



NORTHWESTERN
UNIVERSITY

MSHE 406

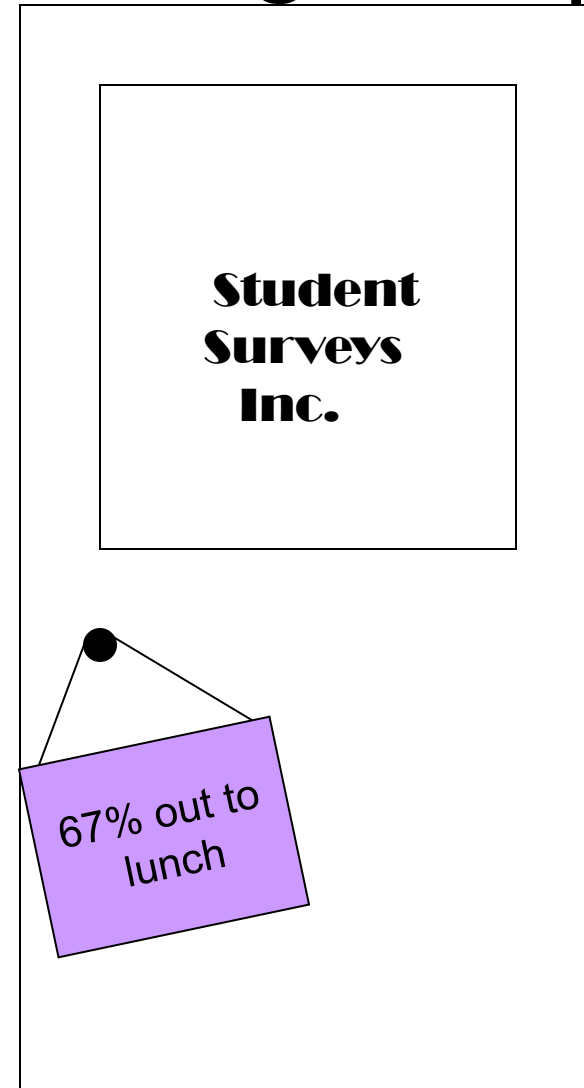
Institutional Research as a Resource

What is Institutional Research at Northwestern?

- Support decision-making, strategic planning, policy-making, management
- Participate in peer/consortia activities
 - Share/exchange data
 - Best practices
 - Emerging issues
- Data stewardship (both internal and external)
- Survey administration

Student Surveys Planning Group

The Student Surveys Planning Group was created to plan, organize, analyze and monitor surveys which are conducted with the student population.



SSPG Website

- <http://www.adminplan.northwestern.edu/ir/sspg.htm>
- Survey instruments
- Standards and materials for seeking approval for a survey of students

Volume of Student Surveys is High

Survey Description	Survey Population	Schedule
SCS Marketing Survey	All SCS students and faculty	April/May
SoC Satisfaction Survey	SoC undergraduates	May
McCormick Advising Survey	McCormick undergraduates	April
KIS Technology Survey	Kellogg FTMBA, PTMBA, EMBA	May
TGS Admitted Student Questionnaire	Admitted TGS graduate students	May/June for PhD; August for Master's
SESP Survey of Graduating Seniors	SESP graduating seniors	May/June
McCormick Sophomore Experience	McC students at the end of their 2nd year	May/June
McCormick Survey of Graduating Seniors	McCormick graduating seniors	May/June
WCAS Advising Survey	WCAS undergraduates	May
Profile of the College Student Experience	3,500 randomly selected undergraduates	May
MSA Student Survey	MSA student population	May
Hazing Task Force Survey	Undergraduates	May
Global Marketing Branding Initiative	All students and alumni	June
Midpoint Survey	Kellogg PTMBA, EMBA, FTMBA	June
Bienen Exit Survey	Music graduating undergraduates and graduate students	June/July

Requesting Data from IR

1. Define your project data needs
2. Look at survey instruments on SSPG web-site
3. Determine relevant questions and group(s)
4. Complete form and e-mail your request to Bill, Debbie or Paul
5. We are available to meet if you have questions (and have done steps 1 – 4)
6. Allow ample time – and understand that some requests can not be fulfilled
7. Send us a copy of your final project

Confidentiality

- Data files cannot include student identifiers.
- The use of student survey data for scholarly research must be approved by the Institutional Review Board (IRB).
- Summary data with small cell sizes (four or fewer students) must not be reported



Surveys Conducted by Institutional Research

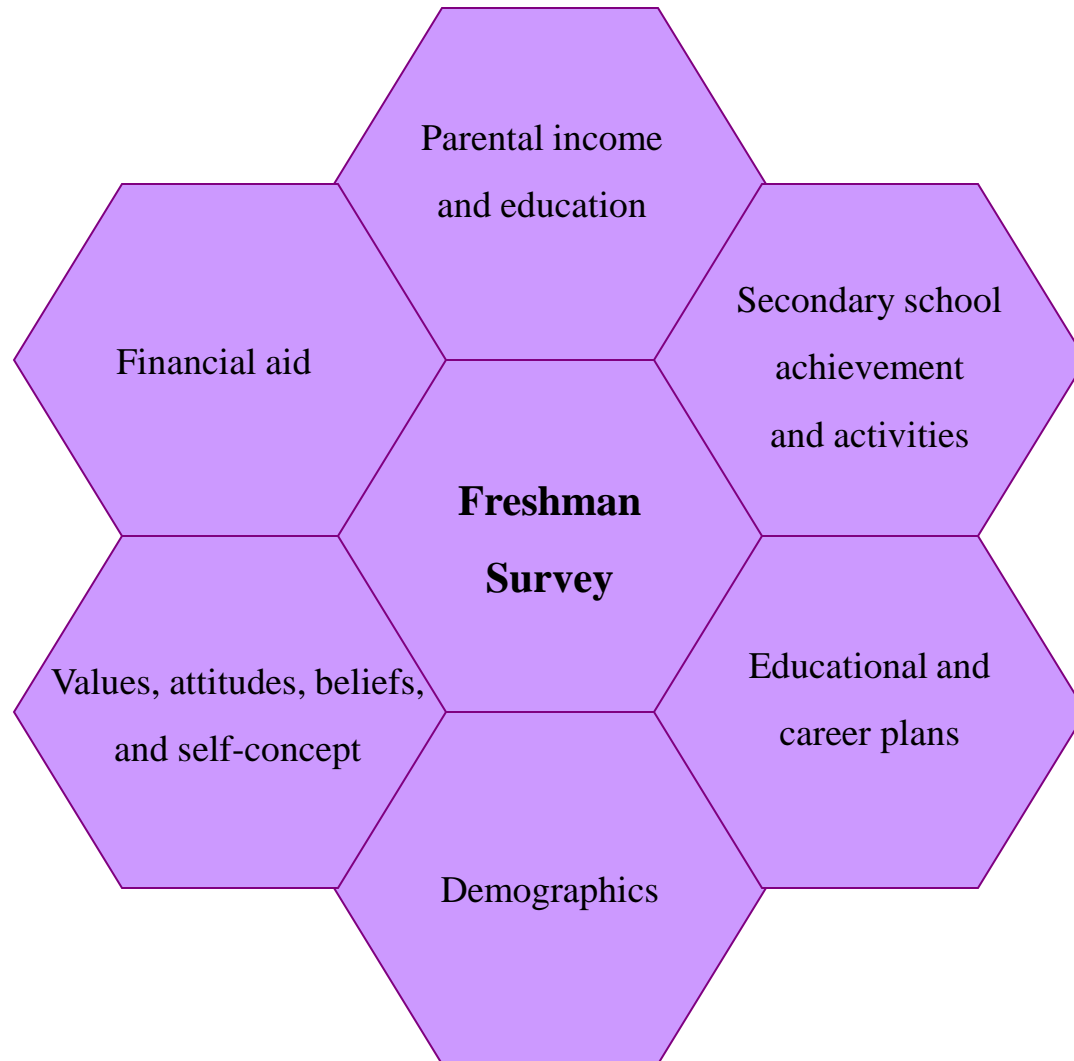
Cooperative Institutional Research Program (CIRP) Freshman Survey

- Conducted by the Higher Education Research Institute (HERI)
- Administered to Northwestern incoming freshmen annually from 1971 through 2011, odd-years beginning in 2011 (conducting COFHE New Student Survey in even-years)
- Conducted online via email
- High response rate
 - Reflective of NU freshmen population

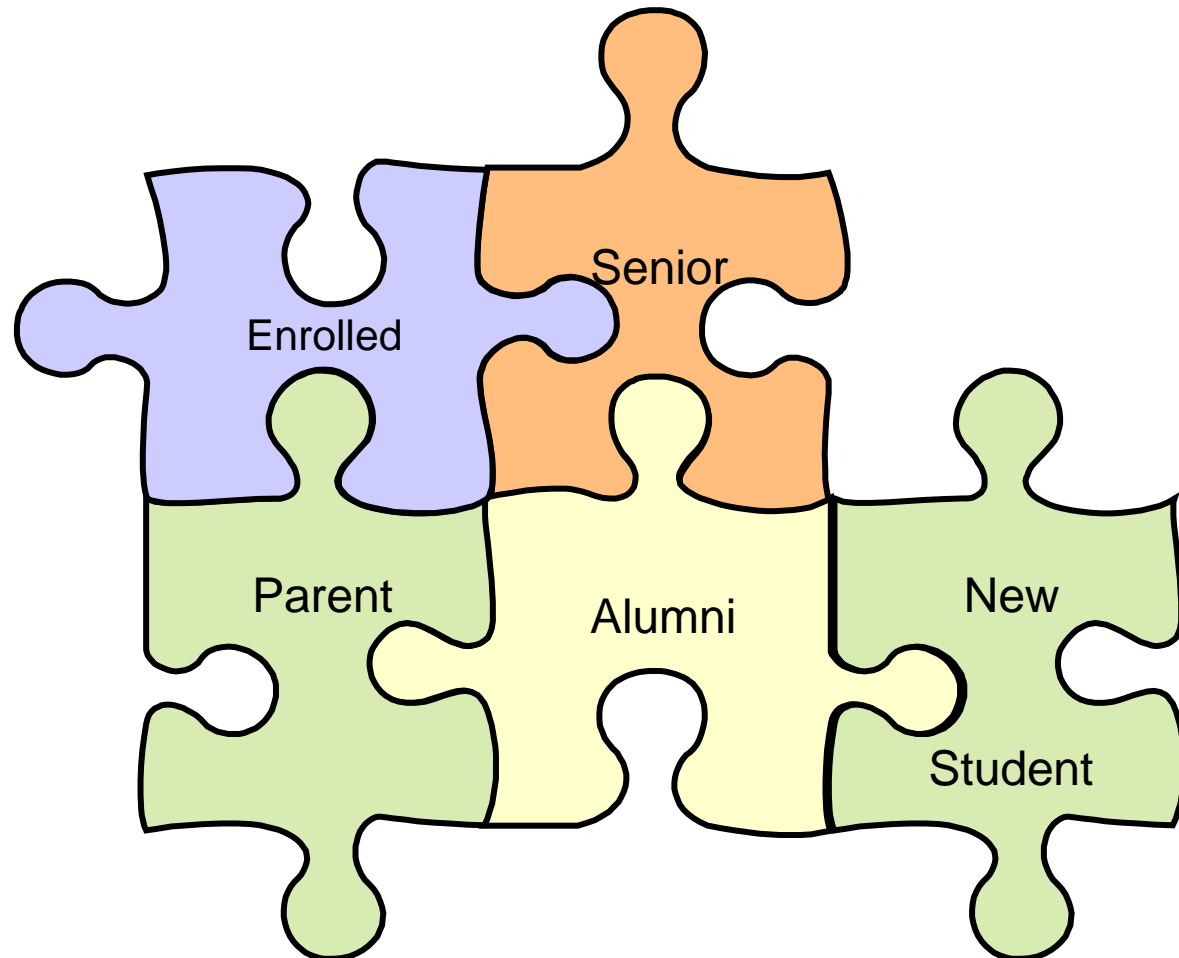
"The survey is a widely cited source of data on college demographics and attitudinal trends"- The Chronicle of Higher Education



CIRP



COFHE Suite of Surveys

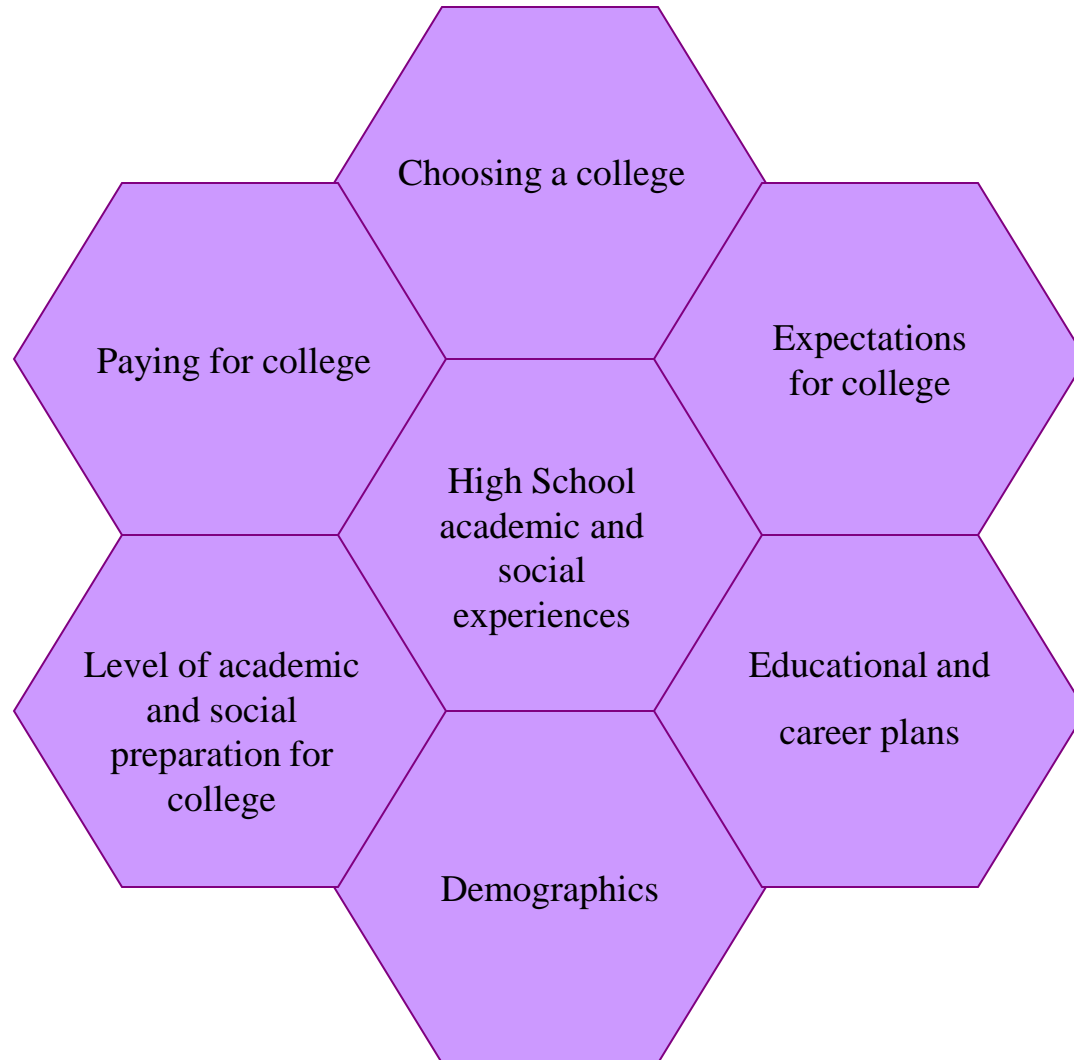




Survey of New Students (SNS)

- Initial administration in 2012
- Conducted in 2014 and 2015
- Alternative to CIRP
- Instrument designed to better match up with other COFHE surveys

Survey of New Students

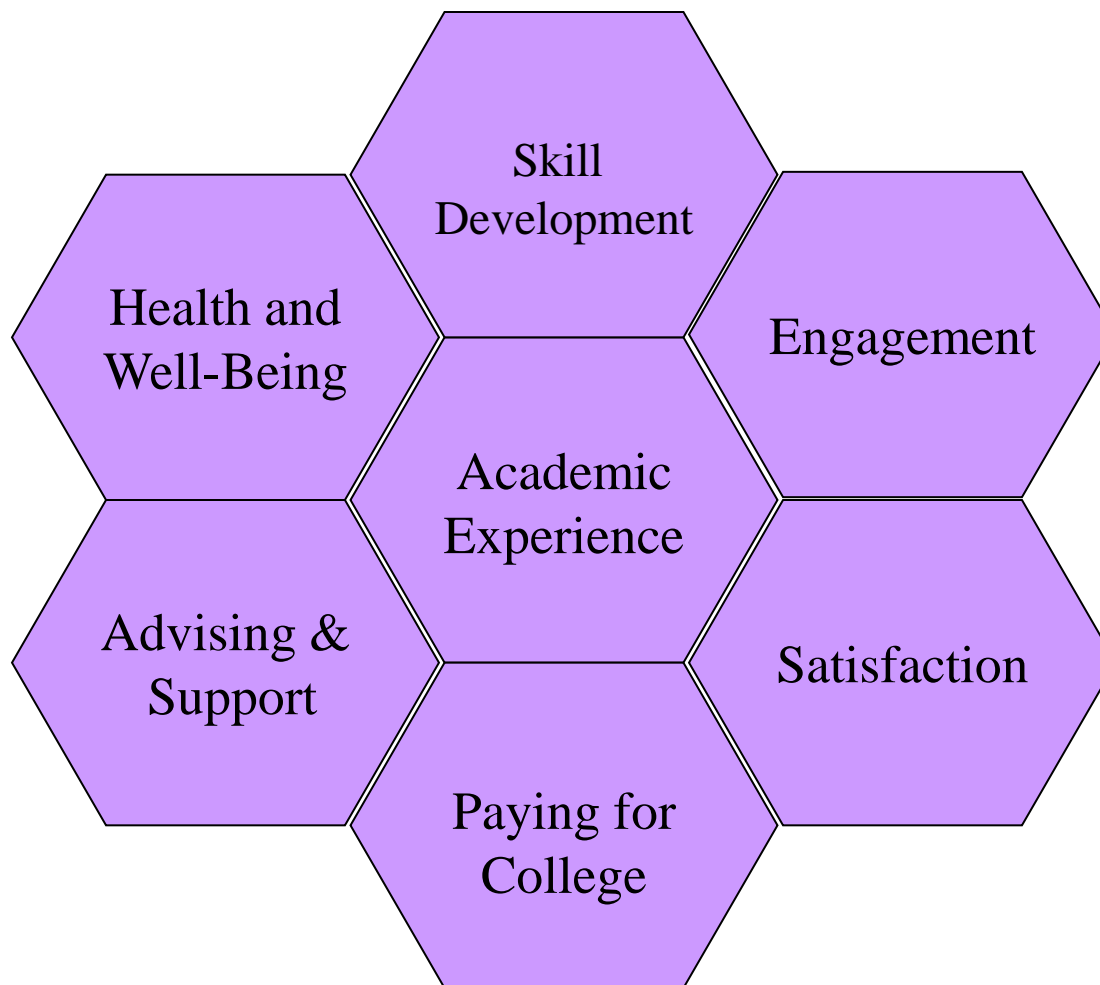




Enrolled Student Survey (ESS)

- Conducted Spring of odd years, last conducted in 2015
- Some overlap in content with NSSE but focused on our peer group (National Survey of Student Engagement)

Enrolled Student Survey 2015 Sections

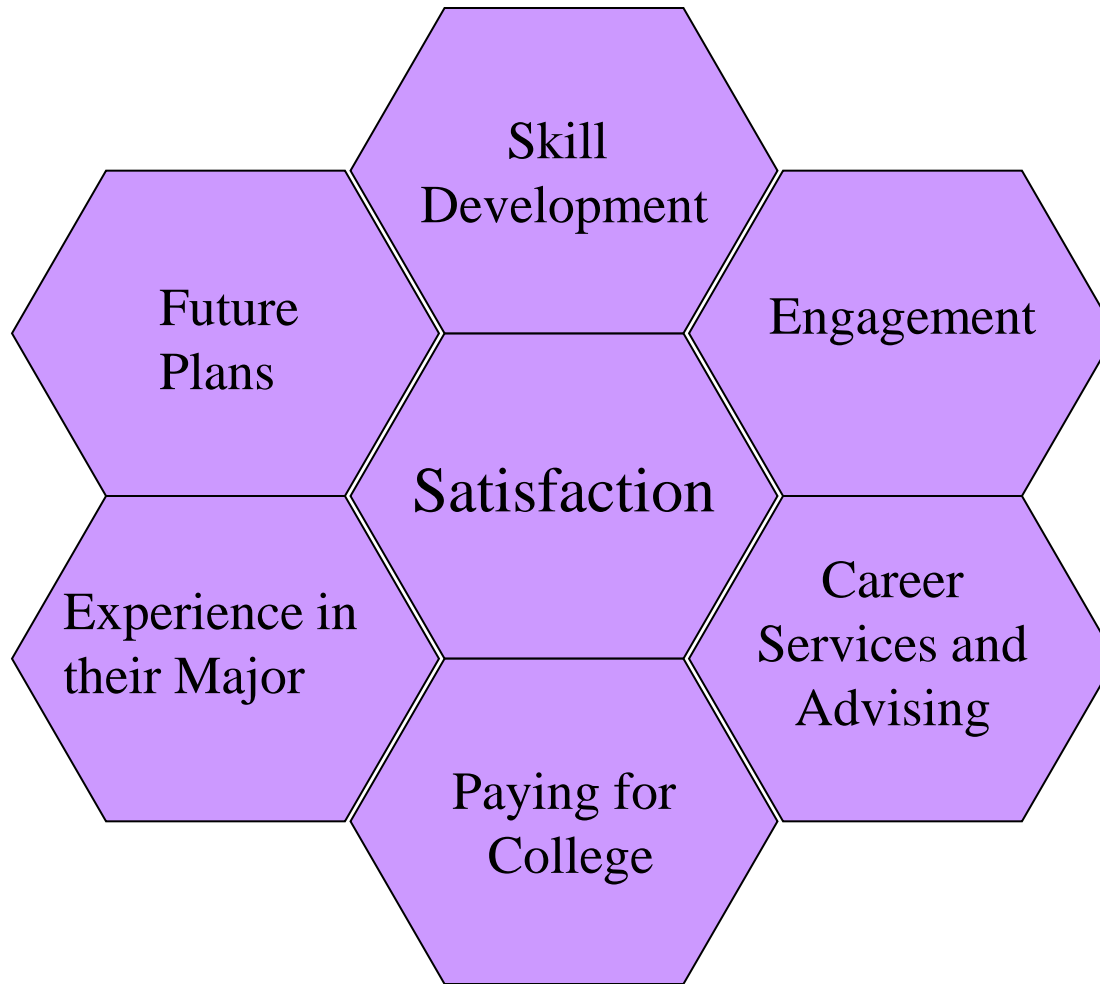




Graduating Senior Survey

- Conducted Spring of even-numbered years (last conducted in 2014)
- Evaluation of undergraduate experience, future plans, financing education, activities

Senior Survey

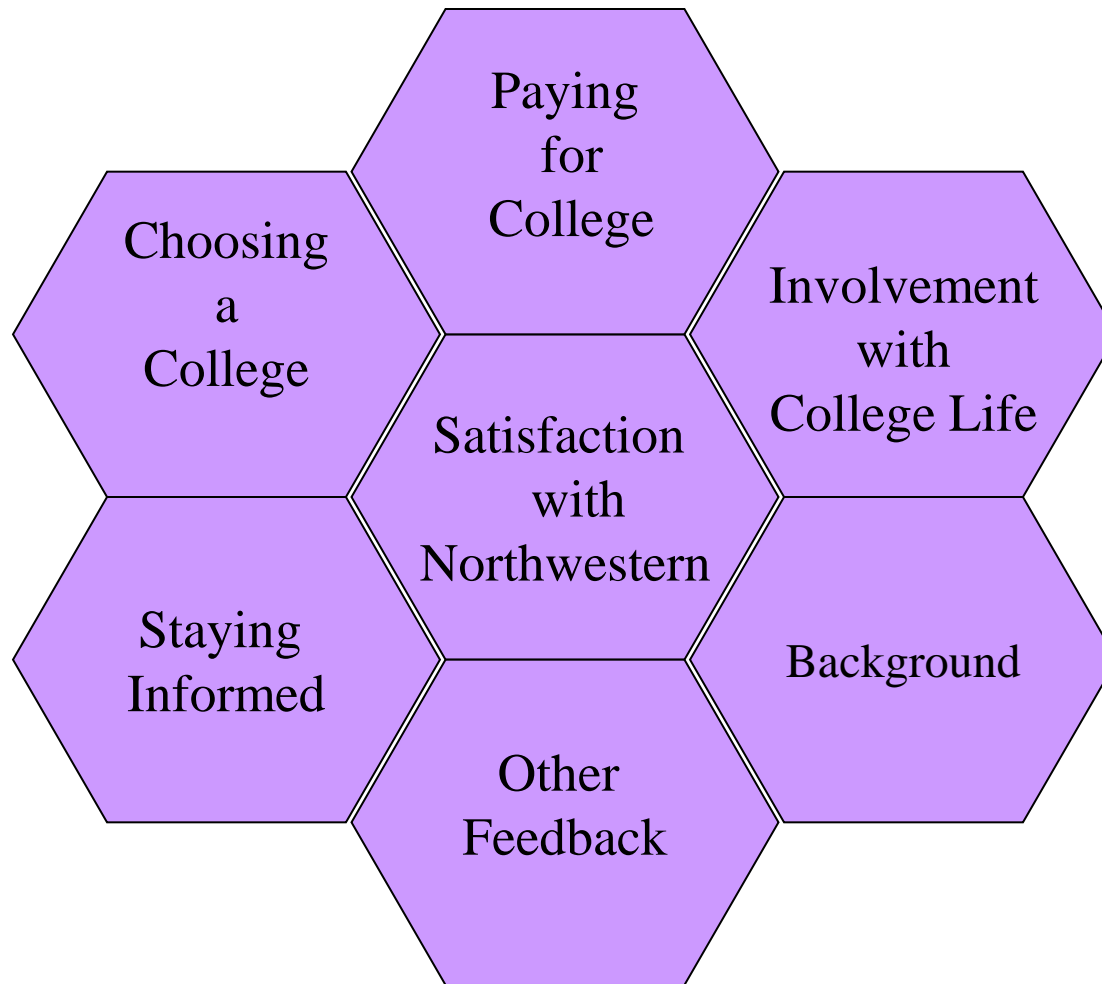




Parent Survey

- Conducted Spring of every fourth year, last conducted in 2012
- Survey parents of enrolled undergraduates

Parent Survey 2012 -Sections







Alumni Survey

- Conducted every four years (last in 2013)
- Undergraduate alumni
- COFHE research focus on ten-year out cohort
- Special short version for one-year out
- Other cohorts surveyed by Northwestern (5, 10, 15, 20 and 25 years-out)

Alumni Survey 2013 Sections





Integrated Postsecondary Education Data System (IPEDS)

- <http://nces.ed.gov/ipeds/>
- Publicly available institutional data on:
 - Admissions/test scores
 - Student charges
 - Enrollment
 - Completions
 - Graduation rates
 - Financial aid
 - Faculty/staff
 - Financial information



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