The Office of Institutional Effectiveness

Strategic Plan
2019 – 2024

MISSION

The Office of Institutional Effectiveness provides high-quality data, analytical tools, strategic analysis, and partnership-based education and collaboration to foster a University culture of data-informed decision making.

VISION

Be the trusted source for data that drive University success and recognized as a leader in impactful higher-education research and insights.

WE WILL BE KNOWN FOR:

- Having high standards of data quality, including consistency and transparency in how data is collected and analyzed.
- Educating and empowering University constituents to access, analyze, and interpret data through user-friendly, self-service tools and ongoing education.
- Being on the leading edge of data delivery by employing automation, data visualization, predictive modeling and forecasting.
- Engaging University collaborators to become data experts and champions to support effective data governance.
- Facilitating meaningful, actionable research and insights.
- Supporting assessment of student learning outcomes, program review, and accreditation processes in an efficient and systematic manner.

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Priorities and Goals

Priority I: Ensure data quality through collaboration

Goal I:
Establish sustainable business practices for the IE data warehouse (e.g., training, technical processes, business processes).

Goal II:
Cultivate a collaborative and collegial IE culture.

Goal III:
Work with campus data partners to ensure data quality and create University-wide data governance infrastructure.

Priority II: Empower campus constituents

Goal I:
Establish more effective dialogue with constituents to promote understanding of IE offerings, resources, priorities, and opportunities for collaboration

Goal II:
Broaden and increase training offerings to enable constituent self-service and increase overall University data competence.

Goal III:
Broaden and increase collaboration efforts with University constituents.

Priority III: Deliver actionable data and insights

Goal I:
Ensure IE plays a leadership role in University data service by understanding and addressing University data needs.

Goal II:
Conduct in-depth, quality analysis of data in order to produce impactful research.

Goal III:
Expand data visualization capabilities.

Goal IV:
Establish consistent processes to improve University-wide survey implementation and analyses.

Goal V:
Deliver efficient and systematic support of University-wide assessment, program review, and accreditation.

Metrics