

# STRATEGIC PLAN FOR OISP

## Mission

The Office of Institutional Studies and Planning (OISP) provides a precise statistical depiction of the characteristics and performance of Texas A&M University by generating timely, accurate, and useful data to both internal and external constituencies to the University.

## Environment

A fact beyond dispute is that the unprecedented rates of technological advancement are having a direct impact on every facet of our social condition. Specific to the Office of Institutional Studies and Planning, new technology affords an increase in the call for quality data, its interpretation, and its implications. Invariably, this challenge necessitates the development of a radically different paradigm for data management, one that affords modern approaches to contemporary dilemmas such as benchmarking, accountability and productivity measures. Critical to this approach is an environment that encourages, facilitates and supports required fundamental organizational changes through a process of empowerment in which each person is treated as a dynamically interactive constituent and discussion and decision-making are key elements to proactive team efforts.

## Values

- Accurate and timely information and analysis
- Satisfied constituents

## Goals

- Provide the highest quality data, information, and analytical services possible
- Be creative and innovative in problem solving, data analysis, and product development
- Assist improved decision-making, planning and policy formation
- Anticipate our constituents ' needs and exceed their expectations.

## Primary Responsibilities

**On-line Information System.** Develop and maintain an on-line student and faculty information web-based management information system, including but not limited to, student demographic characteristics, enrollment levels in courses, faculty demographic characteristics, and faculty workloads. The OISP data warehouse will remain under continuous development and expansion to meet demands for analytical data in a timely, electronic form.

**Faculty and Student Studies and Reports.** Develop and maintain a cycle of annual reports and documents designed to support the recurring information needs of the institution including an institutional fact book, faculty teaching workloads, student enrollment profiles, course enrollments, and a number of other standard reports such as studies of student retention and graduation rates, average faculty salaries, student credit hour production; and comparisons with Texas A&M University's peer land grant universities.

**Other Reporting.** Provide analytical support for university-wide planning activities. Fulfill university compliance reporting requirements at both the Federal and State level as well as with other agencies to include The Texas Higher Education Coordinating Board (THECB), Southern Association of Colleges and Schools (SACS), and the Integrated Postsecondary Education Data System (IPEDS). Supply data for the Board of Regents and the university community as needed. Make data available to various external constituencies such as the Delaware National Study, the Southern Regional Education Board, the Southern University Group, the Big 12 Data Exchange, U.S. News and Peterson's Guides. Offer analytical support for enrollment management including enrollment patterns and trends, enrollment projections, attendance patterns, and performance of first time students and transfer students, among others. In addition, the office serves as a clearinghouse for over two hundred internal and external surveys.

## Progress Toward Four-Year Goals for OISP Vision 2020 FY 1998-2001

### Imperatives II & III: OISP will strengthen UG & GR Programs by:

- Redesigned and requested a considerable amount of additional data on the extract files obtained from SIMS to address the increased internal demands for data and reporting.
- Conceptualized, conducted and summarized the findings of a survey of internal constituents directed at issues of report efficiency, value, worth, and convenience.
- Undertook an extensive appraisal and revision of all standard reports to establish a more efficient format for delivery of information essential to informed decision making, planning and reporting.

### Imperative VI: OISP will diversify and Globalize the A&M Community by:

- Established OISP as the central point for survey response so as to insure the integrity of the institution's replies to national statistical surveys, questionnaires and other non-routine requests for data or information.
- Established a formal network among the Directors of IR offices at the select Universities in Texas so as to promote a sharing of ideas and information.

### Imperative VII: OISP will lead in information technology by:

1997 OISP Goal – Improve the quality, timeliness and cost efficiency of generating information for the University community.

- Developed and implemented an innovative, practical, computer-based model for data management that improved data collection and made the data more readily available.
- Acquired state-of-the-art computers for all staff members and a server for the office.
- Purchased additional software capable of addressing long-standing directives and new mandates.
- Staff members received SPSS and ACCESS training that permitted them to acquire new skills and knowledge to meet long-standing directives and new mandates.
- Increased data integrity, report accuracy, and saved \$30,000 annually by shifting report generation from the mainframe to PC applications.
- Expanded our internal constituents' access to data by constructing a seamless, coordinated, on-line data and information system that combined student, faculty, and course data elements into a single accessible system.
- Conceptualized a Faculty Workload Web Application to boost faculty data cleanup and increase timeliness and accuracy of reports on course assignment information.

### Imperative X: OISP demanded enlightened governance and leadership by:

1997 OISP Goal – Provide an environment for continued staff development and longevity with the University.

- Developed a radically different paradigm for data management that afforded a completely different approach to demands that the old paradigm could not yield.
- Encouraged the entrepreneurial spirit of OISP staff by providing release time and allocating resources for them to attend and present at professional conferences.
- Three staff members received meritorious awards for outstanding service and work performance.

## **Four-Year Goals for OISP Vision 2020 FY 2002-2005**

### **Imperative I: OISP will elevate faculty & their teaching, research and scholarship by:**

- Promoting a precise statistical depiction of the characteristics and performance of Texas A&M University to the lay and higher education communities and thereby improving perceptions and support for the College and enhancing faculty (and staff) recruitment.

### **Imperatives II & III: OISP will strengthen UG & GR Programs by:**

- Continuing to collect, analyze, interpret and disseminate accurate and timely information on students, faculty, and courses in support of institutional decision-making, planning and reporting.
- Producing reports and information that are useful in: improving instruction and support services, increasing retention and graduation rates, enhancing marketing and promotion of the College, and informing numerous other management decisions that contribute to a refining of the academic culture.
- Transforming data into user-friendly reports that will assist decision and policy makers in increasing state resource flows and achieving resource allocation equal to the average for the best public flagship institutions.

### **Imperative VI: OISP will diversify and Globalize the A&M Community by:**

- Ensuring the integrity of the institution's response to national statistical surveys, questionnaires and other non-routine requests for data or information.
- Fostering a climate of collaboration and mutual respect among professionals working in the area of planning and institutional research to promote a sharing of ideas and information.
- Assisting continued growth of study abroad programs and enhancing student geographic diversity by formalizing an internal network between OISP, International Student Services and admissions that facilitates an exchange of accurate information.
- Determining an aspiration and an actual peer base to measure institutional performance.
- Establishing agreements with strategically important institutions (peer land grant universities) nationwide that support improved decision-making, planning and policy formation.

### **Imperative VII: OISP will lead in information technology by:**

- Maintaining state-of-the-art information and computing systems
- Effectively mastering complex technological advancements that allow the office to identify and plan quick responses to the most critical issues.
- Making data more readily available by enhancing the coordinated data and information system (web site) such that it promotes internal constituency use.
- Investigating additional ways of exploiting the potential opportunities afforded by the server
- Perfecting the Faculty Biographic web application.

### **Imperative X: OISP demand enlightened governance and leadership by:**

- Promoting the attainment of the University's mission via the best possible data and data analysis to both internal and external constituents.
- Encouraging the entrepreneurial spirit of OISP staff by promoting informed risk-taking
- Advancing the newly established office structure that encourages decision-making by the appropriate and most knowledgeable party regardless of level.
- Facilitating knowledge about issues in higher education at the university and state level through ongoing availability of staff development opportunities, cross training of personnel and documentation of report generation procedures.
- Continuing to nominate outstanding employees for performance recognition.