

**UNIVERSITY OF WEST GEORGIA**  
**ANNUAL REPORT TEMPLATE (NONACADEMIC)**  
**FY 2010 (July 1, 2009 to June 30, 2010)**

Department Institutional Research & Planning

Name of Person Completing Report Dr. Ebenezer Kolajo

**DEPARTMENTAL MISSION & ASSESSMENT**

1. Departmental Mission & Goals

Departmental Mission/Vision Statement : [www.westga.edu/irp](http://www.westga.edu/irp)

The University of West Georgia's strong commitment to "Educational Excellence in a Personal Environment" is central to the mission of the Department of Institutional Research and Planning. The Department has, as its primary mission, 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, and policy formulation at the University.

The Department is also responsible for ensuring the accuracy of vital University statistics and for reporting these data to a broad spectrum of stakeholders including regulatory entities, management, faculty, private organizations, parents and the general public. Another major function of the Department is to respond to diverse requests for data from members of the University community and to assist with research and assessment methodology, evaluation and analysis.

Institutional Research and Planning also 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. Institutional Research and Planning also advises departments on appropriate records keeping techniques and systems and guides in developing records retention schedules.

Departmental Goals [*Align with institutional goals in 5 below*]

Departmental Goals: [www.westga.edu/irp](http://www.westga.edu/irp)

The Department of Institutional Research and Planning adopted the following goals to facilitate institutional effectiveness and to foster mechanisms to assess results:

- Serve the executive functions of the institution by providing a reliable and proactive management and decision-support system. (*Supports SPG Goal VII*)
- Promote an improvement of West Georgia's planning process in compliance with the Board of Regents' policies and the Southern Association of Colleges and Schools' criteria.
- Generate data, information, and analytical reports on institutional research topics designed to improve information usage in the planning process at the University. (*Supports SPG Goal VIII*)
- Assist the executive and administrative officers of the University in facilitating institutional assessment geared toward institutional effectiveness. (*Supports SPG Goal VII*)
- Provide systematic collection and reporting of standard institutional, regional, environmental, and student-centered information for institutional planning and assessment. (*Supports SPG Goal IV*)
- Reply in a punctual manner to spontaneous requests for data, descriptive information, and analytical reports.
- Provide guidelines and standards to various departments for establishing and maintaining successful individual records management programs that comply with the Georgia Records Act and the Open Records Act. (*Supports SPG Goal XII*)

2. Assessment Summary of Departmental Goals Addressed This Academic Year

The Department of Institutional Research and Planning uses direct feedback from faculty and staff to better respond to the data and information needs of the University community as a means of enhancing a culture based on using data to inform decision making.

3. Changes/Improvements Made as a Result of Assessment

The information presented on the IR&P website is responsive to type of data request received from the stakeholders, thereby making data readily accessible for planning and decision-making purposes. Reports generated serve various constituencies of the university to make data-informed decisions. The annual report template for UWG was changed to improve collection of relevant data that support the implementation of the new strategic plan (2010-2015).

**STRATEGIC PLAN UPDATES**

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.

4. What are your targeted expectations by 2015 for the strategic plan?

Provide data and analytical support to top administrators and other stakeholders in order to enhance decision-making and ensure institutional effectiveness.

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 21 <sup>st</sup> 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.	X	Provide analytical support to evaluate RPG performance
iv	The University will maintain an environment that is safe and conducive to learning.	X	Conduct evaluative survey of faculty, staff and students to facilitate an environment that is 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.		
vii	The University will endeavor to increase our overall enrollment to 14,500 by the year 2015.	X	Provide data analysis support to enhance decision-making
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.	X	Keep up-to-date records of institutional KPIs to monitor compliance with desired targets.

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.		
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.	X	Provide easy access to data for all stakeholders

6. How did you measure successes/failures toward your expected goal(s)? What metrics are being used?

The Department of Institutional Research and Planning measure success/failure by completing an internal work log that tracks completed requests. The following are examples of the metrics that are observed: the number of visits to the IR&P website; the number of data requests responded to; the number of surveys, projects, ORRs completed; the number of presentations made on-campus and off-campus to inform and improve decision-making processes; contribution to instructional assessment such as the administration of the CLA value-added assessment of student learning in general education.

7. Describe some notable achievements toward selected goal(s) during this academic year.

1. Participated in Analyzing and Writing of the Retention, Progression, and Graduation (RPG) Report to the BOR Taskforce on Graduation (iii)
2. Conducted value-added assessment of student learning (CLA) in Fall 2009 and Spring 2010 (iii)
3. Facilitated the administration of NSSE on campus (iv)
4. Administered Online Survey of African American Students for the Office of Institutional Diversity (iv)
5. Facilitated the administration of *The Chronicle's Best Colleges to Work for Survey* (iv)
6. Tracked institutional Key Performance Indicators (KPIs) to monitor institutional progress (viii)
7. Improved Access to Data through the IRP website (xii)
8. Produced the Annual Fact Book & Just the Fact (xii)
9. Produced the Five-Year Data Report by Department (xii)
10. Responded to Open Records Requests (xii)

8. 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?

Employing an additional staff at the Associate Director level to take charge of measuring institutional assessment on campus in order to establish and institutionalize a culture of evidence.

9. Departmental Accomplishments

**IRP Activities**

Conducted Collegiate Learning Assessment (CLA) to freshmen and seniors in Fall 2009 and Spring 2010  
 Facilitated the administration of NSSE on campus  
 Organized campus-wide training for Digital Measures  
 Facilitated compliance with mandatory federal reporting by completing the IPEDS surveys  
 Improved Access to Data through the IRP website  
 Participated in the National Study of Instructional Costs and Productivity (the Delaware Study)  
 Provided trend data to the Campus Master Plan Committee  
 Provided data support to selected faculty for the National Science Foundation (NSF) Grants and Others  
 Provided data support to various departments for disciplinary accreditations  
 Facilitated the administration of *The Chronicle's Best Colleges to Work for Survey*  
 Compiled Annual Institutional Progress Report  
 Participated in Analyzing and Writing of the RPG Report to the BOR Taskforce on Graduation  
 Administered Online Survey of African American Students at UWG for the Office of Institutional Diversity  
 Produced the publications: Annual Fact Book & Just the Fact  
 Produced the Five-Year Data Report by Department

Responded to Open Records, Subpoenas, and Production of Document Requests  
Assisted departments with Records Management issues  
Continued with Institutional Research and Planning Website Development

### **Campus Committees**

Member - Strategic Enrollment Committee (SEC)  
Member - Institutional Studies and Planning Committee (ISP)  
Participated in Strategic Planning Committee (SPC)  
Member - SACS Executive Committee  
Member - Retention & Graduation Workgroup  
Member - 360 Degree Survey Workgroup appointed by the President  
Functioned as Chief Data Officer (CDO) for UWG/USG  
Member – Staff Advisory Council  
Information Technology Services Visioning (April 2010)

### **Conferences/Webinar/Statewide Meetings Attended**

#### *>Conferences*

Georgia Records Association Fall Conference, St. Simons, GA, (June 15-18, 2010)  
Association for Institutional Research (AIR) 2009 Forum, Chicago, IL (May 29-June 2, 2010)  
Third Economic Development Conference, (December 4, 2009)  
Georgia Records Association Fall Conference, Brass Town Valley, GA, (November 30- December 2, 2009)  
Southern Association for Institutional Research (SAIR) Conference, Dallas, TX (October 17-20, 2009)

### **Presentations**

#### **(a) Conferences/Invited Presentations**

Presented a paper at the AIR Forum in Chicago, IL, (May 31, 2010)  
Paper Discussant at the Third Economic Development Conference, Atlanta, GA, (December 4, 2009)  
Guest Speaker at Auburn University's Ag Economic Graduate Seminar, (November 20, 2009)  
Presented 2 papers at SAIR in Dallas, TX, (October 17-20, 2009)

#### **(b) Campus Presentations**

Presented progress on KPI to President Advisory Council (PAC)  
Presented progress on KPI to Strategic Enrollment Committee (SEC)  
Presented multi-year results of NSSE to President Advisory Council (PAC)  
Retention-Graduation Presentation to President Advisory Council (PAC), (January 22, 2010)  
IPEDS Feedback Report presented to UWG President & VPs, (February 16, 2010)  
Institutional Effectiveness Update (with Jon Anderson) presented to President Advisory Council, (June 15, 2010)

#### *>Webinars and Training*

Rapid Insight's Retention Analysis—Prospect Yield Optimization Webinar (June 2010)  
NSSE Webinar: Using NSSE in Dept-Level Assessment (May 2010)  
WeaveOnline Webinar, (April 2010)  
Rapid Insight's Retention Analysis—Predictive Modeling Webinar (March 2010)  
CSRDE Webinar on Identifying At-Risk Students (February 10, 2010)  
WeaveOnline Direct Measures of Assessment Webinar, (October 2009)  
Think Technology Webinar, (July 2009)  
WeaveOnline on Mapping Many Uses Webinar, (July 2009)

#### *>Statewide Meetings*

Graduation Rate Task Force Presentations, BOR, Atlanta, GA, (January 27 & May 4, 2010)  
State IRP Meeting, University of Georgia, (March 12, 2010)  
State IRP Meeting, Fort Valley State University, (October 27, 2009)  
University System of Georgia Staff Council Quarterly Meeting, Milledgeville, GA (October 2009)  
USG Records Advisory Committee (RAC)

### **Teaching**

A staff taught Principles of Microeconomics (ECON 2106)—Spring Semester 2010

### **Travel Grants**

Two Staff Received Travel Grants of \$885.92 from AIR to attend IPEDS Workshop  
One Staff Received a Travel Grant of \$300.00 to Attend SAIR 2009 Conference

### **Professional Activities**

Served as facilitators at SAIR Conference  
Reviewed papers for Southern Association for Institutional Research (SAIR)  
Reviewed papers for the National Quality in Education Conference 2010

### **Professional Development**

EXCEL 2007 Training-Basics (April 2010)  
EXCEL 2007 Training-Advanced (April 2010)  
Digital Measures Training, (September 2009)  
Digital Measures Activity Insight Training, (March 2010)  
IPEDS Training Workshop, Dallas, Texas, (October 17, 2009)  
B2B Data Integration Tools and Techniques, (August 2009)  
Georgia International/Development Economics Workshop, Atlanta, GA (December 4, 2009)  
Records Management/Image Technology Show, Atlanta, GA (September 17, 2009)  
SAS Institute Training and Meetings:  
    *SAS Talk Webinar (December 2009)*  
    *SAS Talk Webinar (January 2010)*  
    *SAS Institute Training and Meetings: Programming Courses and Applied Using SAS Enterprise Miner*  
    *SAS Institute Webinar (May 2010)*  
ADP Training, (April 2010)  
Ethics Training, (February 2010)  
Budget Account Reconciliation Training (November 2009)  
Budget Amendment Training (February 2010)  
Cash Handling Policy Training  
Collegiate Learning Assessment (CLA) Consortium Training, (August 2009)  
Creating EXCEL Workbooks the Easy Way (January 2010)  
Software Training in: Dreamweaver CS4, Flash, Excel (Pivot Table, Micro), SQL, Netcharts, Applet (Java), Java Script, PHP/MySQL, CSS, Apache, JQuery, and Ajax.  
On-campus Software Training in: Database, Server, Toad for MySQL, JavaScript, PHP/MySQL, Applet (Java), Putty, JavaScript, ETL (Extract, Translate, Load).  
CourseDen Basics Workshop (December 2009)

### **Professional Affiliations**

Association for Institutional Research (AIR)  
Southern Association for Institutional Research (SAIR)  
Society for International Development (SID)  
American Society for Quality (ASQ)  
Georgia Records Association (GRA)  
Georgia Association for Institutional Research, Planning, Assessment & Quality (GAIRPAQ)

## **UPON COMPLETION**

Please email completed report to the **Vice President of your  
Division & to:**

**Institutional Research and Planning**

Tara Pearson

[tpearson@westga.edu](mailto:tpearson@westga.edu)

678-839-6449