The Office of Institutional Effectiveness

**MISSION**
The Office of Institutional Effectiveness provides high-quality data, analytical tools, strategic analysis, and partnership-based education and collaboration to foster a University culture of data-informed decision making.

**VISION**
Be the trusted source for data that drive University success and recognized as a leader in impactful higher-education research and insights.

**WE WILL BE KNOWN FOR:**
- Having high standards of data quality, including consistency and transparency in how data is collected and analyzed.
- Educating and empowering University constituents to access, analyze, and interpret data through user-friendly, self-service tools and ongoing education.
- Being on the leading edge of data delivery by employing automation, data visualization, predictive modeling and forecasting.
- Engaging University collaborators to become data experts and champions to support effective data governance.
- Facilitating meaningful, actionable research and insights.
- Supporting assessment of student learning outcomes, program review, and accreditation processes in an efficient and systematic manner.

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**Priorities and Goals**

**Priority I: Ensure data quality through collaboration**

**Goal I:** Establish sustainable business practices for the IE data warehouse (e.g., training, technical processes, business processes).

**Goal II:** Cultivate a collaborative and collegial IE culture.

**Goal III:** Work with campus data partners to ensure data quality and create University-wide data governance infrastructure.

**Priority II: Empower campus constituents**

**Goal I:** Establish more effective dialogue with constituents to promote understanding of IE offerings, resources, priorities, and opportunities for collaboration.

**Goal II:** Broaden and increase training offerings to enable constituent self-service and increase overall University data competence.

**Goal III:** Broaden and increase collaboration efforts with University constituents.

**Priority III: Deliver actionable data and insights**

**Goal I:** Ensure IE plays a leadership role in University data service by understanding and addressing University data needs.

**Goal II:** Conduct in-depth, quality analysis of data in order to produce impactful research.

**Goal III:** Expand data visualization capabilities.

**Goal IV:** Establish consistent processes to improve University-wide survey implementation and analyses.

**Goal V:** Deliver efficient and systematic support of University-wide assessment, program review, and accreditation.

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**Strategic Plan**  
**2019 – 2024**

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**Metrics**