

**Stephen F. Austin State University**  
**Office of Institutional Research On-Line Evaluation**

**Spring/Summer 2011**

**Executive Summary**

The Office of Institutional Research (OIR) will conduct an online assessment of services annually. The purpose of the OIR evaluation is to receive feedback from users of services, implement needed changes, and consider initiating new services.

**Methodology**

In 2011, OIR invited 961 individuals to participate in the survey beginning May 11<sup>th</sup> and ending June 10<sup>th</sup>. Potential participants were contacted by an email containing a hyperlink to the web-based survey. The initial email invitation was delivered on May 11<sup>th</sup> with reminder emails following on May 18<sup>th</sup> and June 3<sup>rd</sup>. Populations asked to participate in the evaluation included administrators, deans, chairs, directors, Digital Measures software users, TracDat software users, faculty data managers, and individuals who have submitted ad hoc requests during the preceding year. Questions in the survey were targeted to populations based on the population's relationship with OIR. For example, questions relating to the use of TracDat software were only asked of established TracDat users.

**Results**

The OIR on-line evaluation was started by 271 participants. The survey was completed by 191 participants. Respondents were broken down as follows (may have only partially completed survey):

- 9 respondents were coded as administrators or deans.
- 14 respondents were coded as chairs.
- 17 respondents were coded as directors.
- 96 respondents were coded as TracDat users.
- 131 respondents were coded as Digital Measures users.
- 8 respondents were coded as faculty data managers.
- 31 respondents were coded as individuals who submitted ad hoc requests to OIR.

These groups were not mutually exclusive; many individuals were counted in more than one classification.

The 2011 OIR evaluation consisted of a series of Likert scale questions along with several open-ended questions. There was also one multiple choice question included in the survey.

**LIKERT SCALE QUESTIONS**

Summarized results for the Likert scale questions follow. Results include responses from partially completed surveys.

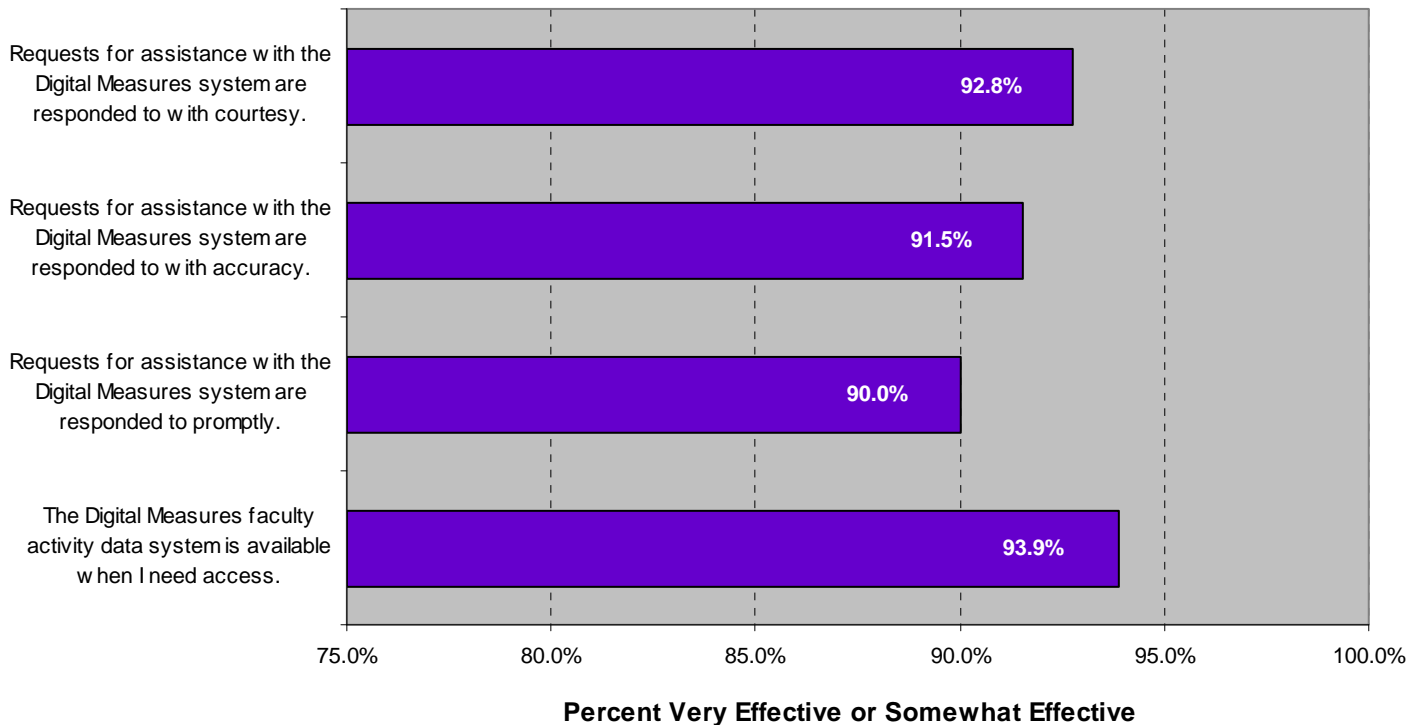
**Question 1**

The SFA Office of Institutional Research (OIR) provides the following services to the University community. Please rate the effectiveness of OIR in meeting your needs and the needs of SFA constituents.  
(Scale: Very Useful, Somewhat Useful, Not Useful, Not Applicable)

<b>Question</b>	<b>Very Useful</b>	<b>Somewhat Useful</b>	<b>Total Responses</b>	<b>Percent Very Useful &amp; Somewhat Useful</b>
Helps users locate, query, or interpret data.	43	8	51	100.0%
Provides requested statistical and analytical reports.	50	5	55	100.0%
Publishes and distributes SFA's FastFacts in printed format.	47	7	54	100.0%
Publishes SFA's Fact Book online.	42	9	51	100.0%
Compiles, analyzes, and distributes annual retention reports.	38	13	51	100.0%
Responds to institutional effectiveness, program assessment, and accreditation information requests.	42	4	46	100.0%
Coordinates administration of student engagement surveys or studies. Provides summarized results to administrators and other constituencies.	33	9	42	100.0%
What is your overall rating of services provided by the Office of Institutional Research?	50	6	56	100.0%

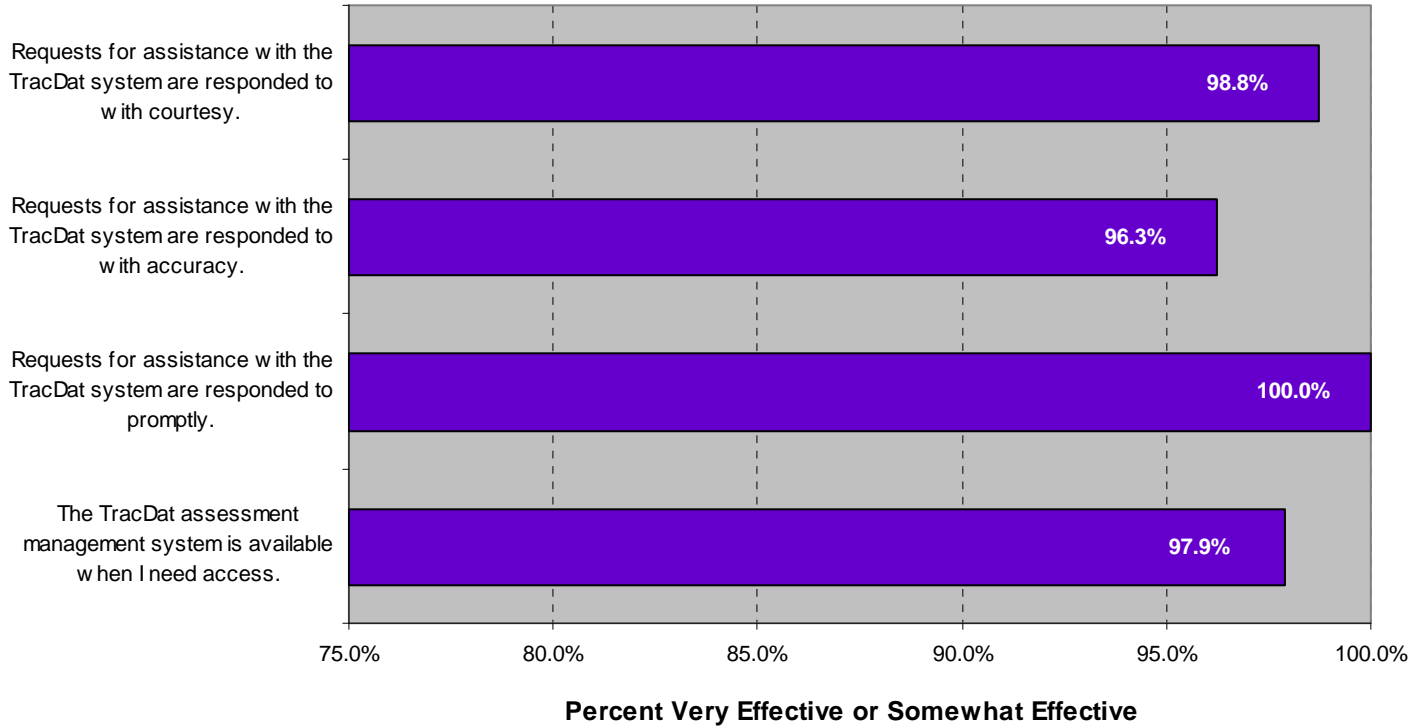
**Question 2**

The SFA Office of Institutional Research serves as administrator for the Digital Measures faculty data system for the University community. Please rate the effectiveness of OIR in meeting your Digital Measures needs.  
(Scale: Very Effective, Somewhat Effective, Not Effective, Not Applicable)



**Question 4**

The SFA Office of Institutional Research (OIR) serves as administrator for the TracDat assessment management system for the University community. Please rate the effectiveness of OIR in meeting your TracDat needs. (Scale: Very Effective, Somewhat Effective, Not Effective, Not Applicable)



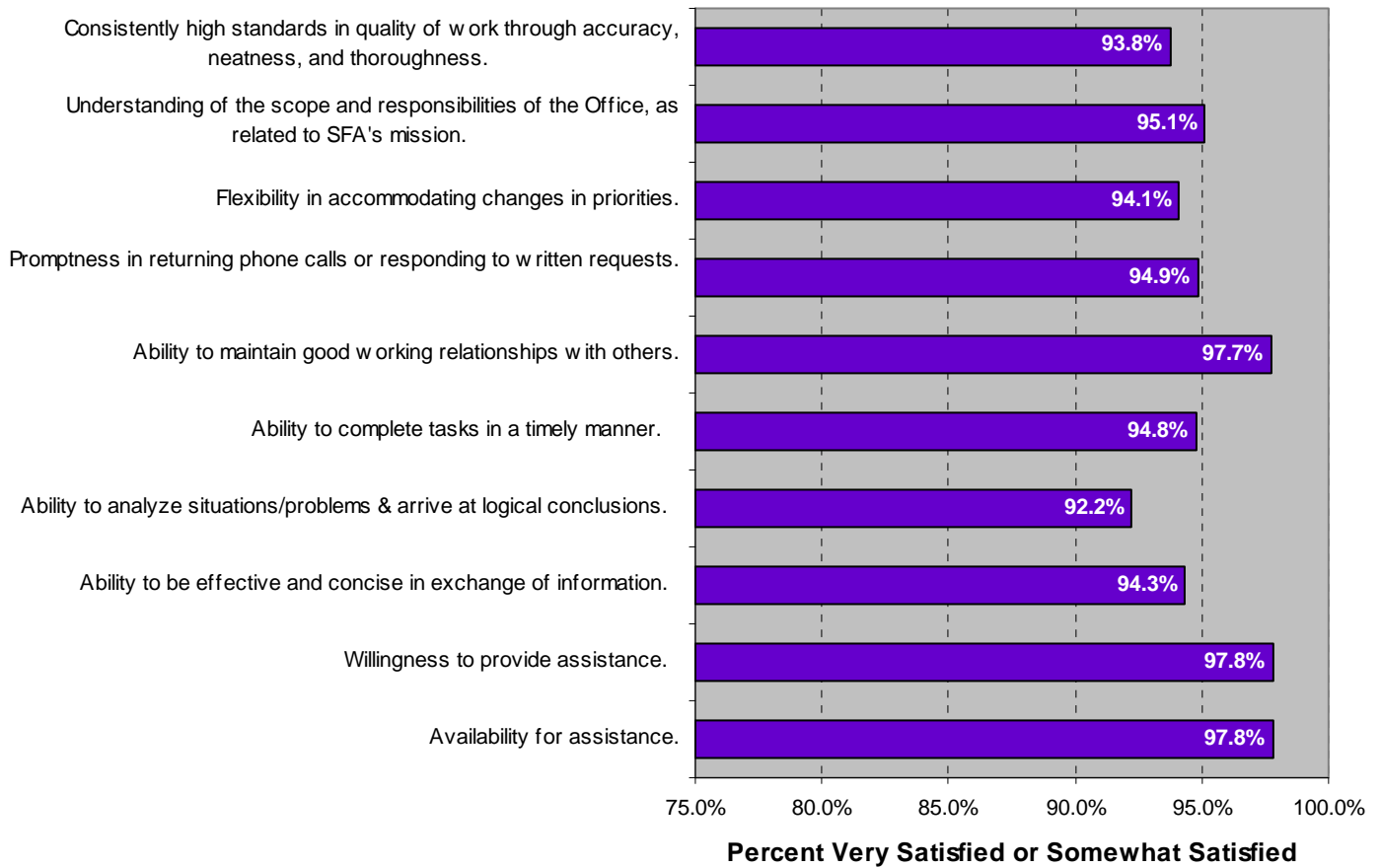
**Question 6**

The SFA Office of Institutional Research (OIR) assists with the management of University faculty data. Please rate the effectiveness of OIR in meeting your faculty data management needs. (Scale: Very Effective, Somewhat Effective, Not Effective, Not Applicable)

Question	Very Effective	Somewhat Effective	Total Responses	Percent Very Effective & Somewhat Effective
Faculty data management training sessions were adequate for my needs.	5	3	8	100.0%
Faculty data management user's guide is adequate for my needs.	5	3	8	100.0%
Requests for assistance with faculty data management are responded to promptly.	7	0	7	100.0%
Requests for assistance with faculty data management are responded to with accuracy.	7	0	7	100.0%
Requests for assistance with faculty data management are responded to with courtesy.	7	0	7	100.0%

### Question 8

In your experience, the staff of the SFA Office of Institutional Research has shown:  
(Scale: Very Satisfied, Somewhat Satisfied, Dissatisfied, Not Applicable)



### OPEN-ENDED QUESTIONS

Open-ended questions also provided valuable information in the OIR on-line evaluation. The following questions and answers provide examples of responses received.

#### Question 3

Please provide any additional comments or suggestions concerning the administration of the Digital Measures faculty activity data system.

- I have always appreciated the professionalism that this staff provides to all of us.
- I have not requested any assistance from Digital Measures.
- I have never had problems with the faculty activity data system.

Note: Several negative responses concerning the actual Digital Measures software were also received.

## Question 5

Please provide any additional comments or suggestions concerning the administration of the TracDat assessment management system.

- Anytime I have needed help with TracDat, Nicole is always willing to help me. She explains things in an effective manner and is always positive.
- Nicole is great .She always answers my questions.
- I have had no problems with TracDat whatsoever. OIR has been very responsive to any questions I may have had and have consistently provided thorough and accurate information/directions/feedback. Thank you!
- I was not required to enter data into TracDat and consequently cannot answer concerning it's availability.

Note: Negative comments concerning the actual TracDat software were also received.

## Question 9

Which reports/services provided by OIR are most valuable?

- Fast Facts
- Retention data, fact book data
- Assistance on TracDat and Digital Measures
- GPA data
- Enrollment information

## Question 10

What new reports/services would you like for OIR to provide?

- Faculty workload reports that resemble those previously available pre-banner.
- longitudinal success rates for courses through Banner
- Number of applications
- Number of admissions
- Number of enrollments
- Zip codes of admissions
- Zip codes of applications
- SAT scores of enrollments, admissions, and applications

## Question 12

Prior to receiving this survey, were you aware of OIR and its function?

Answer: 33 Yes; 1 Somewhat

## Question 13

Please list any additional comments or suggestions for improving the effectiveness of OIR.

- I enjoy working with them. They have always provided excellent customer service.
- I value the services and personnel in OIR. I feel that data analysis is a weakness of mine but OIR helps me to feel more comfortable and is always willing to help.
- I appreciate all the work completed by OIR.
- You are very helpful and quick with responses. Always a pleasure to work with.
- The OIR has always been extremely helpful and timely in gathering and providing data needed by the Budget Office.
- The staff does a great job of answering questions quickly, thoroughly, and efficiently.

MULTIPLE-CHOICE QUESTION

One multiple-choice question was asked in the OIR survey. The result follows:

Question 11

How often do you utilize information on the OIR web site?

Answer:	Daily	1	2%
	Weekly	4	8%
	Monthly	12	23%
	Occasionally	34	65%
	Never	1	2%
	Total	52	100%

**Conclusion**

Aggregate results of Likert-scale questions indicate that overall respondents were satisfied with OIR publications, reports, and services in 2010-2011. Several responses to open-ended questions also indicated broad satisfaction with OIR services.

Likert-scale and open-ended questions concerning Digital Measures and TracDat software were intended to solicit opinions of OIR performance as administrators of the two software packages. However, because of the way that the questions were offered, responses were received that reflected opinions of the software itself and not of the OIR staff's performance as administrators of the software. The opinions received concerning the software were negative since respondents perceived this survey as an opportunity to vent frustrations about the software. In an effort to address this issue, OIR intends to add a question in the next annual survey that asks if the respondent has actually asked OIR for assistance with the software during the past 12 months. If the respondent responds "No," then the Digital Measures or TracDat questions will be skipped for that respondent. This will allow OIR to only collect data from respondents who have actually interacted with staff as software administrators.

After review of the open-ended question addressing reports and services that are valuable to constituents, the Fast Facts brochure continues to be a highly valued document at SFA. The Fact Book and annual Retention Report are also popular. OIR plans to revise the Fact Book into a new enhanced interactive version that will provide users with more dynamic and robust access to university data in the near future.

Ideas for new OIR reports and services were also solicited in the survey. OIR is in the process of producing a faculty workload report which was requested. Other requests, including longitudinal success rates for courses and reports on applications and admissions, will be considered as time permits.

In analyzing responses to questions pertaining to satisfaction with staff interactions, the data revealed that OIR is providing quality service to constituents. However, in an effort to increase "Very Satisfied" responses, OIR introduced an on-line Data Request Form that can be submitted through the OIR web site. Previously, the form had to be printed and either faxed or mailed. The new form can be automatically emailed from the OIR web site.

OIR was disappointed at receiving “Dissatisfied” responses to questions related to staff interactions, and questions were reviewed carefully to identify areas for improvement. OIR staff met and discussed strategies for good customer service.