

**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.

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**RESULTS & RESPONSES—2003-04**

**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.

**RESULTS**

Institutional Research operations at Brewton-Parker College focus on data collection and analysis, with the aim of providing external constituencies and internal administrators with the ability to make decisions that are data-informed.

***External Reporting***

One of the Office's tasks involves completing a number of reports for the federal government and other external agencies. During the past year, the Office provided required information for the following reports (24):

- Academic Library Survey
- ACT Institutional Data Questionnaire
- Annual Survey of Georgia's Postsecondary Schools
- Barron Publication's Profiles of American Colleges
- Book of Lists
- College Board Annual Survey of Colleges
- College Profiles
- Department of Education: 2004 National Postsecondary Student Aid Study
- Europa Publication's The World of Learning
- Gale Publication's College Blue Book
- Georgia Baptist Convention's FTE Report
- Georgia Foundation for Independent College's Survey of Private Non-Profit Colleges in Georgia
- Georgia Student Finance Commission Post-Secondary School Directory
- Institutional Research & Evaluation's Annual National College Survey
- Integrated Postsecondary Education Data System (IPEDS) (Three reporting cycles: Fall, Winter, Spring)
- Lettie Pate Whitehead Foundation
- Market Data Retrieval's College & University Administrator Survey
- Peterson's Annual Survey of Undergraduate Institutions
- Peterson's Tuition Data Update
- Princeton Review

- Southern Association of Colleges & Schools
- Turning Point Educational Systems Survey
- USAF Undergraduate & Graduate School Enrollment Survey
- U.S. News & World Report

In addition to these reports, the Office provided efforts for the completion of reporting for the Department of Education selected the College to participate in the National Study of Faculty and Students (NSoFaS:04), a comprehensive survey that is conducted each decade. The NSoFaS consisted of two components, which were:

(a) National Study of Postsecondary Faculty (NSOPF:04), and (b) National Postsecondary Student Aid Study (NPSAS:04).

To assist with the numerous requests for information from external constituencies, the Office has entered into the Common Data Set Exchange (CDSX) program, which was established by Knowledge Management in Higher Education. Through this program, information can be collected and provided that is easily accessible to internal and external constituents through a connection to the College's web site.

### ***Internal Reporting***

Another of the Office's principle tasks involves completing a number of reports for the College's team of administrators. During the past year, the Office provided the College's internal community with the following reports:

- Fact Book
- Survey Data from the College Survey Instruments

These reports provide information about the College for decision-making and are available in a hard copy format, and are also provided electronically and are accessible on the College's web site.

The Office was also requested by the College's Executive Staff to compile and analyze data on a number of areas. These reports included:

- Academic Program/Mount Vernon campus (Cost Efficiency)
- Athletic Report (Cost Efficiency)
- External Programs (Cost Efficiency)
- Grade Analysis Report

Strategic Planning continues to hold a place of importance in the Office. A number of activities were conducted that provided the DDU (Divisions, Departments, and Unit) directors with data that allowed them to complete the Result & Response sections of their annual report:

- Strategic Planning Manual
- Academic Profile (on-campus & off-campus)
- ACT Surveys (Alumni: 5-year graduates and 1-year graduates)
- College Community Surveys (Mount Vernon Students, External Students, Faculty, and Staff & Administration)

### *Community Attitudes*

Results from the Faculty and Staff & Administration surveys provided insight into the attitudes of the College community in regards to the Office's operations and effectiveness. The results showed:

The Executive Director for Planning & Institutional Research received mean scores of 5.05 from those participating in the Staff & Administration survey, and a 5.00 tally from the Faculty respondents.

	<i>M</i>	Faculty	Staff
<b>2004</b>	5.03	5.00	5.05
<b>2003</b>	4.89	4.73	5.05

The results from the 2004 survey were all in the top quartile scores, which seem to indicate that the members of the College's community are knowledgeable of the processes being conducted to assist the College by providing benchmarking information to inform the decision-making processes.

Results of a question asking about the Planning & Institutional Research Office resulted in similar scores: 5.11, Staff & Administration; and 4.97, Faculty.

	<i>M</i>	Faculty	Staff
<b>2004</b>	5.04	4.97	5.11
<b>2003</b>	4.90	4.65	5.14

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: 5.13, Staff & Administration, and 5.15, Faculty.

	<i>M</i>	Faculty	Staff
<b>2004</b>	5.14	5.15	5.13
<b>2003</b>	5.05	4.96	5.14

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: 4.77, Staff & Administration; and 4.81, Faculty.

	<i>M</i>	Faculty	Staff
<b>2004</b>	4.79	4.81	4.77
<b>2003</b>	4.52	4.14	4.89

Survey results for this final survey question ranked as one of the questions that showed the greatest amount of improvement, when compared to the previous year. This hopefully shows that the DDU administrators are realizing the value of having benchmarked data to assist in guiding the College's strategic planning efforts.

**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. The Office will continue to provide the College's administrators with information to inform their decision-making tasks.

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.