

UNIVERSITY OF WEST GEORGIA
ANNUAL REPORT TEMPLATE (NONACADEMIC)
Fiscal Year 2014 (July 1, 2013 to June 30, 2014)

Department of **Institutional Effectiveness and Assessment**

Name of department chairperson or director: **Dr. Catherine Jenks**

DEPARTMENTAL MISSION & GOALS

1. Departmental Mission Statement

<http://www.westga.edu/iea>

The Office of Institutional Effectiveness and Assessment's primary mission is the collection of data (from both internal and external sources), and the timely analysis, distribution, and presentation of this information for use in planning, decision-making, assessment and policy formulation at the University. IEA is also responsible for ensuring the accuracy of vital University statistics, and for reporting these data to a broad spectrum of information consumers including regulatory entities, management, faculty, private organizations, and the general public. A major function of the Office is to respond to diverse requests for data from members of the University community, and to assist with research and assessment, as well as evaluation and analysis.

The Office further serves as records custodian for the University of West Georgia. In this capacity, it promotes an efficient administration and management of state governmental records in compliance with the Georgia Records Act and the Georgia Open Records Act. IEA advises other departments about appropriate records-keeping techniques and guides in developing records retention schedules.

2. Departmental Goals and Objectives for This Reporting Year

During fiscal year 2013-2014, the Department of Institutional Effectiveness and Assessment pursued the following long-term goals:

- **GOAL 1:** Generate and disseminate data, information, and analytical reports on institutional matters designed to inform decision-making and planning at the University.
- **GOAL 2:** Provide systematic collection and reporting of standard institutional, regional, environmental, and student-centered information for institutional planning and assessment.
- **GOAL 3:** Provide guidelines and standards to various departments for establishing and maintaining successful records management practices that comply with the Georgia Records Act and the Open Records Act.

During fiscal year 2013-2014, the Department of Institutional Effectiveness and Assessment pursued the following objectives related to the above goals:

- **Goal 1, Objective 1:** Update IRP website by 12/2013 so that all data and reports are as current as is possible.

- **Goal 1, Objective 2:** Track website usage via Google Analytics for post-reorganization and updates to the IRP website for the time period October 2013 through June 2014.
- **Goal 2, Objective 1:** Track percent of deadlines met for all external surveys (e.g., U.S. News, Bloomberg, etc.) for the fiscal year.
- **Goal 3, Objective 1:** Update ORA and records management section of the IRP website.
- **Goal 3, Objective 2:** Conduct in-house trainings on records management for various campus constituents and collect feedback on the usefulness of the correspondence and trainings (may apply to questions, meeting with departments, and committee meetings regarding the Georgia Records Act and the Records Retention Manual).

3. Assessment Summary of Departmental Goals Addressed This Academic Year

Goal 1, Objective 1: The snapshot of the website as of 7/1/2013 showed that data presented in dashboard format were nearly four years out of date. All of the reports in pdf or excel format needed to be updated. Actions were taken to rectify the out of date information. Nearly all dashboards were removed as there was no individual on the campus who possessed the skillset or the time to be able to update the SQL code. Data were updated via linking Excel spreadsheets and converting some information into .png or .pdf files.

Goal 1, Objective 2: Google Analytics was used to track the usage of the various sections of the IRP website. The initial analytic snapshot for the timeframe of 6/10/2012 - 7/10/2013 indicated that certain sections of the website would be best suited for reorganization so that they were easier to access. A second analytics report was run post-reorganization of the website and showed that overall website visitation had decreased substantially from the previous year (from 14,123 unique pageviews in 2012-2013 to only 2,814 unique pageviews post-revision). This may be due to the dashboards being removed from the site, but further analysis is necessary to determine the lack of visitation to the website. The reorganization was successful in terms of most frequently visited pages.

Goal 2, Objective 1: Track percent of deadlines met for all external surveys (e.g., U.S. News, Bloomberg, etc.) for the fiscal year: A total of 48 external surveys were completed with 100% of all deadlines met in the fiscal year.

Goal 3, Objective 1: Update ORA and records management section of the IRP website: This section of the website was updated and restructured.

Goal 3, Objective 2: Conduct in-house trainings on records management for various campus constituents and collect feedback on the usefulness of the correspondence and trainings (may apply to questions, meeting with departments, and committee meetings regarding the Georgia Records Act and the Records Retention Manual). Productivity in this area equated to 43. Feedback on trainings was overwhelmingly positive (qualitative assessment).

4. Changes/Improvements Made as a Result of Assessment

IRP website restructure streamlined and made data and information easier to access. Based on assessment results, the visibility of the IEA office needs to be increased. The action plan for this objective includes revitalizing the "Did You Know?" series and additional "Daily Report" notifications of when new items such as the fact book are posted to the website.

DEPARTMENTAL PROGRESS TOWARD UWG STRATEGIC PLAN

The Strategic Plan (2010-2015) is designed to shape the University of West Georgia for the next five years in such a way as to place it as a *destination university*, particularly among peer universities in the state of Georgia and among those universities in the nation granting doctoral degrees in programs that balance liberal arts education with professional preparation.

5. Identify the strategic plan goals pursued by your department during this academic year:

No.	Institutional Strategic Plan Goals (SPG) (2010-15)	Check the SPG pursued	Indicate your Departmental Initiatives that correspond to applicable institutional SPG
i	Every undergraduate academic program will demonstrate a distinctive blending of liberal arts education, professional competencies, and experiential learning, preparing students to be ethically responsible and civically engaged professionals in the global economy of the 21st century.		
ii	Every undergraduate student will be advised to take advantage of one of multiple available learning communities. Learning communities that are available to students will include communities organized by living arrangement, by year in program, by other co-curricular associations – Honors Program, Advanced Academy, Band, Athletics, Debate, or program in the major.		
iii	The University will endeavor to increase enrollment in and graduation from graduate programs, including doctoral programs, that have as their mark a practical professional purpose, experiential learning opportunities, and an intellectual program informed by a foundation of liberal education.		
iv	The University will maintain an environment that is safe and conducive to learning.		
v	The University community will provide a balanced variety of cultural, recreational, leisure, and informal education programming opportunities for faculty, staff, and students that enhance the quality of campus life.		
vi	All units will strive to improve the compensation and working environment of faculty and staff in order to recruit and retain the best individuals.	X	Under new leadership in the IRP office, three IRP staff members' reclassifications and increases in compensation were finally processed after a substantial delay.

vii The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.

viii	With our enrollment growth, West Georgia will remain committed to the following targets of academic quality: faculty-student ratio of 18 to 1; average class size of 29; full-time to part-time faculty ratio of 4.4 to 1.		
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ix West Georgia will develop several new facilities to improve quality along with meeting capacity demands due to enrollment growth

x	Capital Campaign: The Development Office will prepare for a capital campaign to assist in meeting the long-term needs of the University of West Georgia.		
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xi Communication and Marketing: The Office of University Communications and Marketing (UCM) will internally and externally promote the missions and goals of the strategic plan. This will be achieved by aligning the institution's integrated marketing plan (advertising, visual identity standards, web presence, media relations, etc.) with the strategic plan.

xii	Community Relations: The University will engage the local community educationally, culturally and recreationally.		
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6. Describe some notable achievements toward selected goal(s) during this academic year.

The 2012-2013 Fact Book won Third Place for best fact book in the Southern Association for Institutional Research (SAIR) competition. The 2012-2013 Just the Facts won Second Place for best small fact book in the Southern Association for Institutional Research (SAIR) competition. The 2012-2013 Just the Facts won the Print Excellence award from the Printing & Imaging Association of Georgia (PIAG).

7. What resources could have helped you achieve or exceed your goals for the year? How would you have used them to facilitate/improve the work of your department?

The office was restructured in the current fiscal year. Assessment of staffing will take place in the next fiscal year after new positions are filled.

8. List any changes to the structure or substructures of your department implemented during reporting year.

The office was restructured to an office of Institutional Effectiveness and Assessment.

9. List any additional comments about your department this reporting year.