

**SUNY Potsdam
Administrative Unit Assessment Plan**

Administrative Unit: Office of Institutional Effectiveness

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Mission Statement: The mission of the Office of Institutional Effectiveness at SUNY Potsdam is to ensure student success and promote strategic planning and continuous data-driven improvement of academic and non-academic programs and services by facilitating data collection, analysis and reporting of the assessment of student learning, institutional assessment, and institutional research.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets/Measures
1. Serve as the university's primary data source for accountability reports to Federal and State governments, and various educational and commercial agencies. Ensure the integrity of data reported.	A. Respond to mandated Federal Reporting with accuracy and by deadline (see attached schedule) B. Respond to mandated State Reporting with accuracy and by deadline (see attached schedule) C. Respond to external surveys with accuracy and by deadline (see attached schedule)	1A1/1B1/1C1. Annual internal review of completion records in: <ul style="list-style-type: none"> • Federal Reporting Schedule log • State Reporting Schedule log • External survey log 100% on-time completion for all above
2. Provide accurate and timely research and analysis of institutional data to the campus community for the purpose of guiding institutional decisions and support student success	A. Accurate, timely reports prepared will meet the information needs expressed by the Office of the President and the Office of the Provost (Faculty Efficiency, Faculty Workload, Workforce Statistics) B. Produce and distribute institutional data reports on scheduled basis (See Attached List/Schedule) C. Respond to ad hoc requests in an accurate timely manner	2A1. Review of deadlines versus submitted dates of reports – 100% on-time completion 2A2. Gap analysis of data provided and data requested to identify additional reports that need to be produced 2A3. Respond to Offices of the President and the Provost feedback on how well existing reports meets needs and recommend modifications 2B1. Review schedule and actual distribution dates of reports – 100% on-time completion

		<p>2B2. Gap analysis of data provided and data requested to identify additional reports that need to be produced</p> <p>2B3. OIE Data Request/Report satisfaction survey – 90% satisfaction (Qu. 6 on survey)</p> <p>2C1. Review Data Requests and assess response time – respond to all requests within one week</p> <p>2C2. Fulfill all actionable requests in a timely manner based on priorities of office</p>
<p>3. Lead, coordinate and provide guidance to departments regarding the outcomes assessment process and the reporting associated with the activities/process.</p>	<p>A. Provide professional development, guide and assist departments/units with the creation of their Assessment Plans (academic and administrative)</p> <p>B. Provide best practice suggestions and assessment resources</p> <p>C. Coordinate and lead the Campus Academic Assessment Committee</p> <p>D. Ensure website is up-to-date with plans to ensure transparency throughout the Assessment process</p>	<p>3A. Review feedback from assessment sessions and one-on-one meetings – 90% satisfaction with guidance provided</p> <p>3A2. Review requests for assistance in creating assessment plans – 100% of requests fulfilled</p> <p>3A3. Review response time of feedback to departments/units after submission of assessment plans/reports – Respond to submissions within 4 weeks</p> <p>3B1. Review distribution of resources</p> <p>3C1. Meeting minutes, attendance, agendas</p> <p>3C2. Review feedback from CAAC members regarding assessment process and committee purposes– 80% satisfaction with committee’s role (IE survey)</p> <p>3D1. Review website updates – All plans posted are within the 3 year cycle</p>
<p>4. Provide leadership throughout the University’s accreditation process and support the research and evaluation efforts of administrative offices and academic departments on campus</p>	<p>A. Provide data and support departments through their Program Review</p> <p>B. Provide data and support departments with accreditation self-studies</p> <p>C. Effectively communicate and coordinate compliance with the MSCHE accreditation requirements/standards</p>	<p>4A1/4B1. Review log of data requests for Program Review or accreditation self-studies purposes -- fulfill all reasonable requests within 4 weeks</p> <p>4A2/4B2. Summary of feedback from OIE survey – 90% satisfaction with service/report provided (IE Survey)</p> <p>4C1. Continued maintenance of Assessment Plan websites –All plans/reports posted within 3 year cycle</p>

<p>5. Support institutional assessment through the administration of assessment tools and the analysis and interpretation of data collected</p>	<p>A. Assist campus units in the design and creation of assessment activities and paper-based or electronic surveys B. Coordinate the administration of in-house electronic-based surveys for campus units C. Facilitate the University's participation in national benchmarking surveys involving students, faculty, and staff (see attached schedule) D. Share survey results and findings to foster a culture of converting data into strategic information and action</p>	<p>5A1. Number of surveys and other assistance requests fulfilled for campus units/departments - Respond to all requests within 4 weeks 5B1. Review in-house survey administration outcomes – All surveys administered without any issues 5C1. Review response rates of national surveys – Response rates \geq national average 5C2. Administration outcomes of national surveys (necessary components in place (ie population files), adherence to protocols) – 100% compliance 5D1. Review time lapse to provide summary data to campus unit/department -- provide results within 6 weeks of administration 5A2/5B2/5D2. Summary of feedback from OIE satisfaction – 90% satisfaction (IE survey qu. 5 & 6)</p>
<p>6. Support the assessment of the General Education program</p>	<p>A. Work with Gen. Ed. Committee in creating/modifying assessment of general education designators B. Administer assessment of Gen Ed Designators C. Analyze and disseminate general education assessment data</p>	<p>A1/B1. Surveys created and administered by end of April/beginning of May – 100% on-time administration C1/C2. Conduct analyses of general education data submitted for each designator and provide annual report/complete analysis for each designator to faculty by end of summer</p>

Surveys Administered at SUNY Potsdam

National Benchmarking Surveys (Administered by OIE)

Survey	Audience	Date of Administration
National Survey of Student Engagement (NSSE)	First-Year and Senior Students	Every two years (February – June)
Student Opinion Survey (SOS)	Complete Student Population	Every three years (Spring)
Cooperative Institutional Research Program (CIRP)	Incoming First-Year Students	Every two years (Summer Orientation)

National Benchmarking Surveys (Administered by other campus offices)

Survey	Audience	Date of Administration
NACUFS (PACES)	All campus stakeholders	Fall Semester (Oct/Nov)
NCHA II (Student Health Services)	Complete student population	Every two years (Oct/Nov)

In-House Assessments/Surveys

Assessment	Audience	Date of Administration
New Student Survey	Freshmen and Transfers	Six weeks after start of semester
Residence Life Living Survey	Students living on-campus	Spring Semester (~February)
Student Health Center Satisfaction Survey	All Students	Spring Semester (~April)
Academic Advising Survey	All Students	Spring Semester (~April/May)
Counseling Center Survey	Students who visited Counseling Center and agree to participate	Spring Semester (~May)
Alumni Event Surveys	Participants of Alumni Events	Throughout the year
Alumni Survey	All Alumni	Summer (Reunion Weekend)
Employee Exit Survey		N/A
University Police Survey	Any stakeholder who had contact with UP	Throughout the year
Non-Returning Student Survey	Students not returning to SUNY Potsdam	After each semester/after first two weeks of semester

External Survey Requests

External Survey	Month Due
Basic Student Charges	July
Peterson's Interim Expenses	August
Barron's Survey	November
College Board Survey	December
Princeton Review	February
Peterson's Undergraduate Survey	February
Peterson's Undergraduate Financial Aid Survey	March
ACT Institutional Data Questionnaire	March/April
Wintergreen Orchard House Survey	April
Middle States Institutional Profile	April
US News Financial Aid Statistical Survey	April
US News Finance Statistical Survey	April
US News Main Statistical Survey	April

Routine Internal Reports

<i>Report</i>	<i>Month/Date</i>	<i>Distribution</i>	<i>Website Publication</i>
Daily Statistical Reports (Daily Stats)	First four weeks of each term	Admissions, Extended Education, Graduate Studies, Institutional Effectiveness (IE)	Yes (Campus access only)
Common Data Set	November		Yes
Academic Major Statistics (Major Stats)	November and April	President, Provost, IE office, Deans, Business Affairs	Yes
Workforce Statistics	December	Human Resources	Yes
Quick Facts (Fall)	November		Yes
Faculty Workload (Fall and Spring)	January and June	President, Provost, IE office, Deans, Business Affairs	No
Academic Department Profiles (Fall and Spring)	January and June	President, Provost, IE office, Deans, Business Affairs	Yes
Faculty Efficiency	February and July	Provost and Department Chairs	No
Student Fact Book	Spring Semester		Yes