

OFFICE OF INSTITUTIONAL RESEARCH AND EFFECTIVENESS

ANNUAL REPORT FOR WEAVE YEAR 2015-2016

EXECUTIVE SUMMARY

Academic year 2015-2016 was one highlighted by service, innovation, and change for the Office of Institutional Research and Effectiveness (OIRE). OIRE completed over 150 internal requests for data in an average completion time of 9.35 days, which is below department stated expectations. Also, 31 external surveys/assessments such as the Integrated Postsecondary Education Data System, the Texas Higher Education Coordinating Board Affordability Survey, and U.S. News and World Report were completed during the year.

OIRE staff attended six state and national conferences, with the Executive Director making two presentations at the Texas Association of Institutional Research. This state association conference was cost effective as it provided valuable knowledge in utilizing *Tableau* software for Tarleton data dashboards. This allowed OIRE Database Developers to provide make the existing FTIC cohort matrix interactive by allowing users to “drill down” amongst the various attributes/characteristics of the cohort.

OIRE staff provided representation on 11 Tarleton appointed committees including the Institutional Review Board, Athletic Council, and the Scholarship Committee. OIRE staff also volunteered time and effort in seven community service projects such as Pass the Hat, TREAT Rodeo, and Tarleton’s Day of Service.

New leadership in the Division of Student Life prompted the return of Dr. Elizabeth Wallace to her original position with that division. Providing invaluable service to the OIRE during her tenure, she transitioned back at the end of the academic year.

CONTRIBUTIONS TO THE INSTITUTION

New Services/Products

Prompted from ideas collected from our annual state association conference, the Senior Database Developers began exploring how *Tableau* might provide a user-friendly, very cost effective method of presenting data in inter-active dashboards. Ms. Jamie Wood, Mr. Simon Smith, and Ms. Toni Rhodes utilized *Tableau* to innovate our existing FTIC cohort matrix allowing users the opportunity to drill down data on specific demographics/institutional characteristics. Ms. Wood extended our use of the software in anticipation of transitioning existing Texan Facts reports into *Tableau*.

Mr. Morgan Carter created a Digital Measures process to assist and automatically justify student teacher evaluation uploads. Additionally, he created myriad report caster jobs

to assist School Relations in their recruitment efforts as well as saving an estimated .25 FTE effort.

Institutional Committee Service

Tarleton State University committee appointments for the 2015-2016 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

Dr. Elizabeth Wallace

- University Survey Review Committee

Mr. Morgan Carter

- Athletic Council
- Staff Council
- University Project Management Committee

Mr. Simon Smith

- Athletic Council

Ms. Jamie Wood

- University Scholarship Committee

WEAVE

The Office of Institutional Research and Effectiveness' 3-5 year WEAVE goals are (established in 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 2015-2016 WEAVE year were as follows:

- 1) Support Accreditation Efforts

- Achievement Target: 5th Year Interim Report will be complete and submitted to SACSCOC by due date
 - Achievement Target met: SACSCOC 5th Interim Report completed and submitted by due date of 03/15/16
- 2) Documentation of Procedures
- Achievement Target: 15 new procedural documents supporting OIRE tasks/job duties will be completed by 05.31.16
 - Achievement Target partially met: Procedural documents drafted but not all have undergone final review. Action Plan stipulating reviews complete by OIRE by 08.31.17
- 3) Institutional Effectiveness Website
- Achievement Target: IE Website will be functional by 05.31.16
 - Achievement Target partially met: Action plan stipulating completion by Coordinator of Institutional Effectiveness by 08.31.17
- 4) Diversity Climate Research
- Achievement Target: Findings from a Diversity Climate Research project will be submitted for presentation at a state, regional, or national conference by 05.31.16
 - Achievement Target not met: This project was never initiated due to time constraints by the faculty participants at Tarleton State University and the University of North Texas. Action stipulating abandonment of this Outcome/Objective is located WEAVE
- 5) Campus Outreach
- Achievement Target: at least 1 campus outreach activity will be conducted by OIRE by 05.31.16
 - Achievement Target met: OIRE presented to Faculty Senate in 02.16; participated in CII Resource Fair 03.16; and presented to Tarleton Library staff in 04.16
- 6) Scholarly Activity
- Achievement Target: Executive Director will collaborate in chapter for New Directions for Institutional Research
 - Achievement Target met: Chapter completed and published by 12.15.15

HIGHLIGHTS

Conference Attendances/Professional Development

In October 2015, Mr. Morgan Carter attended the Digital Measures annual conference in Milwaukee, WI.

In December 2015, Ms. Julie Price and Ms. Jamie Wood attended a no-charge Qualtrics Live Users Group meeting in Dallas, TX.

In December 2015, Dr. Michael Haynes and Mr. Carter attended the Southern Association for Colleges and Schools Commission on Colleges annual conference in Houston, TX...

In March 2016, Dr. Haynes, Mr. Carter, Ms. Price, Mr. Simon Smith, and Ms. Jamie Wood attended the Texas Association for Institutional Research (TAIR) annual conference in San Antonio, TX.

In April 2016, Ms. Toni Rhodes, Mr. Smith, and Ms. Wood attended a no-charge Information Builders (IBI-Texan Facts) Users Group meeting in Plano, TX.

In July 2016, Dr. Haynes and Mr. Carter attended the Southern Association for Colleges and Schools Commission on Colleges Summer Institute in Grapevine, TX.

TEACHING ACTIVITIES

Dr. Haynes holds graduate faculty status at Tarleton State University and the University of North Texas. During the 2015-2016 academic year, he provided quantitative guidance on Ms. Carley Heller's master's thesis in the College of Agricultural and Environmental Sciences.

RESEARCH AND SCHOLARLY ACTIVITIES

Invited/Peer Reviewed Conference Presentations

Haynes, R.M. & Stout, G.L. (2016) Are you asking what you want to know? A user-friendly discussion about survey design. Presented at the annual Texas Association for Institutional Research conference, San Antonio, TX.

Haynes, R.M. & Stout, G.L. (2016). The life of an assessment process: A primer for IR and accountability professionals. Presented at the annual Texas Association for Institutional Research conference, San Antonio, TX.

Publications

Chen, P.D. & Haynes, R.M. (2015). Transparency for whom? Impacts of accountability movements for institutional researchers and beyond. *New Directions for Institutional Research*, (2005)166, 11-21. DOI: 10.1002/ir.20127.

Wallace, E. (in review). Are we fanning the flame? A phenomenological exploration of students experiences with Strengths perspective.

PUBLIC/COMMUNITY SERVICE

OIRE personnel participated in numerous service activities and projects during the 2015-2016 academic year. Dr. Haynes, Mr. Carter, and Ms. Price took leadership roles in Tarleton's annual "Pass the Hat" campaign, with Mr. Carter serving as campaign chair. Additionally, once again the entire OIRE staff participated in the "Pass the Chili Bowl for Pass the Hat" fund raiser in October, which netted over \$600 for the general campaign.

Ms. Price volunteered at the Tarleton Food Pantry and assisted in a food drive. Mr. Carter assisted at Tarleton graduation ceremonies, New Student Move-In, and the Day of Service. Dr. Haynes once again coordinated the ticket/admission operations for the Tarleton Stampede Rodeo in April with Mr. Carter and Mr. Smith assisting in gate operations. Ms. Rhodes participated in the TREAT Riding Special Kids Rodeo in April, 2016.

INTERNATIONAL ACTIVITIES

N/A

CHALLENGES

Lack of budget increases have hindered the number and quality of professional development and training opportunities for OIRE staff. It is critical that the Senior Database developers receiving training in the software they are charged in using for SIMS reporting purposes. Additionally, professional development opportunities in the form of workshops and conferences are highly valuable in not only fostering employee self-value to the institution, but in promoting Tarleton as an institution. The Associate Vice President for Academic Affairs is aware of these needs and has worked diligently and purposefully to help identify additional resources where available.