

**Kent State University**  
*Research, Planning & Institutional Effectiveness*



**2011 – 2012 Annual Report**  
**August, 2012**

## **Mission Statement**

Research, Planning & Institutional Effectiveness (RPIE) is Kent State University's central institutional research office for information and planning resources. RPIE analyzes data and utilizes strategic planning and process improvement methods to enhance the performance and effectiveness of all levels of the University. RPIE also provides critical analysis of strategic University issues, assistance with departmental and university accreditation, official University data to external agencies and other higher education institutions, assistance to units undergoing program or performance reviews, support to decision-makers by providing critical historical, current and forecast data, and provides support and planning information for budget planning.

RPIE was formed in 2001 under the direction of Dr. Sally Kandel and reported to the VP of Information Services. Sally added to the existing IR office staff by pulling in personnel from the College of Arts & Sciences, Human Resources and the Regional Campuses. Mike Sperko and Valerie Samuel are two of the remaining members of that original team.

In 2002, RPIE's reporting structure changed to the VP of Business and Finance. Under the leadership of Dr. David Creamer RPIE became very involved in the RCM budget process. When Dr. Frank became Provost RPIE move under the leadership of the Provost Office. Wayne Schneider became Director of RPIE in 2008.

From its inception RPIE has been focused on providing the University and outside constituents with consistent and accurate data and analysis focused on providing decision makers actionable intelligence. We continue to look for ways to expand access to data and provide analysis that supports the University's goals.

During the course of the year, members of the staff were involved in well over 100 projects. These included a variety of outcomes assessment projects, consultation on research design, survey development and administration, preparation of decision support materials, research and design of student success strategies and program evaluations. In addition, RPIE processed numerous independent data requests. The following is a sample of the many ongoing activities and new initiatives that were undertaken during the 2011-2012 academic year.

## Services Performed

During the 2011 – 2012 academic year, RPIE provided decision support services in the forms of analytical, methodological and statistical expertise—to departments, campuses, and the community. During the normal course of operations, RPIE also continually administers recurring and ad-hoc studies for academic departments, colleges and campuses. The items in the following list are some of the routine studies and reports conducted.

- Annual Graduated Student Survey
- College Productivity Measures
- Collegiate Learning Assessment (CLA)
- HEI Enrollment Data Management & Support
- National Survey of Student Engagement (NSSE)
- RCM Application Development & Support
- Retention & Attrition Data Management & Support
- Student Enrollment Data Application
- Faculty productivity and salary studies (Delaware Study, AAUP, CUPA-HR, Oklahoma Study)
- Distance learning reports
- Online application to track newly admitted graduate students
- Diversity Scorecard

## Staffing Changes

Sandra Brown joined the RPIE staff, effective May 2012. She comes to us from the Registrar's Office, where she previously worked as a Senior Reporting Analyst.

Dennis Gregory, a doctoral student in Higher Education Administration, completed a practicum under the supervision of Mike Sperko. Mr. Gregory assisted with developing reports for Graduate Studies.

Kathleen Kohler was our student worker during the 2011-2012 academic year. “Kat” is a VCD major and has worked with us for two years.

Vincent Milluzzi, a Physics major, worked in the fall and will be joining us again for 2012-2013.

## 2011 – 2012 Goals & Outcomes

### **1. Develop numeric vision for the University**

The intent of this goal was to work with Tim Martin and other Academic Affairs personnel to develop a common vision for data requirements. With the changes in leadership it was decided to postpone this project.

### **2. Provost's Measures**

Usman built a user interface that provides access to a variety of measures. Data is available on this website for all campuses and all colleges. Data for the College of Podiatric Medicine will be online in Fall 2012.

### **3. Promote RPIE website and available data**

New features are in development for the RPIE site scheduled for fall 2012. Included in the website upgrade will be the following;

- User's guide – provides data definitions and examples of how data results can be used.
- Survey calendar – monthly calendar outlining major university surveys and links to survey data

### **4. Graduate Student data**

Data on graduate student enrollment, retention and graduation rates were developed. An on-line new graduate student tracking system was also developed in coordination with Graduate Studies.

### **5. Survey Results Dissemination**

Ways to expand the distribution of the NSSE, BCSSE and Graduated Student surveys were examined. This effort will continue in 2012-2013.

### **6. RPIE Advisory Group**

A RPIE Advisory Group was a recommendation from our RCM departmental review. This has not been implemented.

### **7. Develop Tableau skills**

Tableau Software is a third-party software product which is used for data and spreadsheet analysis and presentation. Since the University is fully engaged with Banner products, RPIE will be making use of Banner-related reporting tools, which will provide smoother integration in the analysis and dissemination of data.

## 2012 – 2013 Proposed Goals

**1. Expand presence on committees, groups, task teams**

RPIE staff will look for ways to become more involved in various groups and committees in order to have a greater perspective of university data needs.

**2. Train a RCM back-up**

Wayne is the point person for RCM in RPIE and there needs to be back-up support and assistance available.

**3. Revisit website design, layout, data presentation**

The website will be reorganized to make it easier for users to access data.

**4. Develop strategy for data tools**

As data becomes more decentralized and new Banner analysis tools become available, Mike will examine the best way for RPIE to respond to these changes.

**5. Complete RC to KC transition analysis**

With low retention rates at the regional campuses, RPIE has begun identifying reasons for such results. Regional campus students and advisors have provided feedback on the experiences of transitioning from a regional campus to the Kent campus. Many students attend multiple campuses not out of preference, but because of course offering and scheduling. These same students prefer to remain at their “home” campus. Further investigation is necessary prior to issuing recommendations; however, understanding regional campus student goals is crucial to providing these students the right type of support.

**6. Survey results analysis and dissemination**

Analysis and dissemination of several large, university-wide surveys (NSSE, BCSSE, Graduated Student Survey) has been limited. RPIE will provide additional analysis of these surveys and look for ways to broaden the discussion of the results.

**7. Support Linnea in developing IR primer course**

A course in institutional research may be developed for the graduate level higher education program in EHHS with assistance from Linnea Stafford. The creation of the course comes in response to ever-increasing queries from current graduate students and faculty for a better understanding of what constitutes institutional research.

## Professional Development Activities

### **Sandra Brown**

#### *Committees*

- Chair of the Banner Reporting Users Group Committee from December 2010 through January 2011
- University Banner Users Committee
- Enrollment EDW Project Member

#### *Memberships*

- Association for Institutional Research (AIR)

#### *Training*

- SharePoint 2010 Bootcamp - ONLC Training Centers, Boardman, OH, November 1, 2011 through November 4, 2011
- FERPA 101 Basic FERPA for Educational Entities – AEM Corporation, December 7, 2011

#### *Projects*

- Created and maintained the Office of the University Registrar's internet through CommonSpot. Also worked with the web presence team to add Google Analytics to the sub site so that visitor navigation could be monitored.
- Created and maintained the Office of the University Registrar's extranet through SharePoint 2007
- Created and maintained the Office of the University Registrar's intranet through SharePoint 2007
- Created and maintained the Academic Dismissal site for the Provost's Office and the Office of the University Registrar utilizing SharePoint 2007. This involved pulling the data, providing training sessions and troubleshooting.
- Validation of ODS data in the student packages with all upgrades
- Worked in collaboration with IS to create custom packages for the student packages in the ODS
- Lead in HEI Enrollment cycle
- Lead in removing all items from two servers for the Office of the University Registrar as the servers were scheduled for decommission

## **Randall Lennox**

### *Presentation*

Stafford, L., Lennox, R., & Melton, K. *Myth Busters Kent State Edition: Using Data to Investigate Assumptions on Campus*. Presented at the OCPA/OASPA conference in Worthington, OH. January 27, 2012.

### *Projects*

- Retention Task Force (formerly Retention Work Group). This is a group that has focused on retention for the past several years. This group was largely responsible for Dr. George Kuh's visit and continues to track retention and persistence efforts across the university.
- Higher Education Compact. The Higher Education Compact of Greater Cleveland is focused on increasing the college success of students from metropolitan Cleveland high schools. This is a new program involving colleges and universities throughout northern Ohio. Kent State has taken the lead in this group.
- Enrollment Management Network. The enrollment management network tracks admissions and enrollment. It includes representatives from the provost's office, UCM, the registrar, the bursar, student housing, student success programs, admissions and financial aid.
- Institute for Excellence (concluded in Nov. 2011)
- Dr. Kuh Visit (RPIE representative at Dr. Kuh meetings with stakeholders). When Dr. Kuh was on-campus for his retention and persistence consultation, he met with many stakeholders. I attended many of those meetings as an RPIE representative to provide an RPIE perspective on enrollment, retention and data in general.
- Summer School (2011 Recap and 2012 Planning Sessions). Provide data and analysis to summer planning group.
- KSU AAAC Meeting Presentation (retention, etc.). Met with AAAC to answer questions on retention and persistence.

### *Memberships*

Association for Institutional Research (AIR)  
Ohio Association for Institutional Research (OAIRP)

### *Other*

Adjunct Faculty in the Philosophy Department teaching:

- Introduction to Philosophy (PHIL 11001)
- Principles of Thinking (PHIL 11009)
- Introduction to Ethics (PHIL 21001)

## **Kjera Melton**

### *Conferences*

- Ohio Association for Institutional Research and Planning (OAIRP) - Columbus, OH – October 14, 2011
- Ohio Association for Institutional Research & Planning (OAIRP) – Cincinnati, OH – April 26, 2012
- Association for Institutional Research (AIR) – New Orleans, LA – June 3-6, 2012

### *Presentations*

Stafford, L., Lennox, R., & Melton, K. *Myth Busters Kent State Edition: Using Data to Investigate Assumptions on Campus*. Presented at the OCPA/OASPA conference in Worthington, OH. January 27, 2012.

Stafford, L. & Melton, K. *Making Research Results Accessible: An Example From Kent State University on Sharing Findings to Shape Campus Dialogue*. Presented at the OAIRP conference in Cincinnati, OH. April 27, 2012.

Melton, K. *Identifying and Communicating Retention Success Factors* AIR Annual Forum: June 5, 2012; New Orleans, LA

### *Projects*

- Placement Questions/Assessments
  - Others involved: English, Math, Academic Success Center, Student Success Programs, Placement Task Force co-chairs
- Credit Hours: promotion, assessment, follow-up, and internal/external education about topic
  - Others involved: Retention committee and Retention retreat, AAAC, University Advising, individual college advising offices, and DKS Advisor Training
- FYE Course Assessment
  - Others involved: FYE college coordinators and Student Success Programs
- Peer Mentoring
  - Others involved: Student Success Programs
- Not Permitted to Continue Students
  - Others involved: University Advising, individual college representatives
- Regular student success tracking updates
  - Others involved: Residence Services Living Learning Communities and Student Success Programs Linked Courses
- DKS Advising Form as retention measure
  - Others involved: Student Success Programs and Kent Campus college advising offices
- Dr. Kuh's Kent State visit preparation and follow-up
  - Others involved: numerous Kent State departments



- Ohio Higher Education Research Network
  - Others involved: Ohio Board of Regents and representatives from multiple higher education institutions

#### *Training*

- Introduction to Statistics Using SPSS

#### *Other*

- Member of Kent State University's 2012 *Institute for Excellence*
- "My M.A. in Economics" presentation to the Kent State University Economics Club
- Taught "Principles of Macroeconomics" ECON 22061
  - Kent State University Kent Campus College of Business Administration
  - Spring semester 2012

### **Usman Quereshi**

#### *Committees*

BANNER User Group  
 Distance Learning Reporting Committee  
 EDW Discussion Group

#### *Conference*

Training sessions on the Enterprise Data Warehouse (EDW) at the Association for Institutional Research (AIR) Forum 2012 in New Orleans

#### *Memberships*

Association for Institutional Research (AIR)  
 Ohio Association for Institutional Research (OAIRP)

#### *Projects*

Provost Dashboard/Provost Measures  
 Diversity Scorecard  
 Graduate Admission Application  
 Graduate Admission/Retention/Persistence/Graduation Tracking  
 Gainful Employment

## **Valerie Samuel**

### *Committees*

AQIP Systems Portfolio  
ACAA  
Graduated Student Survey sub-committee

### *Memberships*

Association for Institutional Research (AIR)  
Ohio Association for Institutional Research (OAIRP)

### *Projects*

- AQIP Systems Portfolio Committee
  - Review previous report and recommendations from the Higher Learning Commission. Develop and draft information for the new portfolio.
- Regional Campus Transition Survey for advisors and students
  - Designed, disseminated and compiled survey and subsequent results.
- College Portrait
  - Provide data needed to update and maintain accurate statistics for website.
- Survey Support
  - Provide relevant data needed for assessment surveys such as, NSSE & FSSE. Also provide institutional data for College Learning Assessment (CLA).

## **Wayne Schneider**

### *Committees*

BRM/SRP Implementation Co-Chair  
Chairs & Directors (consultant member)  
Faculty Information System Task Force  
Faculty Senate Budget Advisory Committee (consultant member)  
Inter-University Council of Ohio, IR Directors Sub-Committee  
Ohio Association for Institutional Research & Planning  
President's Administrative Council  
Provost's Operational Meeting  
RCM Planning Group  
Retention Work Group

### *Memberships*

Association for Institutional Research (AIR)  
Ohio Association for Institutional Research (OAIR)

### *Conferences*

- Ohio Association for Institutional Research, Columbus, OH – October, 2011
- North East Association for Institutional Research, Boston, MA – December, 2011
- SunGard Summit, Las Vegas, NV – March, 2012
- Ohio Association for Institutional Research, Cincinnati, OH – April, 2012

## **Mike Sperko**

### *Committees*

A&A Deans  
Distance Learning Reporting Committee  
EDW Discussion Group

### *Conferences*

Association for Institutional Research (AIR) Forum 2012 in New Orleans

### *Memberships*

Association for Institutional Research (AIR)  
Ohio Association for Institutional Research (OAIR)

### *Projects*

- Higher Learning Commission (HLC) is the agency that provides the accreditation for Kent State University. I provided much of the data for the 2011 survey.
- ModernThink Higher Education Institution Questionnaire 2012 is a survey instrument that measures the extent to which employees are involved and engaged in the organization and ultimately, the quality of the workplace experience. I provided much of the data for the 2011 survey.
- Higher Education Information System (HEI) will change their specifications from time-to-time. I managed these various changes to our processes for 2011/12.
- Integrated Postsecondary Education Data System (IPEDS) will change their specifications from time-to-time. This year their changes are extensive and I'm in the process of managing and implementing these them for 2011/12.
- The National Postsecondary Student Aid Study (NPSAS) is designed to describe how students meet the cost of education beyond high school. This survey is campus specific and was enhanced this year to include more data elements than in previous years.

## **Linnea Stafford**

### *Committee*

Educational Policies Council

### *Conferences*

- Ohio College Personnel Association/Ohio Association of Student Personnel Administrators (OCPA/OASPA) – Worthington, OH – January 25-27, 2012
- Ohio Association for Institutional Research & Planning (OAIRP) – Cincinnati, OH – April 26, 2012
- Association for Institutional Research (AIR) – New Orleans, LA – June 3-6, 2012

### *Memberships*

- Association for Institutional Research (AIR)
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### *Presentations*

Stafford, L. & Melton, K. *Making Research Results Accessible: An Example From Kent State University on Sharing Findings to Shape Campus Dialogue*. Presented at the OAIRP conference in Cincinnati, OH. April 27, 2012.

Stafford, L., Lennox, R., & Melton, K. *Myth Busters Kent State Edition: Using Data to Investigate Assumptions on Campus*. Presented at the OCPA/OASPA conference in Worthington, OH. January 27, 2012.

Stafford, L. *Professional Preparation Program Faculty Views About Full-Time, Tenure-Track Faculty: Preliminary Results of a Q Study*. Presented at the OCPA/OASPA conference in Worthington, OH. January 26, 2012.

### *Projects*

- External surveys (over 75 responded to)
  - US News & World Report
  - Thomson-Reuters/Times Higher Education
  - Peterson's Guide to Colleges
  - The Princeton Review
- National salary studies
  - CUPA-HR National Faculty Salary Survey
  - Oklahoma State University Faculty
  - Graduate Assistant Salary Surveys
  - American Association of University Professors (AAUP) Faculty Compensation Survey
  - Delaware Study of Instructional Costs and Productivity
- Other projects
  - Common Data Set
  - Faculty workload and credit hour productivity reports
  - Graduation rate reports
  - Supporting the College of Architecture & Environmental Design accreditation activities
  - Choose Ohio First grant activities

### *Training*

- Introduction to Hierarchical Linear Modeling – Workshop at Kent State University – August 18-19, 2011
- Continued work on my dissertation on perceptions held about full-time, tenure-track faculty. I plan to graduate with a doctoral degree in Higher Education Administration in December 2012.