**Date** 2012-13 **Name of Administrative or Educational t Unit:** \_\_\_Institutional Research\_\_\_\_\_\_\_

**Contact name:** Tom Martin **Contact email:** TMartin@collin.edu **Contact phone:** **Office Location:**

**Mission:**

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| We use the tools of planning, research, and evaluation to help people achieve the District's mission. |

**PART I: Might not change from year to year**

| A. Outcomes(s)  Results expected in this department/program | B. Measure(s)  The instrument or process used to measure results | C. Target(s) The level of success expected |
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| 1. Reduce demographic data problems -  Work with departments across the District to reduce the number of student data problems in Banner and improve the accuracy of initial runs of state and federal reports. (Effectiveness) | Activity volume: Number of student data problems in Banner and Number of issues with the accuracy of initial runs of state and federal reports | 5% reduction in demographic data problems |
| 2. Improve institution-wide awareness of IRO so a larger segment of the college community is in a position to use its services (Customer Awareness & Satisfaction) | IE Faculty/Staff Service Unit Survey | 5 % increase in Faculty/ Staff awareness of IRO |

**PART II: For academic year (enter year i.e. 2011-12)**

**From Part I**

| A. Outcomes(s)  Results expected in this department/program | D. Action Plan Years 5 & 2  Based on analysis of previous assessment, create an action plan and include it here in the row of the outcomes(s) it addresses. | E. Implement Action Plan  Years 1 & 3  Implement the action plan and collect data | F. Data Results Summary  Years 2 & 4  Summarize the data collected | G. Findings  Years 2 & 4  What does data say about outcome? |
| --- | --- | --- | --- | --- |
| 1. Reduce demographic data problems -  Work with departments across the District to reduce the number of student data problems in Banner and improve the accuracy of initial runs of state and federal reports. | **Work with ARO**  Held meeting with ARO leadership in fall 2010 to discuss scope of problem and develop plan of action | Implement the action plan and collect data | 1) Reduction of 83% (1,062 in FY2010 to 177 in FY2011)  2) Reduction of 55% (from 485 to 218)  3) Reduction of 51% (from 4,256 to 2,095)  4) Reduction of 43% (from 2,063 to 1,167) | Target met |
| 2. Improve institution-wide awareness of IRO so a larger segment of the college community is in a position to use its services | **Marketing Plan**  A) Improve branding of IRO products.  B) Seek permission to man a booth during All College Day where IRO staff can share reports and discuss data needs with potential clients  C) Add links to the email signatures of all IRO staff members for IROs intranet site and IRO's District Web page  D) Create a new IRO logo that will immediately identify IRO to users.  E) Send District-wide email notices of updates to IRO's intranet site and IRO's District Web page.  F) Redesign IRO's intranet site to make information more user-accessible. At a minimum, the redesign will include better organization of the site, improved indexing, a “What's New” link, a “Procedures” link, and promotion of IRO's  Glossary of Terminology. | Implement the action plan and collect data | College-wide IE Faculty/Staff Service Unit Survey measure for 2010-11 was 50.2 percent of Faculty said they were aware of IRO.  2012: 47.1% were aware of IRO (n=705) | Target not met |