Session 3.3c
Institutional Research as a Valuable Partner?

Kristin Moser
Senior Research Analyst, Office of Institutional Research
University of Northern Iowa

Tony Parandi
Assistant Director, Institutional Research
Indiana Wesleyan University

Sherry Woosley, Ph.D.
Director of Research & Analytics, EBI
The Plan

- Introductions
- What is IR?
- IR to MAP-Works?
- Things to think about
- Discussion / Questions
Quick Poll

• Are you IR?
  – Yes
  – No

• Is IR currently involved in MAP-Works on your campus?
  – Central role
  – Yes but not in a central role
  – Only marginally
  – No
Introducing the Panel
Kristin Moser

• Current position
  – Senior Research Analyst
  – Office of Institutional Research at the University of Northern Iowa (UNI)
  – At UNI since 2002

• Background
  – M.A., Ph.D. (Educational Leadership; spring 2012)
  – Involvement in regional and national IR associations
    • MidAIR past president (2005-06; 2007-08)
    • AIR forum Track 6 proposal review committee
Kristin Moser

• IR Responsibilities
  – Coordinates the preparation of various internal and external reports and surveys
  – Assists the Director in strategic planning and decision support activities
  – Provides data and analysis support to university faculty and staff

• Involvement with MAP-Works
  – Technical Administrator
  – MAP-Works steering committee
  – UNI Retention Council
Tony Parandi

- **Current Position**
  - Assistant Director of Institutional Research

- **Background**
  - B.S. in Psychology
    - Worked as a research assistant
  - Worked in social work for seven years
    - Greatly missed working on research projects
  - Started current position in May, 2008
    - Starting graduate school this fall or spring
Tony Parandi

• IR Responsibilities
  – National Survey Instruments: NSSE, FSSE, SSI, etc.
  – Clery (Campus Safety) reporting and oversight
  – Ad Hoc internal data requests: academic support
  – External reports: IPEDS, U.S. News, Petersons, College Board
  – Fact book development
  – Assessment/Survey support

• Involvement with MAP-Works
  – TBD
  – Ideas: additional retention analysis, improving first year experience, FG/LI analysis
Sherry Woosley

• Former IR Position
  – Associate Director of Institutional Effectiveness
  – Office of Academic Assessment and Institutional Research (AAIR) at Ball State University (BSU)
  – Graduate Faculty
  – Co-Founder and Director of BSU’s Institutional Research Certificate Program

• Background
  – Ph.D. from University of California, Santa Barbara
  – 12 years in AAIR at Ball State
Sherry Woosley

- **IR Responsibilities**
  - Reporting: IPEDS, faculty, credit hours, etc.
  - Assessment: Student surveys, university and departmental projects, etc.
  - Statistical and predictive analytics
  - Evaluations: University grant projects

- **Involvement with MAP-Works**
  - MAP coordinator since 1999
  - Campus Coordinator, Technical Administrator
  - MAP-Works Development Team with EBI
  - Statistical and predictive analytics for both BSU and national data
What is IR?
Institutional research is a broad category of work done at colleges and universities to inform campus decision-making and planning in areas such as admissions, financial aid, curriculum, enrollment management, staffing, student life, finance, facilities, athletics, and alumni relations.

Institutional researchers collect, analyze, report, and warehouse quantitative and qualitative data about their institution's students, faculty, staff, curriculum, course offerings, and learning outcomes.

Depending on the campus, we can provide data and insights for:

- Reporting
- Strategic Planning
- Internal Decision Making
- Assessment and Accreditation
<table>
<thead>
<tr>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Data must be</strong>...</td>
</tr>
<tr>
<td>• Accurate</td>
</tr>
<tr>
<td>• Consistent</td>
</tr>
<tr>
<td>• Clearly defined</td>
</tr>
<tr>
<td>• Useful</td>
</tr>
<tr>
<td>(meaningful, important, etc.)</td>
</tr>
<tr>
<td><strong>Standards</strong></td>
</tr>
<tr>
<td>• Federal and state policies and guidelines</td>
</tr>
<tr>
<td>• Professional standards (AIR, etc.)</td>
</tr>
<tr>
<td>• Research ethics</td>
</tr>
</tbody>
</table>
Insights into this work

• Very few people know what we do, let alone how we do it.
• Our workloads are high.
• External deadlines are often non-negotiable.
IR & MAP-Works
Current Roles in MAP-Works

• It varies!
• Possibilities:
  – Central role
  – Involved
  – Periphery
  – Awareness
  – None
Potential Drawbacks of IR Involvement

IR may... 

- Be too busy
- Not be interested
- Want control of the data
- Not understand the bigger picture of the project (they may see it as a survey)
<table>
<thead>
<tr>
<th>Potential Benefits of IR Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of campus data!</td>
</tr>
<tr>
<td>Systems expertise</td>
</tr>
<tr>
<td>Statistical expertise</td>
</tr>
<tr>
<td>Keepers of the official numbers</td>
</tr>
<tr>
<td>Opportunities to share results</td>
</tr>
<tr>
<td>Credibility related to campus data</td>
</tr>
</tbody>
</table>
Think about...

- Who is in your IR shop?
- What do these people currently do that may be related to this project (e.g., retention studies, student surveys, etc.)?
- What interest would they have?
- Are there other “IR” people around campus?