

Office of Institutional Research  
Assessment Report (One Year)  
Academic Year 2013-2014

Mission Statement:

The Office of Institutional Research supports the University's planning and decision making through facilitating and coordinating the collection, analysis, and interpretation of institutional data in an effective, cohesive, and timely manner.

The office assists the university in advancing and fulfilling its mission by providing institutional accountability data and reports to its constituents and communities.

Vision Statement:

The Office is committed to be a reliable and dependable information source for the University and strives to play a vital role in enhancing institutional effectiveness through supporting and promoting a culture of data-driven planning, decision-making, and assessment.

### 3. Assessment of Goals and Objectives

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The Office of Institutional Research has two major goals and each goal has one major objective. Section 3.1 reviews Goal One objective One, and section 3.2 reviews Goal Two Object One.

#### 3.1 Goal 1 Objective 1

##### 3.1.1 Review the goals and objectives:

Goal 1:

To support the University mission and broad institutional goals and objectives listed in the 2013-2020 Strategic Plan by providing quality data and reports to the senior administrators, appropriate offices, and campus community.

Objective 1.1

To assist the University in achieving its strategic goals and objectives by maintaining and expanding IR data capacity to generate timely and historical institutional data reports for senior administrators and various offices and committees to monitor and measure the institutional goals and objectives.

##### 3.1.2 Provide data on each objective that can be measured.

Four measures have been set up for measuring IR goal 1 objective 1. These four measures are discussed below one by one.

- 1) 85% of the routine Presidential Reports are completed and submitted in a timely manner.

Data Results: Every year, the IR Office submits to the President some routine data reports, such as Department Profiles, Enrollment Highlights and Enrollment Trends, Full-Time Faculty Release Time, Full-Time Faculty Office Hours, Classroom Utilization, and Class Schedule by Department etc. Most of these reports are submitted every semester, some are several times a semester, and some are on yearly basis.

Although we do not have fixed due-dates for these reports, we set up a guideline for ourselves. Since all the reports need the frozen data snapshots, which would not be ready until April 1 for spring semester, and November 1 for fall semester, an appropriate due date for the reports would be about three weeks after the frozen data is ready to allow some time for processing and generating the

reports. So we set up April 25<sup>th</sup> as the due date for all the spring semester reports, and November 25<sup>th</sup> for all the fall semester reports.

For the fiscal year of 2013-14, the IR office submitted to the President 19 reports (including different versions of some reports), 18 of them are submitted before the above mentioned due dates, which come up as 95%, higher than the target of 85% in the objective.

- 2) 100% of the program review data will be distributed in early spring semester to all the programs through the college deans.

Data Results: The 2013-14 academic program review data for all the academic programs are sent to the Colleges Deans on January 15, 2014, and the 2012-13 program review data for all the academic programs were sent to the College Deans on January 7, 2013.

The program review data consist of several sections – Enrollment, Degrees Conferred, Years to Degree, and Graduation Rate. The enrollment section covers five years' student headcount by gender, race/ethnicity, attendance status, academic program, and five years' student FTE and second major. The degrees conferred section covers five academic years' degrees conferred by gender, race/ethnicity, academic program, and admission status. The years to degree section tracks those degrees completers by admission status (Native/Transfer) and number of years they completed degree. The graduation rate section tracks first-time, full-time undergraduate cohort by cohort year.

- 3) 85% of the ad hoc data requests from the Kean administrators and Kean communities are responded with appropriate data during the academic year.

Data Results: The IR office receives all kinds of ad hoc data requests from different offices all over the campus. The following table shows the number of ad hoc request IR responded by requesting office groups.

Table 1 Number of Completed Ad Hoc Requests  
by Requesting Office Groups

	FY2012	FY2013	FY2014
President Office	21	16	11
Vice President Office	8	8	2
Deans Office	8	6	11
School/Dept/Prog	19	14	11
Other Kean Office	34	32	45
Peer Institutions	3	2	
Total	93	78	82

\* 2014 data is as of May 2014

There are some requests we received but could not complete due to various reasons, e.g. Data not available in source system; Data not available in IR system; Lack of clear identification/definition for the data, etc. For meet the demand for those data items, a lot of time and efforts are required.

For the year of 2013-14, eight requests (about 9% of the total request) were not completed due to the above mentioned reason.

- 4) The data distribution through IR web site is maintained and the monthly average number of IR web visits will be maintained at the current level over 100 per month.

Data Results: IR web site is a major platform for the office to distribute institutional data online. The web site contains fact sheet, student profile, faculty profile, various federal and states reports, information on assessment, etc.

The web site is updated every semester after the frozen files are completed each semester.

We have been using Google Analytics to track the visits to our web site. The following table shows the average monthly visit to our website.

Table 3 Average Monthly Visits to IR Web Site

	2012	2013	2014
Monthly Average	139	159	165

\* 2014 data is as of May

3.1.3 Provide some feedback on the results gathered and describe how the data will be used to improve operations and University impact.

The data for Measure 1 shows we met the target with 95% of the routine Presidential Reports are completed and submitted in a timely manner. However, there are still rooms of improvement. The President requested several revisions on some of the reports, resulting in several versions for some reports. We need to incorporate those revisions to the future reports to better meet the needs of the President.

The data on Measure 2 program review data distribution shows 100% of the program review data were distributed to the College Deans in early spring semester. Some feedback from some programs, however, informed us that some programs did not receive the data from their deans months after the data was distributed. The ways for the college deans to distribute the data to the program vary. Discussion with the college deans is necessary for improving the program review data distribution methods.

For Measure 3 ad hoc requests, feedback from some deans, executive directors and chairs informed us that there has been some confusion on the data we provided. There is a need to educate the data users on the meaning of different data items such as Year to Degree data and the Retention Rate data. We took the action and did a presentation at the campus-wide Assessment Institute. The feedback on our presentation has been very positive.

Measure 3 data also shows that there are many data needs our office could not meet due to time and staffing restriction. To enhance the office's staffing level is needed for us to better serve the needs of the university community on accountability data,

Measure 4 for online data distribution shows an increase on the average monthly hit to our web site. Some feedback from the users informed us that some key offices and department have been taking our web site as a major data source for their work. They need more items and more timely updates. Again, to enhance the office's staffing level is needed to enable us to add more items to the web for campus community to use.

### 3.2 Goal 2 Objective 1

#### 3.2.1 Review the goals and objectives

Goal 2:

To promote university mission by providing accountability data reports to the Federal and State governments, to Middle States Commission, and to various educational and commercial agencies.

Objective 2.1. To meet the ever-increasing new requirements and demands from the Federal and State governments and maintain 100% compliance with all the mandatory accountability reports.

#### 3.2.2 Provide data on each objective that can be measured.

Two measures have been set up for measuring goal 2 object 1 which are discussed below.

- 1) 100% of the mandatory reports and surveys from the Federal and State governments will be completed on time.

Data Results: For the fiscal year of 2013-2014, IR office completed twenty-four are mandatory reports - fourteen IPEDS surveys, six NJ State SURE files (3 Enrollment, 2 Degree, 1 transfer), three NJ reports (Tuition & Fees, Application, Institutional Profile), one Middle State (Institutional Profile). 100% of them are completed on time.

In addition to the mandatory reports, IR completes many other reports and surveys. The follow table shows the number of reports completed by IR office.

Table 4 Number of Reports/Surveys Completed by IR

	Total	Total with Due Date	OnTime	%OnTime	extend /Late	%Late
2009-2010	49	45	45	100%	0	0%
2010-2011	59	52	46	88%	6	12%
2011-2012	80	68	63	93%	5	7%
2012-2013	71	65	59	91%	5	8%
2013-2014	72	64	56	88%	8	13%

- 2) IR data warehouse will be expanded and structured with 100% of the data items required by the Federal and State governments.

Data Results: IR office managed to complete all the mandatory reports and surveys with all the data items requested. It has not been an easy job. With the ever-increasing pressure on higher education accountability, the demand for data has been keeping growing. The demands do not only grow in the amount of data, but also in the variety of data. To keep up with such pressure and demands, the IR office's data capacity has to be kept updating, expanding, and re-structuring.

The following is a partial list of data items that have been recently newly added, expanded, or re-structured in the IR data warehouse.

- IPEDS new race/ethnicity category
- IPEDS employee category change – standard occupational code
- IPEDS graduate assistant – standard occupational codes
- IPEDS employee contract length
- IPEDS distance learning flag – partial or fully online
- IPEDS first-time full-time cohort exclusion
- IPEDS graduation in 200% time
- State SURE remediation
- State Consumer Info Act – transfer student tracking
- Kean Ocean – student identification
- Kean Wenzhou
- New term for Kean Wenzhou
- Advisor/Advisee
- Accreditation
- New academic level
- New organizational structure

### 3.2.3 Provide some feedback on the results gathered and describe how the data will be used to improve operations and University impact.

Measure 1 for external surveys and reports shows the number of surveys and reports has almost doubled with an increase from 49 in 2009-10 to 72 in 2013-14. The percentage of on-time completion is decreasing from 100% in 2009-10 to 88% in 2013-14.

Measure 2 for data capacity expansion and restructuring shows the demand and pressure on the IR office to keep up with the external data demand and requests. With this increasing demand trend, it is not sustainable for the IR office to keep up with such external demand and pressure with the current staffing level.