Review Committee, chair

Dr. Elizabeth Wallace

- University Survey Review Committee

Mr. Morgan Carter

- Staff Council
- University Program Management Committee

Ms. Jamie Wood

- University Scholarship Committee

### *WEAVE*

The Office of Institutional Research and Effectiveness' 3-5 year WEAVE goals are (established for 2013-2014):

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

The Outcomes and Objectives for the 2014-2015 WEAVE year were as follows:

- 1) Institutional Outreach
  - Achievement Target: 9 meetings (3 VPs and 6 deans) will occur by end of WEAVE year.
  - Achievement Target partially met: Meetings with 5 of the 6 deans and 2 of the 3 VPs were held. No further meetings are planned for 2015-2016.
  - Contributions to Scholarly Research. Action Plan reflecting such decision can be found in WEAVE.
  - Achievement Target: The Executive Director will submit one journal article to a refereed journal related to higher education.
  - Achievement Target Met. The Executive Director co-authored one journal article for a refereed journal and co-authored a chapter on institutional research for a refereed periodical.
- 2) Assessment Workshop
  - Achievement Target: At least one one-day assessment workshop will be conducted on the Stephenville campus for faculty/staff.
  - Achievement Target Met: Concurrent workshops (quantitative and qualitative) were conducted on Friday, 02/14/15 in the TSU Dining Hall.
- 3) Conference Presentation
  - Achievement Target: The Executive Director will make at least one presentation at a professional conference during the 2014-2015 academic year.
- 4) Achievement Target Met: The Executive Director made 2 presentations at the Texas Association for Institutional Research annual conference in March, 2015. [CBM Verification Process](#), [Who's Staying and Who's Going: and More Importantly, What do We Know About Each Other?](#) and More
- 5) Web Focus Upgrade
  - Achievement Target: The upgrade to Web Focus 8.0 will be completed by 08/31/15
  - Achievement Target Met: The upgrade to Web Focus 8.0 was completed in January, 2015.

## HIGHLIGHTS

### *Conference Attendances/Professional Development*

In December 2014, Dr. Michael Haynes and Mr. Morgan Carter attended the Southern Association for Colleges and Schools Commission on Colleges annual conference in Nashville, TN.

In March, Dr. Haynes, Dr. Elizabeth Wallace, Mr. Carter, Mr. Simon Smith, and Ms. Jamie Wood attended the Texas Association for Institutional Research (TAIR) annual conference in Addison, Texas.

Mr. Carter attended the WEAVE Connections conference from May 4-6 in Blacksburg, VA. In July (12-15), he once again attended the Best Practices in Institutional Effectiveness conference in New Orleans, LA.

In July, Dr. Wallace and Mr. Carter, along with other Academic Affairs personnel, attended the Southern Association for Colleges and Schools Commission on Colleges Summer Institute in Orlando, FL.

### *Workshops Sponsored*

In February, Drs. Elizabeth Wallace and Michael Haynes conducted two concurrent half-day workshops dedicated to the principals of qualitative and quantitative assessment methods. The events were on Friday, February 14, 2015 in the 2<sup>nd</sup> level meeting rooms of Tarleton's Dining hall and open to any Tarleton faculty/staff/students. A total of approximately 35 people participated and were treated to a buffet lunch sponsored by the Assistant Vice President for Curriculum and Accreditation. The quantitative presentation can be accessed at: [Quantitative Assessment Methods - A User Friendly Primer](#)

### *Assessments*

In the fall of 2015, Tarleton once again administered the Beginning College Survey of Student Engagement (BCSSE) to approximately 1,500 first-time in-college (FTIC) students as a part of their Transition Week activities. During the spring 2015 semester, the National Survey of Student Engagement was offered to those FTICs who persisted to spring, and approximately 1,000 students classified as seniors for the spring 2015 semester.

The ETS Proficiency Profile was also administered during Transition Week to 350 FTICs who did not participate in the BCSSE. In the spring 2015 semester, 350 seniors

who were not identified to take the NSSE were administered the ETS Proficiency Profile. This assessment is intended to measure gains in areas such as reading, writing, mathematics, and critical thinking from year one to senior year.

In response to a directive from the Academic Plan, the OIRE conducted an assessment of parents of current Tarleton students to understand how important and how satisfied they are with various aspects of the Tarleton experience. Questions covered such topics as housing, financial aid, orientation/registration, and connectivity.

### *Key Performance Indicators*

- 148 data request received
- 142 data request processed (mean processing time: 16.79 days)
- 25 college ranking surveys completed
- 16 academic program reviews processed
- 8 student/faculty/staff assessments coordinated
- 5 conferences attended
- 4 presentations made

## TEACHING ACTIVITIES

Dr. Haynes holds graduate faculty status at Tarleton State University and the University of North Texas. During the 2014-2015 academic year he served as a member of two doctoral students' committees who successfully defended their dissertation.

## RESEARCH AND SCHOLARLY ACTIVITIES

### *Invited/Peer Reviewed Conference Presentations*

Haynes, R.M. & Tull, T.A. (2015). Making your assessment finding appetizing and digestible: Then serving them up! Presented at the annual Texas Association for Institutional Research conference, Addison, TX.

Haynes, R. M. (2015). Institutional research and institutional review boards: A partnership in responsible research. Presented at the annual Texas Association for Institutional Research conference, Addison, TX.

Pasco, G.E. & Haynes, R.M. (2015). An examination of two university based guaranteed tuition programs housed in Texas public universities that are designed to both contain costs and support an increase in graduation rates. Presented at the annual National Association of Student Personnel Administrators conference, New Orleans, LA.

Wallace, E. A. (2015). How do Christian students' academic, emotional, spiritual, and social experiences impact their spiritual identity and development at a secular institution: A grounded theory approach. Invited presentation at the annual Ethnographic & Qualitative Research conference, Las Vegas, NV.

### *Publications*

Bower, B., Haynes, R.M., & Klement. K. (in review). Transfer rates of Texas Hispanic community college students to four-year institutions: Selected institutional factors. *Community College Review*

Chen, P.D. & Haynes, R.M. (in review). Transparency for whom? Impacts of accountability movements for institutional researchers and beyond. *New Directions for Institutional Research*.

Tull, A., & Wallace, E. (2014). Strategic Planning and Assessment for Student Affairs in the Community College. *The Handbook for Student Affairs in the Community College*. Herndon, VA: Stylus Publishing.

### *Reviewer*

Dr. Elizabeth Wallace serves as a reviewer on the editorial panel for NASPA's College and Character publication as well as NASPA's Journal of Student Affairs Research.

## PUBLIC/COMMUNITY SERVICE

The OIRE was well represented in 2014-2015 community service activities. Dr. Haynes, Mr. Carter, and Ms. Price were volunteers for the Tarleton "Pass the Hat" charitable campaign. This annual fundraising activity among university faculty/staff raised over \$12,000 for local, regional, and statewide charities. Additionally, the entire OIRE staff assisted in the "Pass the Hat" chili sale on October 2, 2014. This event garnered over \$550 dollars for the general "Pass the Hat" fund.

Dr. Haynes also coordinated the ticket and admission operations for the Tarleton Stampede Rodeo in April, 2015. Mr. Carter assisted at this even as well by serving as a ticket-taker.

Mr. Carter also participated in the fall 2014 New Student Move-In, the 2015 Tarleton Roundup activity to help beautify the Stephenville area, and as a ticket-taker at Tarleton's graduation ceremonies. Additionally, he served on the Texas Association for Institutional Research's Data Advisory Committee.

## INTERNATIONAL ACTIVITIES

N/A

## CHALLENGES

Challenges remain in the area of personnel and financial resources. To achieve maximum functionality of the Texan Facts software (interactive reporting, dashboards/graphical displays of data, etc...) additional Senior Database Developers will be needed. Additionally, the increase in personnel requires an increase in Maintenance & Operations budget to ensure professional development and necessary training/updates occur.