SUNY Potsdam
Administrative Unit
Assessment Plan

Administrative Unit: Office of Institutional Effectiveness (OIE) **Unit Contact Name**: Matt LeBire **Date**: 10/31/2022

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PURPOSE
Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

MISSION STATEMENT
The SUNY Potsdam Office of Institutional Effectiveness facilitates data collection, analysis, and reporting of institutional research to support planning, decision-making, assessment, and student success across the College in an objective manner that conveys results accurately to appropriate administrative, academic, and external constituencies. This work contributes to the College mission by ensuring that decisions are informed by evidence, and practices are evaluated for their effectiveness at achieving campus goals.

GOAL #1
Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.

Serve as the university's primary data source for accountability reporting to Federal and State governments, SUNY, and other various educational and commercial agencies.

GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)	Briefly describe the link between goal #1 and the institutional priority area(s) selected.
☒ Retention and Enrollment ☒ Financial Stability and Analysis ☒ Academic Programs and Planning ☐ Strengthening Community Connections ☒ Diversity, Equity, Inclusion, & Belonging	Submissions such as IPEDS are required under law for institutions that participate in federal student aid programs. Similarly, New York state also has a variety of mandating reporting requirements. IE has also designated other optional submissions and surveys as critical to data collection for the campus. Some of the data submitted relates to enrollment, program completions, finances, faculty and staff, graduation rates, financial aid, and demographics. These data submissions serve as a valuable tool for our campus and stakeholders. They allow for greater analysis and comparison of our campus which in turns helps inform decision making and strategic planning. These data sets are critical as we look internally comparing various points in time as well as comparing against peers and other institutions.

GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound

1A: OIE will successfully complete, on time, all Federal IPEDS reports and submissions that are required and assigned to their office.

1B. OIE will successfully complete, on time, all State reports, such as NYSED submissions, that are required and assigned to their office.

1C. OIE will successfully complete, on time, all IR related SUNY SIRIS submissions

1D. OIE will successfully complete, on time, various external surveys and reports that are IE related. (See attached Appendix A)

GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

1A/B/C: Method = Review of IE submission report, comparison of due dates with dates actually submitted.

1B2: Method = Review of relevant online dashboards such as NYSED

1D: Method = review of survey calendar schedule/due dates with actual dates submitted

1A/B/C/D: Target = 100% on-time completion by due date or approved extension dates.

GOAL #2

Provide accurate and timely research and analysis of institutional data to the campus community for the purpose of guiding institutional decisions, assessment, and support student success

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GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)	**Briefly describe the link between goal #2 and institutional priority area(s) selected.**
☒ Retention and Enrollment ☒ Financial Stability and Analysis ☒ Academic Program Excellence ☐ Strengthening Community Connections ☒ Diversity, Equity, Inclusion, and Belonging	Providing current, accurate, and relevant facts, metrics, and data helps guide strategic business decisions at the unit, division, and campus level. The amount of data available can be large and overwhelming to many. By providing accurate research and analysis we help units figure out the 'who, what, where, when, and sometime why' of the relevant data available. This helps the various campus areas develop and find insights in the information and thus further supports the various priority areas checked.

GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART… Specific, Measurable, Achievable, Relevant, Time-bound

2A: The Office of Institutional Effectiveness will produce and distribute key internal institutional data reports (See Attached List/Schedule)
2B: Ad hoc requests for data and information will be responded to by OIE in an accurate, timely manner
2C: OIE will maintain, and review annually, appropriate and timely data resource webpages as part of their larger Institutional Effectiveness webpage.

GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

2A1: Method = Review of scheduled due dates versus submitted dates of reports. Target 90% on-time completion

2A2: Method = Gap analysis of data and reports provided: review the original requests and relevant follow-up requests and questions to identify any modifications or new reports that may be needed. Target = Incorporate, when possible, any follow-up requests into existing reports by the following report cycle.

2B2: Method = Review data request and ticket tracker information to assess the response time to ad-hoc requests. Target = 90% of ad-hoc requests will be resolved within one week from request date, unless an alternate date is listed by IE on a ticket, for which that would be the deadline.

2C1: Method = Annual review of website, examining both the information and data provided on it as well as the timeliness of the information. Target = Completion of the annual review by January 30th of each year with the results documented in website report to be stored within IE documentation folders.

GOAL #3

Coordinate and provide guidance with the University's use of surveys and survey software.

GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)	**Briefly describe the link between goal #3 and institutional priority area(s) selected.**
☒ Retention and Enrollment ☒ Financial Stability and Analysis ☒ Academic Program Excellence ☒ Strengthening Community Connections ☒ Diversity, Equity, Inclusion, & Belonging	Surveys remain a valuable tool in many areas of our campus. Whether a unit is looking for feedback on a particular program or topic, identifying trends, or trying to obtain other useful insights, a survey is often turned to as one way of gathering that information. Since data is key when trying to inform decisions or strategically plan for the future, we believe this goal actually links to all the priority areas as they can and are often used in relation to each of them.

GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound

3A. The Office of Institutional Effectiveness will advise campus leadership of, and maintain, a university wide survey policy.

3B. Survey software account requests will be responded to by the Office of Institutional Effectiveness in a timely manner.

3C. OIE will maintain a survey related page on the IE website with current and relevant survey software information and guides.

3D. OIE will complete their initial review of survey approval form submissions in a timely manner.

GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

3A. Annual review of survey policy. Target = Completion and documentation of annual review prior to the start of each Fall semester.

3B. Review of RT request tracker dates. Target = 90% of account requests will be handled within 3 full business days from the time of the request

3C. Annual review/update of IE's survey webpage. Target: All documents, videos, information, and links will be current with software functionality and release at the completion of the review. Target = Completion and documentation of annual review prior to the start of each Fall semester, any website update requests will be sent to web content within one week of review completion.

3D. Semi-annual review and comparison of survey approval form submissions dates with actual dates of initial review and response data.