



Outcomes Assessment Report

Please add rows or expand sections as needed.

Period Covered: 2018-19

Department: Institutional Research, Planning, & Assessment

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Mission:

The mission of the Office of Institutional Research and Assessment is to:

- advance the University of North Carolina at Chapel Hill's goal of becoming the nation's leading public university by providing comprehensive information to support
 - institutional planning
 - policy formation
 - decision-making
 - evaluation of effectiveness
- coordinate responses to
 - external accountability mandates
 - a wide range of internal and external requests for information about the campus

Expected Outcome #1:

Campus units will receive professional research and technical support in design and administration of surveys report that provide useful, well-presented results that serve their assessment needs.

Assessment Methods Used to Measure Achievement of this Outcome	Results of Assessments Conducted and Analysis	Descriptions of Improvements or Enhancements Made or Other Actions Taken in Response to These Results
Method 1: Number of projects and scope Performance Target:	In Academic Year 2018-19, OIRA created or managed more than 30 survey instruments for general institutional and specific client needs. These ranged from very large endeavors involving many campus offices and staff (e.g., the campus climate survey) to departments and committee projects.	Many of our survey results have resulted in institutional improvements. For example, our surveys and focus groups in collaboration with University Communications resulted in a broad change in senior leadership methods of communicating with the campus about major issues as well as daily new of interest to employees. Survey research activities are being incorporated into the OIRA activity planning, calendar, and documentation systems.
Method 2: Feedback on course evaluation system gathered through focus groups. Performance Target: Constructive feedback that points to ways in which the office can better support evaluation customers.	Now in year two of a new course evaluation system, our customers report at our annual training and best practice-sharing forum that we host for campus representatives great satisfaction with Explorance Blue.	With a reliable and flexible class evaluation tool in place, we are now starting to consider how to use the results as a source of data for examining student sentiments and concerns across the University, not just within individual classrooms.

Expected Outcome #2:

The University's accreditation obligations will be supported with timely and accurate submission of annual data requests reports, effective responses to special inquiries and visits, and well-documented reports that address standards and requirements.

Assessment Methods Used	Results of Assessments Conducted and Analysis	Descriptions of Improvements or Enhancements Made or Other Actions Taken in Response to These Results
<p>Method 1: Timeliness</p> <p>Performance Target: Deliver all requested documents and information on or before deadlines.</p>	<p>We have been actively attempting to understand the new accreditation standards and advise campus units with responsibilities in those areas about changes that have to be made, and by when. Our required annual reports have been filed on time and received no questions.</p>	<p>With our Fifth Year Interim Report due in 3 years, we are already beginning to do an internal assessment of our readiness and any areas of weakness that can be remediated.</p>
<p>Expected Outcome #3: OIRA will support the University's strategic planning by providing accurate reports on requested institutional data.</p>		
Assessment Methods Used	Results of Assessments Conducted and Analysis	Descriptions of Improvements or Enhancements Made or Other Actions Taken in Response to These Results
<p>Method 1: Analysis of requests and responses</p> <p>Performance Target: Identify data needs on campus and plan for coverage.</p>	<p>We regularly analyze our requests and responses for patterns that will allow us to identify most frequently requested reports. We find a great demand for data on diversity and on student success, particularly on completions. The products we have delivered have been well-received.</p>	<p>These results are informing our new dashboards and interactive reports, and we are developing partnerships with key customers to expand these assessment and reporting products to meet their needs.</p>
<p>Expected Outcome #4: (if applicable) OIRA will satisfy a wide range of internal and external requests for information about the campus.</p>		
Assessment Methods Used	Results of Assessments Conducted and Analysis	Descriptions of Improvements or Enhancements Made or Other Actions Taken in Response to These Results
<p>Method 1: Systematically document the requests for information</p> <p>Performance Target: Document all information requests in the ticket system for requests requiring more than 20 minutes of team time.</p>	<p>In the past year, OIRA has documented more than 500 requests and assignments in its systems, with more than 450 tracked to resolution. Based on working days this volume of tickets equates to approximately two tracked activities being completed by the team per day. At any given point in time, the External Reporting Team is managing between 15 and 75 open tickets for current and future assignments. Analysis revealed that more OIRA participates in more than 400 cyclical data gathering and reporting activities.</p>	<p>OIRA continues to build upon its database of cyclical data gathering and reporting activities for planning, resource allocation, and communication. The database is serving as an excellent tool for planning and ensuring that requests are completed.</p>
<p>Expected Outcome #5: (if applicable) OIRA will coordinate responses for official university information will be to satisfy external accountability mandates.</p>		
Assessment Methods Used	Results of Assessments Conducted and Analysis	Descriptions of Improvements or Enhancements Made or Other Actions Taken in Response to These Results
<p>Method 1: Ensure UNC System Data Mart is pulling correct data from PeopleSoft</p> <p>Performance Target: UNC data mart tables and views accurately reflect UNC-Chapel Hill transactional data based on known business processes.</p>	<p>Analysis of outcomes revealed that the implementation of the UNC-Chapel Hill Data Mart has several underlying flaws due to the complexity of the University's business processes. Since going live with the Systems datamarts, we have made vast improvements in our ability to close snapshots on time.</p>	<p>Institutional Research (OIRA) is working with Information Technology Services (ITS) to rework the data mart implementation using more advanced techniques and technologies.</p>
<p>Method 2: Ensure UNC-Chapel Hill data custodians are aware of and clean up data failing Data Mart edit checks.</p> <p>Performance Target: UNC Data Mart snapshots are able to be taken on schedule.</p>	<p>Our systems of reporting errors to campus data providers are working much better than in the past, but we still have to send reminders frequently for our colleagues to clean up their data, which takes time away from our own responsibilities.</p>	<p>OIRA developed a new workflow/communication system for identifying and communicating errors to data stewards. This is helping us log these errors and identify some systemic issues with the data that might be fixed, preventing the campus data providers and OIRA from having to deal with them every semester.</p>

Additional Improvements and Enhancements Made as Part of Continuous Quality Improvement Efforts

Please use this section to provide examples of any other program improvements and enhancements not described above. Include the rationale for the change. Examples might include:

- Actions you have now implemented in response to plans you described in your last assessment report (under “Use of Results for Improvement”).
- Improvements in response to recommendations or new requirements from accreditors, the UNC System, professional standards, or other quality review processes, etc.
- Progress on long-term improvement projects not included above (e.g., development of new services, ERP implementation, development of strategic plans, etc.)
- Actions taken to reduce costs.

The Director of Reporting has made enormous progress in organizing the recurring and the ad hoc external reporting processes in the office, which enables the staff to focus more time on analyses that can contribute campus efforts to improve retention and student satisfaction.

For assistance with completing this report, contact: Lynn Williford, Office of Institutional Research & Assessment, lynn_williford@unc.edu, 919-962-1339.