

# Bergen Community College

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## ASSESSMENT REPORT FORM ADMINISTRATIVE AND EDUCATIONAL SUPPORT

**Assessment Period:** 2015-2016

**AES Department:** Center for Institutional Effectiveness

**Department Head:** Tonia McKoy

**Department Assessment Liaison (if other than Dept. Head):** Jill Rivera

**Date Final Plan Submitted:**

❖ **Mission/goal statement or description of the Department:**

The mission of the Center for Institutional Effectiveness is to promote institutional policies, practices and activities, which enhance institutional effectiveness; to foster on campus a culture that values inquiry, evidence; and collaboration and to support college-wide decision-making and planning initiatives by collecting, analyzing and reporting information about the College.

❖ **Department's Core Objectives/Outcomes (list several actions your department does to accomplish the mission):**

In support of the above mission, the Office of Institutional Research seeks to do the following:

- create linkages between strategic planning, college goals, and institutional data
- provide data to support grant development and evaluation, assessment activities, academic program review, planning, and other institutional needs
- provide data to help departments reach their goals
- provide data to government agencies as mandated
- provide data for internal and external dissemination
- facilitate and participate in discussions about the College's performance and student outcomes
- serve as a resource to college departments for research design and methodology related to individual research projects and evaluation related activities

❖ **Department’s Objectives(s) or Outcome(s) to be assessed (from the above section):**

The assessment activity for 2015-2016 Cycle focused on the Institutional Research (IR) function of the Center, i.e., the Office of Institutional Research (IR). Specifically, this assessment addressed the “provide data to help departments reach their goals” and “provide data to support grant development and evaluation, assessment activities, academic program review, planning, and other institutional needs” objectives listed in the above section.

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## **YEAR 1: CREATING THE ASSESSMENT PLAN**

### **1. Assessment Plan (what are you going to look at and assess?)**

The intent of this assessment plan was to determine the effectiveness of the new data request process, including the requesters’ satisfaction with the online form. This review sought to determine how the request form helped requesters clarify their needs and the intended use of the data they requested.

### **2. Provide a brief background of this process/procedure/practice and why you selected this as your Assessment Plan focus.**

While in pursuit of the department’s core objectives, managing research projects and data requests has been a struggle for the Office. Project management is especially critical as the number of initiatives requiring IR support has increased. In the summer of 2015, the IR staff created a new project and data request process, which include an online request form, to address this issue. This online request form includes a series of questions to collect, among other things, the college initiative and question(s) the request addresses, the type of data service needed, the variables or data format, and the way(s) in which the requester will use the data. The information captured by these questions is intended to help clarify data needs. Internally, this form helps to centralize requests, improve workflow, and project assignment and completion. Finally, by offering a consistent means of capturing information on data usage, this form allow the Office to track and document its support of departmental goals and objectives across the institution. Specifically, this form captures the Office’s support of grant development and evaluation, assessment activities, academic program review, planning, and other institutional needs.

### **3A. Describe your assessment tool (s) you will be utilizing in your assessment plan, including sources of data, timeline for data collection and how data will be analyzed. (Note: assessment tool sample should be attached to the final submission):**

An online survey was developed using SurveyMonkey and a link to this instrument was embedded in an email invitation that was sent to the 26 requesters who completed the online form between September 2015 and April 2016. These 26 individuals submitted 39 requests for data, survey assistance, or research project during this seven-month period. Using the contact information captured by the online form, these requesters were invited to share their perceptions about the new online form, including the usefulness of the form as a means for clarifying their goals and data needs. This survey also included questions about the requesters’ interactions with the IR staff after

the request was submitted, and the time to completion of their request. The survey also included a question to capture data usage, i.e. ways in which the data provided by IR were used by the requesters. It is important to note that these requesters were encouraged to base their perceptions on their most recently completed request.

The survey remained open for three weeks, with reminders sent on a weekly basis. A final reminder was sent on the last day of the administration period. The final analysis of the survey responses was done using the Statistical Package for the Social Sciences (SPSS) and Microsoft Excel.

### **3B. Desired results department would like to see.**

The primary intended outcome of this assessment was to garner feedback that would help to inform improvements of the new project request process. Furthermore, the desired results of this assessment would confirm the following assumptions:

- at least 80% of the respondents are somewhat to very satisfied with the new request form
- at least 75% of the respondents would agree or strongly agree that the questions on the online form helped to clarify the question (s) they were trying to answer
- 80% of the respondents would agree or strongly agree that the form encouraged them to clarify the type of data (survey, comparisons, frequencies, etc.) that met their needs and helped to identify how they planned to use the data they requested

- **End of first semester feedback from Assessment Fellow:**

- **End of first year feedback from Assessment Fellow:**

- **End of first year feedback from Vice President:**

## **YEAR 2: COLLECTING AND ANALYZING DATA**

### **4. Summary of Results (attach data table, survey or focus group results, etc., to support the summary.)**

#### **New Online Form**

Of the 26 requesters surveyed, 13 completed the online survey – a 50% response rate. The requesters were asked to share their level of agreement with statements about the helpfulness of the form. The respondents agreed and strongly agreed that the form helped with the clarification of their question(s) (100%), the types of data they needed to answer their question(s) (100%), and their final application of the data. Regarding their overall satisfaction with the form, all 13 respondents were satisfied with the form (54% strongly agreed and 46% agreed with the related statement about overall satisfaction).

#### **Interaction with Institutional Research Staff**

In addition to completing the online form, each of the respondents had a follow-up discussion with one or more of the IR staff. These interactions were also helpful in offering additional clarification of the requester's question(s), with 77% of strongly agreeing and 23% agreeing with the related statement. Similar levels of agreement were also reported on the role these interactions had on helping to identify how the requested data or information were going to be used. According to these results, the interactions with the IR staff were most helpful in clarifying the types of data needed to answer the requesters' question(s). See Appendix for the distribution of the responses on the interactions with the IR staff.

The following quotes provided qualitative data to support the quantitative results on the requesters' interaction(s) with the IR staff:

*“The CIE staff members are amazing and knowledgeable. When I requested the data, not only they provided the data that I needed for my project, they also took the time to explain the data. In addition, they guided me as how to use the Program Dashboards for additional information. Their friendly and professional demeanor is impressive.”*

*“You guys were so helpful to One Stop and I was able to get clarity when confused on what I wanted to inquire about.”*

#### **Data Usage**

In an attempt to track and document data usage, the survey instructed requesters to share how they have used/plan to use these data. There were six responses to the question. These six entries fell into three main categories: Academic Assessment, Student Success/Student Services Support, and Grants Development Support. A similar question on data usage is also included on the online request form. A review the responses to the question revealed similar categories, with a few

additional categories. The categories that were derived from the completed requests include Grants, Student Success Support, Student Affairs Support, Academic Affairs Support, and Professional Development. Of these, the categories related to Grants, Academic Affairs, Student Success, Student Support accounted for the majority of the requests during the timeframe under consideration.

### **Time to Completion**

Of the ten requesters who responded to the question on the time to request completion, five were very satisfied and four were satisfied with the length of time it took to complete their request. One respondent was dissatisfied with the completion to time.

### **Other Observations**

A quality assessment of the submissions shows confusion about the types of data or services available. It is suspected that this confusion may be attributed to the options included in the form. This suspicion was further supported by verbal feedback from requesters who expressed confusion about their response to this question. As result of this confusion, the responses to this question are usually ignored.

Since the implementation of this form, efforts have been made to improve the submission function of the form. Specifically, this function was modified to include an email confirmation of the submission, which is sent to the requester's email address.

## **5. Use of results and Recommendations for Improvement:**

Though the results of this assessment were positive, assessing the implementation and effectiveness of this request form/process should continue, with a focus on improving the form and issues related to project completion. The following recommendations address the areas of improvement highlighted in this assessment project:

- Revise request form to clarify the types of data or services available. This may include the use short definitions and/or examples
- Increase staff/requester interactions to address data and available data sources
- Use these interactions to increase data/research awareness at the institution
- Continue to track data usage
- Conduct a more formal assessment of the completion phase of the data/project request process

- **End of third semester feedback from Assessment Fellow:**

- **End of second year feedback from Assessment Fellow:**

- End of second year feedback from Vice President:

## APPENDIX 1

### Institutional Research Assessment Survey Findings (Tables)

**Please rate your level of agreement with the following statement:**

	Strongly disagree		Disagree		Agree		Strongly agree		Total
	N	%	N	%	N	%	N	%	N
I was satisfied with the data request form, overall	0	0	0	0	6	46.2	7	53.8	13

**The data request form helped me to:**

	Strongly disagree		Disagree		Agree		Strongly agree		Total
	N	%	N	%	N	%	N	%	N
clarify my question(s)	0	0	0	0	8	61.5	5	38.5	13
clarify the types of data I would need to answer my question(s)	0	0	0	0	6	46.2	7	53.8	13
identify how I planned to use the data	0	0	0	0	7	53.8	5	38.5	12

	No		Yes		Total
	N	%	N	%	N
Did you discuss your request with one or more Institutional Research staff members (Phone, email, meeting, etc...)?	0	0	13	100.0	13

**Speaking with the Institutional Research staff members helped me to:**

	Strongly disagree		Disagree		Agree		Strongly agree		Total
	N	%	N	%	N	%	N	%	N
Speaking with the Institutional Research staff member(s) helped me to: clarify my question(s)	0	0	0	0	3	23.1	10	76.9	13
Speaking with the Institutional Research staff member(s) helped me to: clarify the types of data I would need to answer my question(s)	0	0	0	0	1	7.7	12	92.3	13
Speaking with the Institutional Research staff member(s) helped me to: identify how I planned to use the data	0	0	0	0	3	23.1	10	76.9	13

**How satisfied were you with:**

	Very dissatisfied		Dissatisfied		Satisfied		Very satisfied		Total
	N	%	N	%	N	%	N	%	N
How satisfied were you with: the length of time it took to complete your request	0	0	1	10.0	4	40.0	5	50.0	10

*Last Updated: August 2013*