Annual On-Line Evaluation
Executive Summary

Summer 2015
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 2015, OIR invited 969 individuals to participate in the survey beginning June 24th and ending July 15th. Potential participants were contacted by an email containing a hyperlink to the web-based survey. The initial email invitation was delivered on June 24th with a reminder email following on July 6th. Populations asked to participate in the evaluation included administrators, deans, chairs, directors, Digital Measures 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 Digital Measures software were only asked of established Digital Measures users.

Results

The OIR on-line evaluation was started by 106 participants. The survey was completed by 99 (10.2%) participants. Respondents were broken down as follows (may have only partially completed survey):

- 9 respondents were coded as administrators or deans (out of 23 total coded “Executive” – 39.1%).
- 11 respondents were coded as chairs (out of 31 total coded “Chair” – 35.5%).
- 12 respondents were coded as directors (out of 34 total coded non-academic “Director” – 35.3%).
- 80 respondents were coded as Digital Measures users (out of 903 total coded “Digital Measures” – 8.9%).
- 16 respondents were coded as faculty data managers (out of 35 coded “Faculty Data Management” – 45.7%).
- 24 respondents were coded as individuals who submitted ad hoc requests to OIR (out of 58 coded “Ad Hoc” – 41.4%).

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

The 2015 OIR evaluation consisted of a series of Likert scale questions, several open-ended questions, two yes-no questions, and one multiple choice question.

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)

<table>
<thead>
<tr>
<th>Question</th>
<th>Very Useful</th>
<th>Somewhat Useful</th>
<th>Not Useful</th>
<th>Total Responses</th>
<th>Mean</th>
<th>Percent Very Useful or Somewhat Useful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helps users locate, query, or interpret data.</td>
<td>63</td>
<td>15</td>
<td>4</td>
<td>82</td>
<td>3.72</td>
<td>95%</td>
</tr>
<tr>
<td>Provides requested statistical and analytical reports.</td>
<td>62</td>
<td>10</td>
<td>6</td>
<td>78</td>
<td>3.72</td>
<td>92%</td>
</tr>
<tr>
<td>Publishes and distributes SFA's FastFacts in printed format.</td>
<td>60</td>
<td>26</td>
<td>6</td>
<td>92</td>
<td>3.59</td>
<td>94%</td>
</tr>
<tr>
<td>Compiles, analyzes, and distributes annual retention reports.</td>
<td>55</td>
<td>23</td>
<td>3</td>
<td>81</td>
<td>3.64</td>
<td>96%</td>
</tr>
<tr>
<td>Responds to institutional effectiveness, program assessment, and accreditation information requests.</td>
<td>52</td>
<td>13</td>
<td>7</td>
<td>72</td>
<td>3.63</td>
<td>90%</td>
</tr>
<tr>
<td>Coordinates administration of student engagement surveys or studies. Provides summarized results to administrators and other constituencies.</td>
<td>45</td>
<td>18</td>
<td>4</td>
<td>67</td>
<td>3.61</td>
<td>94%</td>
</tr>
<tr>
<td>What is your overall rating of services provided by the Office of Institutional Research?</td>
<td>71</td>
<td>17</td>
<td>3</td>
<td>91</td>
<td>3.75</td>
<td>97%</td>
</tr>
</tbody>
</table>

### Question 2

The SFA Office of Institutional Research serves as administrator for the Digital Measures faculty activity report (FAR) 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)

- Requests for assistance with the Digital Measures system are responded to with courtesy. 92.3%
- Requests for assistance with the Digital Measures system are responded to with accuracy. 92.3%
- Requests for assistance with the Digital Measures system are responded to promptly. 92.3%
- The Digital Measures faculty activity data system is available when I need access. 100.0%

Percent Very Effective or Somewhat Effective
Question 4

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 6

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

<table>
<thead>
<tr>
<th>Category</th>
<th>% Effective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistently high standards in quality of work through accuracy, neatness, and thoroughness.</td>
<td>94.7%</td>
</tr>
<tr>
<td>Flexibility in accommodating changes in priorities.</td>
<td>98.4%</td>
</tr>
<tr>
<td>Ability to maintain good working relationships with others.</td>
<td>98.7%</td>
</tr>
<tr>
<td>Understanding of the scope and responsibilities of the Office, as related to SFA’s mission.</td>
<td>98.6%</td>
</tr>
<tr>
<td>Promptness in returning phone calls or responding to written requests.</td>
<td>97.5%</td>
</tr>
<tr>
<td>Ability to complete tasks in a timely manner.</td>
<td>98.7%</td>
</tr>
<tr>
<td>Ability to analyze situations/problems &amp; arrive at logical conclusions.</td>
<td>95.8%</td>
</tr>
<tr>
<td>Ability to be effective and concise in exchange of information.</td>
<td>97.5%</td>
</tr>
<tr>
<td>Willingness to provide assistance.</td>
<td>98.8%</td>
</tr>
<tr>
<td>Availability for assistance.</td>
<td>97.5%</td>
</tr>
</tbody>
</table>
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.

- As indicated, I have been able to use it when needed. I think I only had one problem, which everyone else did, and, OIR responded quickly. I would say that it might be nice to have more explanation on some of the sections and how to better use some of the explanations within each item being filled out. Some of the places one puts an explanation in are redundant, at least for my area.

Question 5

Please provide any additional comments or suggestions concerning faculty data management.

- Everybody has always been very helpful.
- Would it be possible to provide more generalized tips for data entry, such as exceptions to the rules in general for various departments and more explanation of the SZAFACU choices, possible error messages on SIAFDEG, and how to enter more than one degree or correct a current degree shown in error.
- They are very very helpful.

Question 7

Which reports/services provided by OIR are most valuable?

- Data about groups of students and Fast Facts
- Admission and graduation data needed for accrediting and other bodies
- Interaction with respect to student data
- Enrollment/Retention data; specialized reports for external accrediting organizations
- I love the JackFacts page. I use it frequently and it is very helpful with assessment
- Ad hoc requests for both raw and interpreted data

Question 8

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

NOTE: There were very few responses to this question. Each of the suggested reports/services is already provided or is not within the purview of OIR.
Question 10

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

Answer: 34 Yes

Question 11

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

- Add additional data and some type of pivot table functionality to the online jack fact data that allows additional information drilling.
- Having been at other institutions, I can easily say that OIR at SFA is the best to work with!
- Great job!
- Always a pleasure to work with the OIR team.
- Excellent services and willingness to accommodate.
- Keep up the great service
- I have always been pleased with the OIR's ability to provide needed information in a reasonable amount of time. Everyone in the office is very nice, professional and accommodating.

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?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Occasionally</th>
<th>Never</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0</td>
<td>4</td>
<td>11</td>
<td>25</td>
<td>4</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>0%</td>
<td>9%</td>
<td>25%</td>
<td>57%</td>
<td>9%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Conclusion

Aggregate results of Likert-scale questions indicate that overall respondents were satisfied with OIR publications, reports, and services in 2014-15. Several responses to open-ended questions also indicated broad satisfaction with OIR services.

Likert-scale and open-ended questions concerning Digital Measures software administration were designed to solicit opinions of OIR performance as administrators of the software package. Consequently, the initial question in each section asked if the application was available to users as they needed access. The subsequent questions concerning interactions with OIR were only available to a respondent if he/she had actually asked OIR for assistance with Digital Measures during the preceding 12 months. The respondent group for those asking for assistance was relatively small at 14 making conclusions difficult. Out of the 14 responses, a majority were pleased with interactions with OIR in terms of promptness, accuracy, and courtesy.

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 annual Retention Report and JackFacts dashboard are also popular. JackFacts, OIR’s new interactive dashboard, replaced the annual Fact Book and allows users to choose a variety of data elements and reporting formats. Headcount enrollment, degrees awarded, semester credit hours, and faculty reports are currently available in JackFacts. OIR plans to expand JackFacts in the future to include student success and program review reports.

One open-ended question requested suggestions for new reports/services to be provided by OIR. As each of the four suggested reports/services is already provided or is not within the purview of OIR, the responses suggest that many in the SFA community are not aware of reports/services currently provided by OIR. During the upcoming year, OIR staff will seek opportunities to better communicate the role of the department and the reports/services OIR provides.

In analyzing responses to questions pertaining to satisfaction with staff interactions, the data revealed that OIR is providing quality service to constituents. However, OIR was disappointed at receiving a few “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.