



# What is Institutional Research and Where Are We Going?

Brief presentation to OIR Advisory Board

October 4, 2005

# What is IR?

- The collection, analysis, and reporting of information leading to improved understanding, planning, and operating of institutions of postsecondary education.
- Providing info to senior leaders and others on campus



# Some of IR's Major Tasks

- Reporting
  - BOR reports and requests
  - IPEDS (Integrated Postsecondary Education Data System)
  - External Surveys
- Fact Book and Web Applications
- Maintain facilities and faculty databases
- AdHoc requests for SVPs
- Scan environment, anticipate

# IR Roles

- Information gatherers, organizers
- Reporters of official University info
- Policy analysts to place information in a context
- Scholars who provide impartial/ unbiased info

# UGA IR Web Sites

<http://www.oir.uga.edu>

FACTS Data Warehouse

<http://facts.oir.uga.edu>



# Future Structure of OIR

Overarching Goal –  
informed decision making

Use analysis & interpretation to  
transform data into information;

Support SVPs by enabling them to  
make informed decisions

Assist with  
Data Management

Interface  
with campus  
(primarily Director & Assoc.Dir)

# Roles of an Effective IR Office

## Leader in Data Mgmt for Information-Based Decision Making

- Facilitate submission of institutional reports
  - IPEDS, BOR reports and BOR data warehouse, Fact Book, External Surveys (US News, College Board, etc.)
- FACTS and other web apps
- Facilitate/coordinate definitions and structures for data collection/storage and collaborative data management with AIS
- Help IE create meaningful information needed for SACS, other accreditation, and other internal assessment needs
- Complete proactive analyses and environmental scanning
- Have strong participation and leadership in academic planning (space/facilities planning, faculty productivity, various analyses)

# Additional Roles of an Effective IR Office

- Be leader in expanding University's role in supporting/defining data –related info needs for BOR
- Complete time sensitive ad hoc requests from President, SVPs, others for info to support info decision making
- Assist in integrated program of survey research for IE (i.e., NSSE)
- Have close alliance with Budget Office (related to campus planning) as well as Registrar, Admissions, EITS, others

Spend ~60% analysis/interpretation,  
~20% coordinating campus-wide data management,  
~20% interface with campus decision makers and what they need for decision making

# Key Responsibilities for A Traditional IR Office

- Information Collection & Reporting
- Fact Books
- Peer Studies
- Enrollment Management
- Assessment and Evaluation
- Financial Analyses
- Workload Reports

# New Roles Require Specific Skills

- Knowledge of trends in Higher Ed
- Knowledge of UGA structures, how it implements its academic mission
- Technology tools- word, excel, SPSS, SQL, etc.
- Analytic and Statistical skills
- Oral and Written communication
- Sense of humor
- Some need computer programming



# Major tasks for fall05

- Submit some BOR reports
- Educate campus on need for data accuracy
- Keep close eye on USG data warehouse, GaCollege411
- 05-06 Fact Book
- Continued improvements to FACTS
- Develop Unit Profiles
- Plan for other web-based data products
- Myriad adhoc requests

# Comments? Suggestions?



Thank you