

BREWTON-PARKER COLLEGE

**OFFICE OF PLANNING & INSTITUTIONAL RESEARCH
SIX-YEAR STRATEGIC PLAN
2002-03 THROUGH 2007-08**

DEPARTMENT PURPOSE

The Office of Planning & Institutional Research promotes the institution's ongoing quest for academic excellence and concern for individuals by providing data and analysis, which is fundamental to the assessment of academic programs, administrative offices and student services.

OBJECTIVE 1

The Office of Planning & Institutional Research will promote administrative efficiency by assisting in the implementation of an assessment program to improve the College's program of planning, budgeting, and assessment.

ACTION PLAN

A data collection and analysis program will be developed and implemented to allow the institution's decision-makers to have access to results affecting the processes of institutional planning and improvement. The assessment program will be a coordinated effort involving the Provost, the Executive Director for Planning & Institutional Research, the Director of Assessment, and the Assessment Committee. Results from the data collection and analysis program will be focused on improving the quality of student learning, improve programs, services and operations.

ASSESSMENT

A report detailing efforts of the data collection and analysis program will be developed annually. As program details lead to implementation, assessment data will be gleaned from the amount of use the database containing survey records. As the assessment program's goal is aimed at providing the institution's administrators with data allowing for more informed decisions, a survey document will be established to monitor the applicability of the Office's work with data collection and presentation.

RESPONSIBILITY

Executive Director for Planning & Institutional Research, Provost.

TIME FRAME

Continual.

RESOURCES REQUIRED

Enhanced assessment instruments.

RELATED TO

Institutional Goal No. 2.

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RESULTS

The data collection and analysis program consists of tracking reports required by the federal government and the campus environment. Some of the reporting duties tackled by the Office include:

- Academic Profile (on-campus & off-campus)
- ACT Institutional Data Questionnaire
- ACT Surveys (5-year graduates and 1-year graduates)
- Annual Survey of Georgia's Postsecondary Schools
- Athletic Report (Graduation analysis)
- Book of Lists
- College Board Annual Survey of Colleges
- College Profiles
- Fact Book
- Faith & Learning Dialogue
- Georgia Student Finance Commission Post-Secondary School Directory
- Grade Analysis Report
- IPEDS (Fall, Winter, Spring)
- Lettie Pate Whitehead Foundation
- Peterson's Annual Survey of Undergraduate Institutions
- Peterson's Tuition Data Update
- Princeton Review
- Southern Association of Colleges & Schools
- Strategic Planning Manual
- Turning Point Educational Systems Survey
- USAF Undergraduate & Graduate School Enrollment Survey
- U.S. News & World Report

Information collected during the process of completing the required reports is enhancing the compilation of elements available through the College's Common Data Set. During the past year, the College's Fact Book was published on-line and provided greater access to information by members of the College's community.

Additional data was collected through the process of surveying the various constituents that compose the Brewton-Parker College community. Questions on both the Faculty, and Staff & Administration surveys sought to identify the relevance of Institutional Research to their work. The results showed that:

The Executive Director for Planning & Institutional Research received mean scores of 5.05 from those participating in the Staff & Administration survey, and a 4.73 tally from the Faculty respondents.

Results of a question asking about the Planning & Institutional Research Office resulted in similar scores: 5.14, Staff & Administration; and 4.65, Faculty.

The Planning & Institutional Research Office's mission involves providing data to the College community to enhance decision-making capabilities. A survey question sought to determine the attitudes of accessing Institutional Research information. The results showed that: 5.14, Staff & Administration, and 4.96, Faculty.

A final survey question related to the Planning & Institutional Research Office dealt with the applicability of Institutional Research information to decision making. The results showed: 4.89, Staff & Administration; and 4.14, Faculty.

RESPONSE

The Office of Planning & Institutional Research will continue to enhance the College's program of planning, budgeting, and assessment. Actions are being taken to enhance the information provided to the College community through sources such as the Fact Book. During the past year, the Office analyzed data related to student-athlete graduation rates and conducted a study of grade distribution. Both reports are scheduled to be continued on an annual basis to provide the College's administrative team with assessment information.

Results from the campus surveys indicate that the College's faculty, staff, and administrators have access to, and are using data to guide decision-making. Of the survey responses related to the Office of Planning & Institutional Research, the lowest ranking was related to the applicability of information needed to make decisions. Efforts will continue to determine sources of needed data, in an effort of making the office more useful and productive as the College works to achieve its strategic goals.