

**SUNY Potsdam  
Administrative Unit Assessment Plan**

**Administrative Unit: Office of Institutional Effectiveness**

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**Date Submitted: Revised 09/30/2020**

**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 institutional research.

<b>Goals</b>	<b>Desired Outcomes/Objectives</b>	<b>Assessment Methods and Targets/Measures</b>
<p>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.</p>	<p>A. Respond to mandated Federal Reporting and State Reporting requests/requirements with accuracy and by deadline (see Appendix A)</p> <p>B. Respond to external surveys with accuracy and by deadline (see Appendix A)</p>	<p>1A1/1B1 Annual internal review of completion records in comparison to the state due dates for the various Federal, State, and external survey submissions.</p> <p>Target: 100% on-time completion for all above</p>
<p>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.</p>	<p>A. Produce and distribute institutional data reports on scheduled basis (See Attached List/Schedule)</p> <p>B. Respond to ad hoc requests in an accurate timely manner</p>	<p>2A1. Review of deadlines versus submitted dates of reports – 100% on-time completion</p> <p>2A2. Gap analysis of data provided and data requested to identify any modifications or additional reports that need to be produced</p> <p>2B. Review Data Requests and assess response time – Target: Respond to all requests within one week</p>

<p>3. Coordinate and provide guidance to departments regarding the administrative assessment process.</p>	<p>A. Provide training sessions relating to the creation and updating of administrative assessment plans and reports.</p> <p>B. Provide assistance as needed and appropriate to individual departments/units.</p> <p>C. Provide communication templates to appropriate administration/President's Council members to assist with communication to unit heads.</p> <p>D. Ensure website is up-to-date with most recent administrative assessment plans and reports.</p>	<p>3A. Review calendar for completed training sessions. Target: Offer/complete at least 3 sessions per assessment cycle.</p> <p>3B. Review requests for assistance in creating assessment plans. Target: 100% of requests for help fulfilled</p> <p>3C. Review of email template folder in helios and of emails sent.</p> <p>3D. Annual review of Administrative Assessment website. Target: All plans submitted are uploaded to the website under the appropriate sections.</p>
<p>4. Coordinate and provide guidance with the University's use of surveys and survey software.</p>	<p>A. Advise and maintain a university wide survey policy.</p> <p>B. Respond to survey software account requests in a timely manner.</p> <p>C. Maintain a survey related page on the IE website with current and relevant survey software information and guides.</p> <p>D. Provide survey related training to employees via in-person training or online training videos.</p>	<p>4A. Annual review of survey policy. Target: Completion of annual review prior to the start of each Fall semester.</p> <p>4B. Review of RT request tracker dates. Target: Account creation within 2 business days of receipt of request</p> <p>4C/D. Annual review/update of IE's survey webpage. Target: All documents, videos and information will be current with software functionality and release at the completion of the review.</p>

## ***IE Assessment Plan – Appendix A Surveys Administered at SUNY Potsdam***

### ***National Benchmarking Surveys (Administered by OIE)***

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

### ***External Survey Requests***

*\*due dates are subject to change with annual updates*

<b>External Survey</b>	<b>Month Due</b>
Basic Student Charges	September
Peterson's Interim Expenses	August
College Board Survey	November
Princeton Review	December/January
Peterson's Undergraduate Survey	January/February
Peterson's Undergraduate Financial Aid Survey	February/March
Wintergreen Orchard House Survey	January
Middle States Institutional Profile	April
US News Financial Aid Statistical Survey	April
US News Finance Statistical Survey	April
US News Main Statistical Survey	April
Central NY Business Journal	October

## ***Routine Internal Reports***

<b><i>Report</i></b>	<b><i>Month/Date</i></b>	<b><i>Distribution</i></b>	<b><i>Website Publication</i></b>
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
Student Fact Book	Spring Semester		Yes

