

BREWTON-PARKER COLLEGE

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

BREWTON-PARKER COLLEGE

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

RESULTS & RESPONSES—2002-03

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

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.

BREWTON-PARKER COLLEGE

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

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
2004	5.03	5.00	5.05
2003	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
2004	5.04	4.97	5.11
2003	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
2004	5.14	5.15	5.13
2003	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
2004	4.79	4.81	4.77
2003	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.

BREWTON-PARKER COLLEGE

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

RESULTS & RESPONSES—2004-05

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 College's administration to provide access to data to provide for data-informed decisions.

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's 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. During the 2004-05 academic year, the College's community survey was conducted on the Assessment Day, April 7, which allowed for a number of assessment instruments to be conducted. The set of instruments included the Community Survey; Spiritual Gifts Inventory, an instrument developed and provided by the Association for Institutional Research; and the ETS instruments, the Academic Profile and the Major Field Tests, which provided information about student learning outcomes.

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

- Cost Efficiency Reports for the College's operations
- *U.S. News & World Report* informational report, which led to the formation of a committee to tackle issues related to the College's ranking
- Grade Analysis Report
- Praxis Data Report

Strategic Planning continues to hold a place of importance for 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
- ACT Surveys (Alumni: 5-year graduates and 1-year graduates)

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 5.14 from those participating in the Staff & Administration survey, and a 5.02 tally from the Faculty respondents.

	<i>M</i>	Faculty	Staff
2005	5.08	5.02	5.14
2004	5.03	5.00	5.05
2003	4.89	4.73	5.05

The results from the 2005 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: 5.23, Staff & Administration; and 4.89, Faculty.

	<i>M</i>	Faculty	Staff
2005	5.06	4.89	5.23
2004	5.04	4.97	5.11
2003	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: 5.11, Staff & Administration, and 4.96, Faculty.

	<i>M</i>	Faculty	Staff
2005	5.04	4.96	5.11
2004	5.14	5.15	5.13
2003	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: 4.97, Staff & Administration; and 4.60, Faculty.

	<i>M</i>	Faculty	Staff
2005	4.79	4.60	4.97
2004	4.79	4.81	4.77
2003	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, according to Staff & Administration, and the greatest decrease, from the respondents who were Faculty. The mean remained unchanged from the previous year. This hopefully shows that the DDU Staff & Administration realize 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.

The Office of Planning & Institutional Research works with the heads of the DDUs and has begun preparing for the College's next Strategic Plan, as the College is currently to the half-way point of this guide. Progress is being made, but a number of areas have been discovered through which the model can be improved.

BREWTON-PARKER COLLEGE

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

RESULTS & RESPONSES—2005-06

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, and met all deadlines for numerous reports. These reports (24) were listed in the 2004-05 Results & Response section, thus precluding the need to again list each of the reports.

While efforts continue to provide data for the needed reports, several organizations have increased the reporting demands. Increased reporting requirements are mandated by the three reporting cycles of the Integrated Postsecondary Education Data System (IPEDS). In conjunction with the demands for increased data, the College's Advantage Program with Cohort cycles has made the process of establishing cohort groupings more complex. The Institutional Research Office has been working to develop a system that effectively locks the enrollment and demographic data, so that variances in the required variables can be eliminated.

Due to Brewton-Parker College's graduation rate for the period of 1999-2005, only limited information was provided to the *U.S. News & World Report*. Information about the students' graduation rate is tracked for a period of 6-year as part of the required cohort information that is supplied to the U.S. Department of Education (DOE) through its IPEDS reporting cycles. After the DOE collects the information, it is made available to the public through a web site at <http://nces.ed.gov/ipeds/cool/>. After the federal government supplies the information, which is a rate of 22%, that data is collected by the *U.S. News & World Report* for its calculations. This is a major component of the ranking system, and currently prohibits the college from moving into higher ranked tiers.

Meetings were conducted during the past academic year with the President, Provost, and the Executive Dean of Enrollment Services to develop a system that shifts some of the students into a correct listing as a student pursuing an associate's. While action taken soon will not affect the previous cohorts, the actions should be taken to reduce the cohort grouping that will be studied for six-years to resemble a grouping that will most likely have the capabilities of obtaining a college degree.

In addition to these reports, the Office provided efforts for the completion of reporting for the College's administration to provide access to data to provide for data-informed decisions.

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 again provided the College's internal community with the following reports:

- Fact Book
- Survey Data from the College's 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. During the 2005-06 academic year, the College's community survey was conducted on the Assessment Day, Wednesday, March 29, which allowed for a number of assessment instruments to be conducted. The set of instruments included the Community Survey, and the ETS instruments, the Academic Profile and the Major Field Tests, which provided information about student learning outcomes.

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

- Cost Efficiency Reports for the College's operations
- Grade Analysis Report
- Praxis Data Report

Strategic Planning continues to hold a place of importance for 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
- ACT Surveys (Alumni: 5-year graduates and 1-year graduates)

Community Attitudes

Results from the Faculty and Staff & Administration surveys again showed increases in satisfaction ratings, providing qualitative insight into the attitudes of the College community in regard to the Office's operations and effectiveness. With the

increases, it is the Office’s hope that more of the staff is becoming aware of the information’s availability and is using that information to guide and inform decisions that affect the College and its students. The results showed:

The results from the 2006 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 scores: 5.34, Staff & Administration; and 5.21, Faculty.

	<i>M</i>	Faculty	Staff
2006	5.28	5.21	5.34
2005	5.06	4.89	5.23
2004	5.04	4.97	5.11
2003	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: 5.24, Staff & Administration, and 5.24, Faculty.

	<i>M</i>	Faculty	Staff
2006	5.20	5.16	5.24
2005	5.04	4.96	5.11
2004	5.14	5.15	5.13
2003	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: 5.24, Staff & Administration; and 4.71, Faculty.

	<i>M</i>	Faculty	Staff
2006	4.98	4.71	5.24
2005	4.79	4.60	4.97
2004	4.79	4.81	4.77
2003	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, according to both Staff & Administration and Faculty. The mean increased from the previous year. This hopefully shows that the DDU Staff & Administration realize the value of having benchmarked data to assist in guiding the College’s strategic planning efforts.

RESPONSE

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, as the Office of Planning & Institutional Research will continue working to enhance the College's program of planning, budgeting, and assessment.

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. While the mean score rose by 4 percent, the responses from Staff & Administration showed an increase of 5 percent while the Faculty responses showed an increase of only 2 percent. Efforts are continually being made to determine sources of needed data, and how that information can be provided to the community. As the College works with through its strategic plan, members of the community seem to be involved in seeking more data to provide insight into areas such as program review. In many areas, individuals want the results from data that has not been collected. The Office of Planning & Institutional Research is optimistic that the frustration, of not having needed data, will help spur efforts to increase the processes of collecting information for future decisions.

The Office of Planning & Institutional Research works with the heads of the DDUs and is in the process of beginning to prepare the foundation for the College's next Strategic Plan, as the College is currently more than half-way through its current six-year cycle. Much of the current efforts focus on the identification of a model that can meet the needs of a dynamic institution, to allow for objectives and action plans to be more responsively adopted, or modified, in relation to changes in the College's organization chart. Progress is being made, but a number of areas have been discovered through which the model can be improved.