

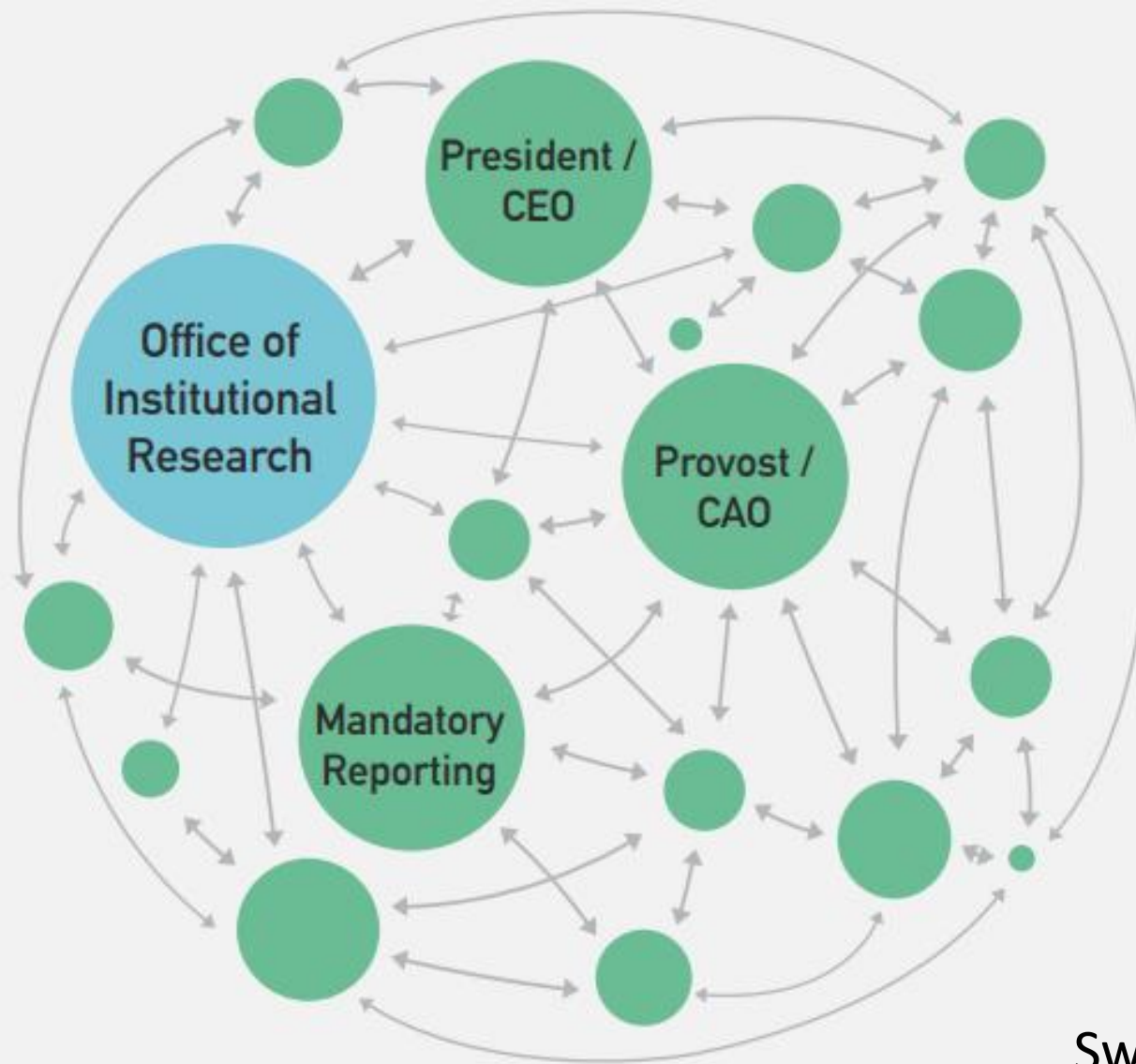
Building Partnerships for Engaged Decision Support:

A Vision
of Institutional Research
at an R1 University

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A New Vision for Institutional Research

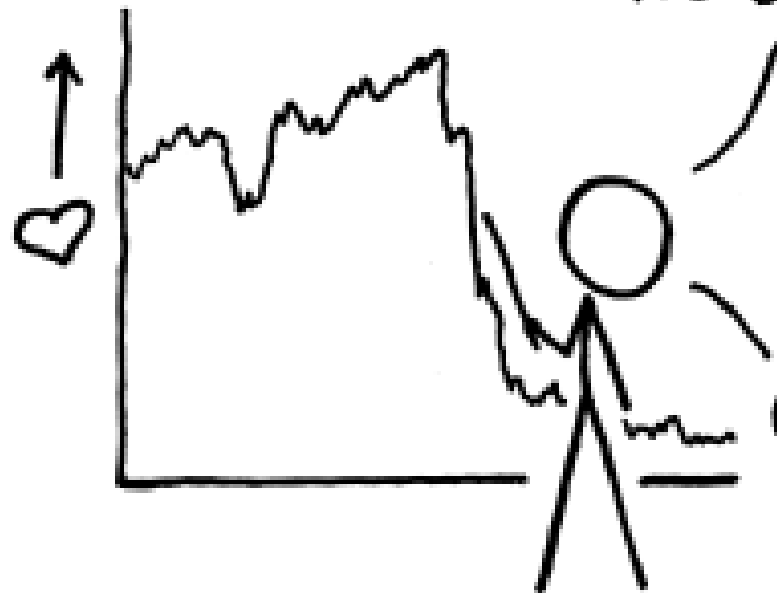


Swing and Ross, 2016

Insights from...

- 10+ years in IR across sectors (public and private higher education).
- 5+ years, each, at each IR Director (about 6 years) and IR Asst. Dir. Levels, working with Deans, VPs, Registrars, Presidents, IT, Admissions, HR, etc.
- 9+ IR colleagues supervised including associate director, 2 PhDs, analysts.

OUR RELATIONSHIP ENTERED
ITS DECLINE AT THIS POINT.



THAT'S WHEN YOU
STARTED GRAPHING
EVERYTHING.

COINCIDENCE!

IR Challenges

- X** IR trained in social science. But IR requires data science, qualitative research, soft skills.
- X** Not engaged in decision support and self-assessment due to data cleaning and reporting. Not focused on students, faculty, administration needs.
- X** Not good at communicating results. IR does produce great results, but needs to share better. IR likes numbers, but they can't tell whole story.

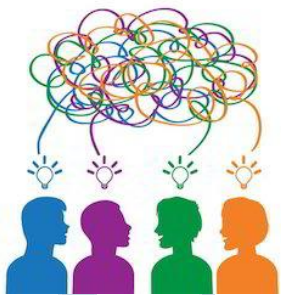
Solution: A Vision of Institutional Research at an R1 University



Director models and builds relationship with team through professional development, creating capacity for cross-campus projects.



Director engages in IR team with cross-campus projects, first encouraging “traditional” projects to build partnerships, then moves to empower external stakeholders in decision support, ever asking for feedback to improve.



IR office increases partners’ engagement more by incorporating qualitative research to address “why” questions and communicate stories of value-added through project lists, annual reports, and presentations.

A Plan: Measure Research Impact



UNIVERSITY
of
VIRGINIA

*“Tracking and Forecasting the
Impact of Strategic Investments
in Research Across Arts and
Sciences”, 2018*

- ☐ Initial engagement and development to engineer data collection system.
- ☐ Scenarios empowering partners to makes decisions.
- ☐ Stories of impact proposed in rich, multimedia format.

A Project: List of Probability Students Return, 2016

Student	Predicted Prob.
1121	50.3%
1122	50.3%
1123	50.3%
1124	50.1%
1125	50.1%
1126	49.9%
1127	49.8%
1162	33.0%
1163	31.5%
1164	31.5%
1165	31.3%
1166	30.3%
1167	29.2%
1168	28.0%
1169	27.8%
1170	25.2%
1171	24.8%



Master's level includes 6,300
undergrads in 250,000 SUNY system.



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