Connecting Your Institutional Research and Assessment Offices with Civic Engagement Assessment

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Presented by Dr. Jodi Pettazzoni
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What Does the Typical Assessment/IE Office Do?

Assessment Office (sometimes called Institutional Effectiveness[IE]) works with departments/offices/units to develop assessment plans related to their specific work. They help:

• Identify goals, objectives, or student learning outcomes for an office or program;
• Develop measures to directly and indirectly gather data about achievement of goals/objectives/outcomes;
• Ensure that data is gathered regularly;
• Provide current information about trends in continuous improvement in higher education.
What Can Assessment/IE Data Provide?

In schools accredited by the Southern Association of Colleges and Schools (SACS), all areas of the institution must provide evidence of “continuous improvement.”

- **Student Learning Outcomes**
  - Academic programs
  - General Education Program

- **Planning Goals or Objectives**
  - Administrative Support
  - Student Support
  - Academic Support
  - Research
  - Community/Public Service
What Does the Typical IR Office Do?

Institutional Research (IR) focuses on meeting the data needs of campus for internal and external constituents.

- Responds to requests for data from various campus entities;
- Ensures that the university meets requests for institutional data from the state, national publications, and other external bodies;
- Contributes to analysis of data and its application for various projects;
- Designs and administers surveys for institutional use.
How Does IR Do This?

Institutional Research (IR) has a deep familiarity with the data that is generated across functions for the institution.

- Students
  - Bio/Demo
  - Educational
- Courses
- Faculty
- Facilities
- Degrees
- Others, depending on the institution, like co-curricular activities
<table>
<thead>
<tr>
<th>Factbook</th>
<th>Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Most Recent Factbook</td>
<td>• Credit Hour Distribution</td>
</tr>
<tr>
<td>• Common Data Set</td>
<td>• Student Data Profile</td>
</tr>
<tr>
<td></td>
<td>• Market Share</td>
</tr>
<tr>
<td></td>
<td>• First Time Freshman Cohorts</td>
</tr>
<tr>
<td></td>
<td>• Transfer Student Cohorts</td>
</tr>
<tr>
<td>Survey Results</td>
<td>Resources</td>
</tr>
<tr>
<td>• Graduating Senior Survey</td>
<td>• Other UNC IR Offices</td>
</tr>
<tr>
<td>• Sophomore Survey</td>
<td>• Peer Institutions</td>
</tr>
<tr>
<td>• NSSE/BCSSE/FSSE Surveys</td>
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</tr>
<tr>
<td>• Spartan Experience Questionnaire</td>
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<td>• Other Surveys</td>
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What Are You Looking For?

Evidence of Assessment Measures

• Counts
• Percentages
• Ratios
• Lists
• Survey Results
What Are Benefits of Working with IR/IE?

KNOWLEDGE!

• They know what is captured, how it’s captured, and where it can be found.
  – Courses might have a Service Learning code
  – Schools may be capturing faculty outreach
• They also know what is NOT captured.
  – Co-curricular activities
  – Community Service hours by student
What Are Benefits of Working with IR/IE?

DATA!

• They know how to get the data you need.
• They can do it more quickly than you.
Why Connect with IR and IE?

They can help you:

1. Understand your assessment better
   – What CAN we measure?

2. Define quantitative measures that will contribute to your project
   – What should we measure?

3. Run and analyze the right data
   – What has happened?
What Should You Share?

Context will help anyone better understand your project:
- What you are trying to solve, in layman’s language
- How you are trying to solve it
- Who will be involved
- What your timeline is
Connecting IR to Civic Engagement Assessment

QUESTIONS? COMMENTS?

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