

IR 101:

WHAT IS INSTITUTIONAL RESEARCH, ANYWAY?

DEBORAH LEE, CONCORDIA UNIVERSITY

DR. DANIEL MARTINEZ, COLLEGE OF THE DESERT

PRESENTED TO CAIR, OCTOBER 27, SOUTH LAKE TAHOE

TELL US WHO YOU ARE

- What is your position?
- How long have you been in IR?
- 2/4 Year? Public/Private?
- What are you hoping to learn today?

BRIEF HISTORY OF IR

Dates back to 1950's

- Only about 10 schools had IR offices by 1955
- 1956 - American Council on Education (ACE) created the Office of Statistical Information and Research (OSIR)
- Early 1960's - 5 National Institutional Research Forums
- Association for Institutional Research – 1965
- 6th Forum and first AIR meeting – 1966
- Regional and state groups started (FAIR 1968; CAIR 1971)

FUNCTION OF IR

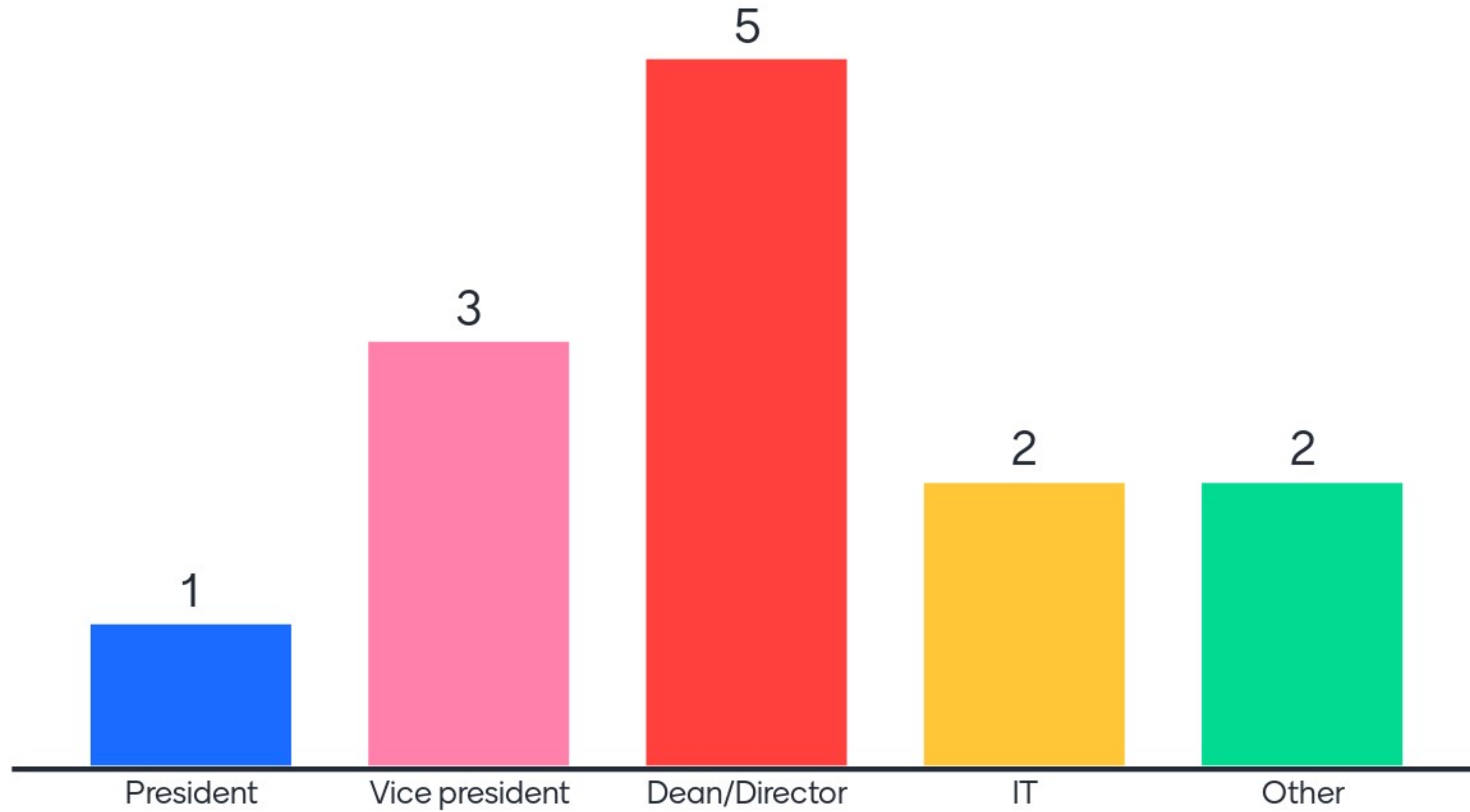
- Surveys
- Reporting
- Benchmarking Studies
- Resource allocation
- Program Evaluation
- Enrollment
- KPIs/Fact Books

FUNCTIONS OF IR

- Decision Support
- Applied/basic research
- Action research
- Policy Analysis
- Student Success

"Almost never is the final decision based solely on the finding of the research, nor should it be."

Multiple Choice



IR IN THE ORGANIZATION

- Institutional effectiveness
- Data governance
- Data warehouse
- Assessment
- Program review
- Institution level data collection/analysis

TOP 5 THINGS TO KNOW ABOUT IR

#5

ACRONYMS & ABBREVIATIONS

AIR – Association for Institutional Research

DOE – Department of Education

IE – Institutional Effectiveness

IPEDES – Integrated Postsecondary Education Data System

CDS- Common Data Set

WSCUC – WASC Senior College and University Commission

TOP 5 THINGS TO KNOW ABOUT IR

#4

DATA STEWARD

- Do you have the right data?
- Do you have all of the data?
- Are the data error free?
 - Duplicates
 - Compare with previous data
- Do the data make sense to you? To your users?

DATA STEWARD

- Reliable source of information and data
- Leadership to others
 - Sources of data
 - Use of data

“You will never get the same answer using different sets of data.”

AIR STATEMENT ON ANALYTICS



Go big.

Make an institutional commitment to analytics.



Analytics is a team sport.

Build your dream team.



Prepare.

Be ready for some detours on the road to success.



Invest what you can.

You can't afford not to.



Analytics has real impact on real people.

Avoid the pitfalls.



Tick-tock, tick-tock.

The time to act is now.

<https://changewithanalytics.com/statement/>

ANALYTICS HAS REAL IMPACT ON REAL PEOPLE

- Data breaches
- Inappropriate use of data

“Moreover, sophisticated new technologies and predictive algorithms may reinforce pernicious discrimination and bias if not carefully applied with knowledge of the underlying methods and data. Critical to integrating the use of analytics into institutional culture is ongoing attention to the protection of sensitive data and a deep understanding of the assumptions underlying the analytic methodologies.”

ANALYTICS HAS REAL IMPACT ON REAL PEOPLE

- Data breaches
- Inappropriate use of data

“Moreover, sophisticated new technologies and predictive algorithms may reinforce pernicious discrimination and bias if not carefully applied with **knowledge of the underlying methods and data**. Critical to integrating the use of analytics into institutional culture is ongoing attention to the protection of sensitive data and a deep understanding of the assumptions underlying the analytic methodologies.”

ANALYTICS HAS REAL IMPACT ON REAL PEOPLE

- Data breaches
- Inappropriate use of data

“Moreover, sophisticated new technologies and predictive algorithms may reinforce pernicious discrimination and bias if not carefully applied with **knowledge of the underlying methods and data**. Critical to integrating the use of analytics into institutional culture is ongoing attention to the protection of sensitive data and a **deep understanding of the assumptions underlying the analytic methodologies.**”

TOP 5 THINGS TO KNOW ABOUT IR

#3

QUESTIONS, QUESTIONS, AND MORE QUESTIONS

- What?
 - Data available, limitations, etc.
 - Teach them to fish
- Why?
 - Audience
 - Presentation of information (chart, graph, table)
 - Level of granularity
- When?
 - Time sensitivity

TOP 5 THINGS TO KNOW ABOUT IR

#2

YOU WANT A SEAT AT THE TABLE

- Depends on the table
 - Changes with each table
- Communicate
 - Who will benefit from your information?
- Collaborate
 - Partner with different departments

SEAT AT THE TABLE



Location: Irvine, CA

Type: Four-year private, not-for-profit

Calendar: Semester

Degrees: Bachelor's Master's, EdD

Size: 3,710 (Fall Census)

Website: www.cui.edu



Location: Palm Desert, CA

Type: Two-year public

Calendar: Semester

Degrees: AA/AS, Certificates

Size: 10,667 (Fall Census)

Website: www.collegeofthedesert.edu/

TOP 5 THINGS TO KNOW ABOUT IR

#1

YOU ARE NOT ALONE – CAIR/AIR

Continuing Education

- Conferences/network
- Webinars
- on-line learning

Resources

- AIR/CAIR
- Publications
- job board
- Listserv

AIR SURVEY OF IR OFFICES

- Nationally represented, longitudinal study
- Started in 2015
- Survey topics
 - IR office structure
 - Leadership
 - Resources
 - Effectiveness
- Seeks to better understand and improve IR office operations
- Link: [National Survey of IR Offices](#) (due December 10, 2021)

AIR SURVEY OF IR OFFICES

Chart 1. Most Common IR Office Reporting Relationships by Institutional Sector



AIR SURVEY OF IR OFFICES

Table 1. Current IR Office Reporting Relationship by Institutional Sector

Reporting Relationship	All Institutions (n = 543)	Public 4-year (n = 164)	Public 2-year (n = 125)	Private NFP 4-year (n = 254)
Provost/Chief Academic Officer	54%	68%	30%	58%
President/Chief Executive Officer	19%	10%	37%	16%
Independent IR/IE/Planning Unit	7%	5%	11%	7%
Finance, Operations, Business	5%	6%	4%	4%
Information Technology/IT	4%	4%	6%	3%
Enrollment Management, Admissions	3%	2%	0%	5%
Administration Services	2%	2%	3%	2%
Other	6%	3%	9%	5%

AIR SURVEY OF IR OFFICES

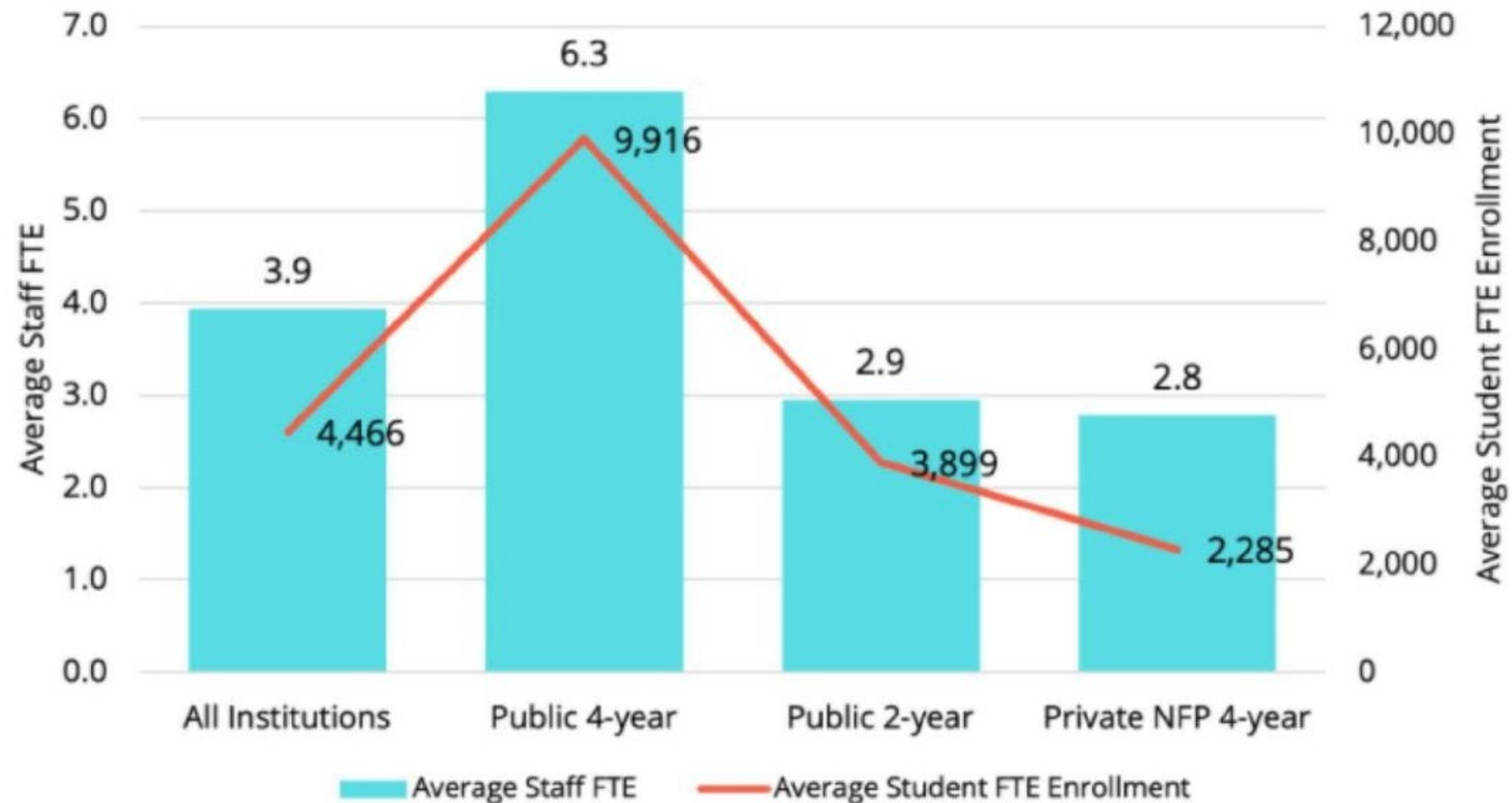
Table 2. Average FTE per IR Office

Staff Role	All Institutions	Public 4-year	Public 2-year	Private NFP 4-year
Office Leader	1.0	1.0	0.9	1.0
Associate/Assistant Directors	0.4	0.7	0.3	0.2
Analytical Staff	1.6	2.8	1.2	0.9
Technical Staff	0.4	0.9	0.2	0.1
Administrative Support Staff	0.3	0.4	0.3	0.2
Student Staff	0.3	0.5	0.0	0.4
TOTAL	3.9	6.3	2.9	2.8

Note: FTE = full-time equivalent.

AIR SURVEY OF IR OFFICES

Chart 2. Relationship between IR Office Staff FTE and Student FTE Enrollment



Note: FTE = full-time equivalent. Enrollment data reported from the 2017 Integrated Postsecondary Education Data System (IPEDS).

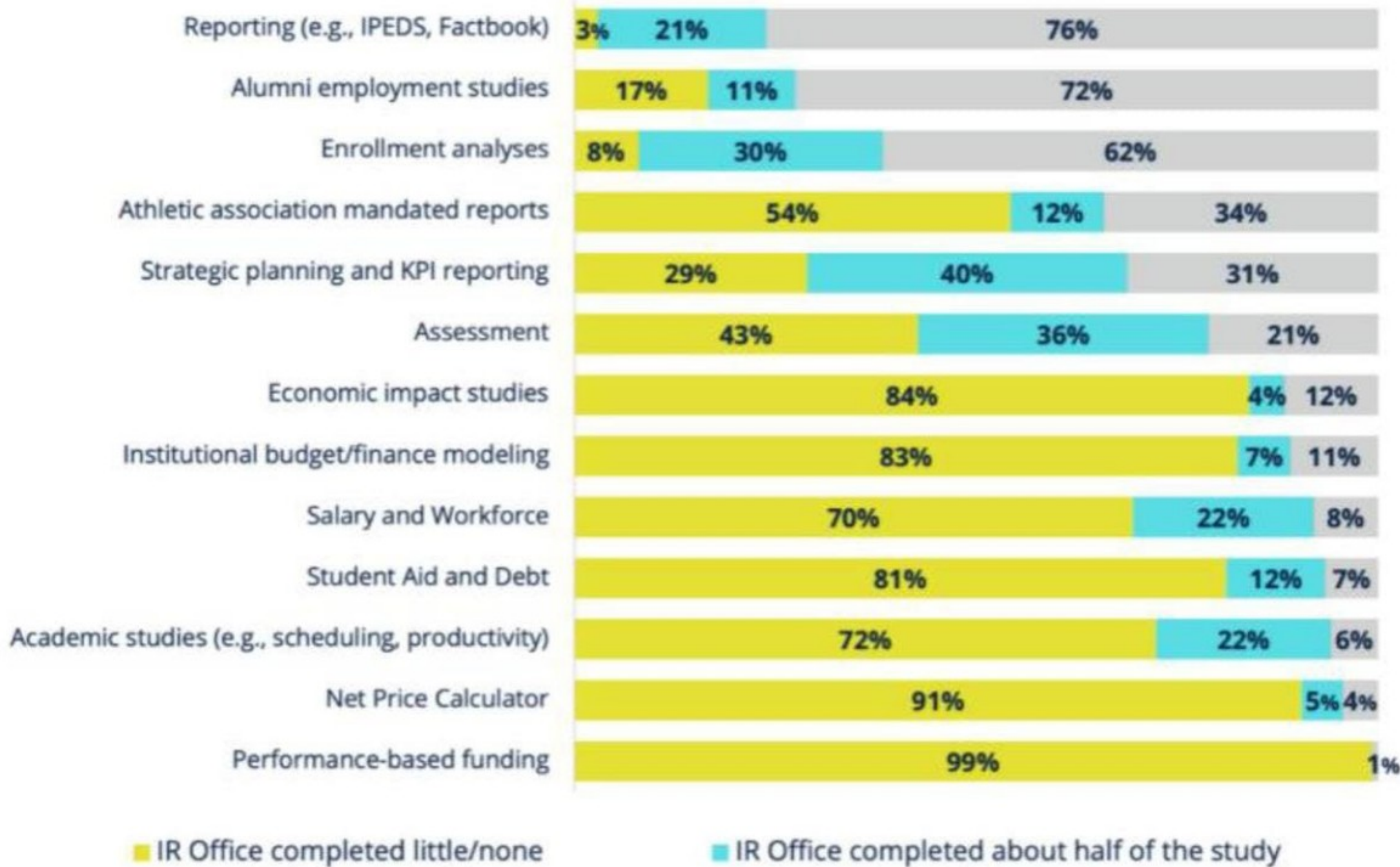
*2018 AIR National
Survey of IR Offices:
Topic Briefs*

AIR SURVEY OF IR OFFICES

Chart 1. Percentage of IR Office Work by Category

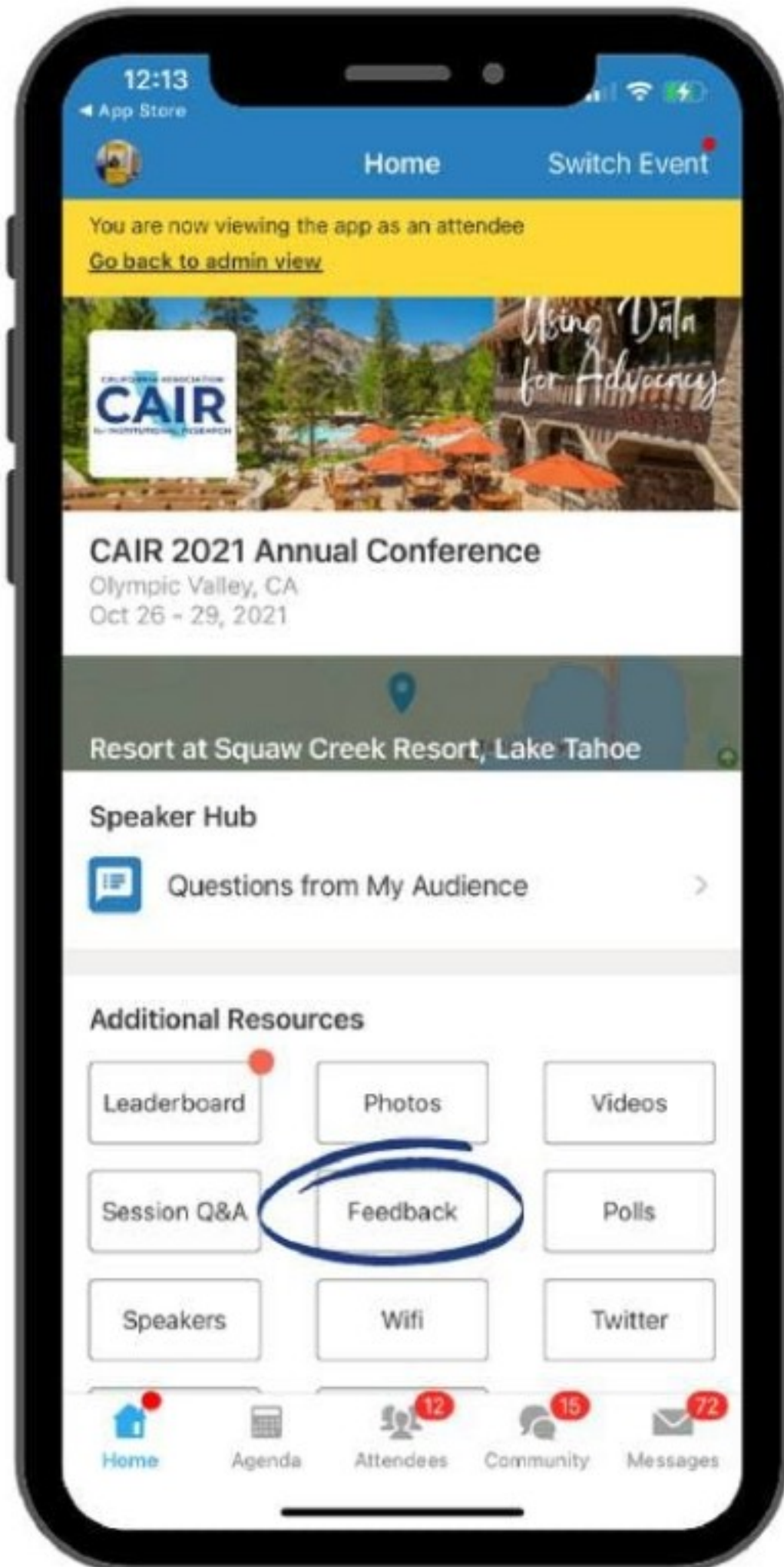


Chart 3. Focused Portfolios: Percentages of Studies Conducted by IR Offices



QUESTIONS OR COMMENTS

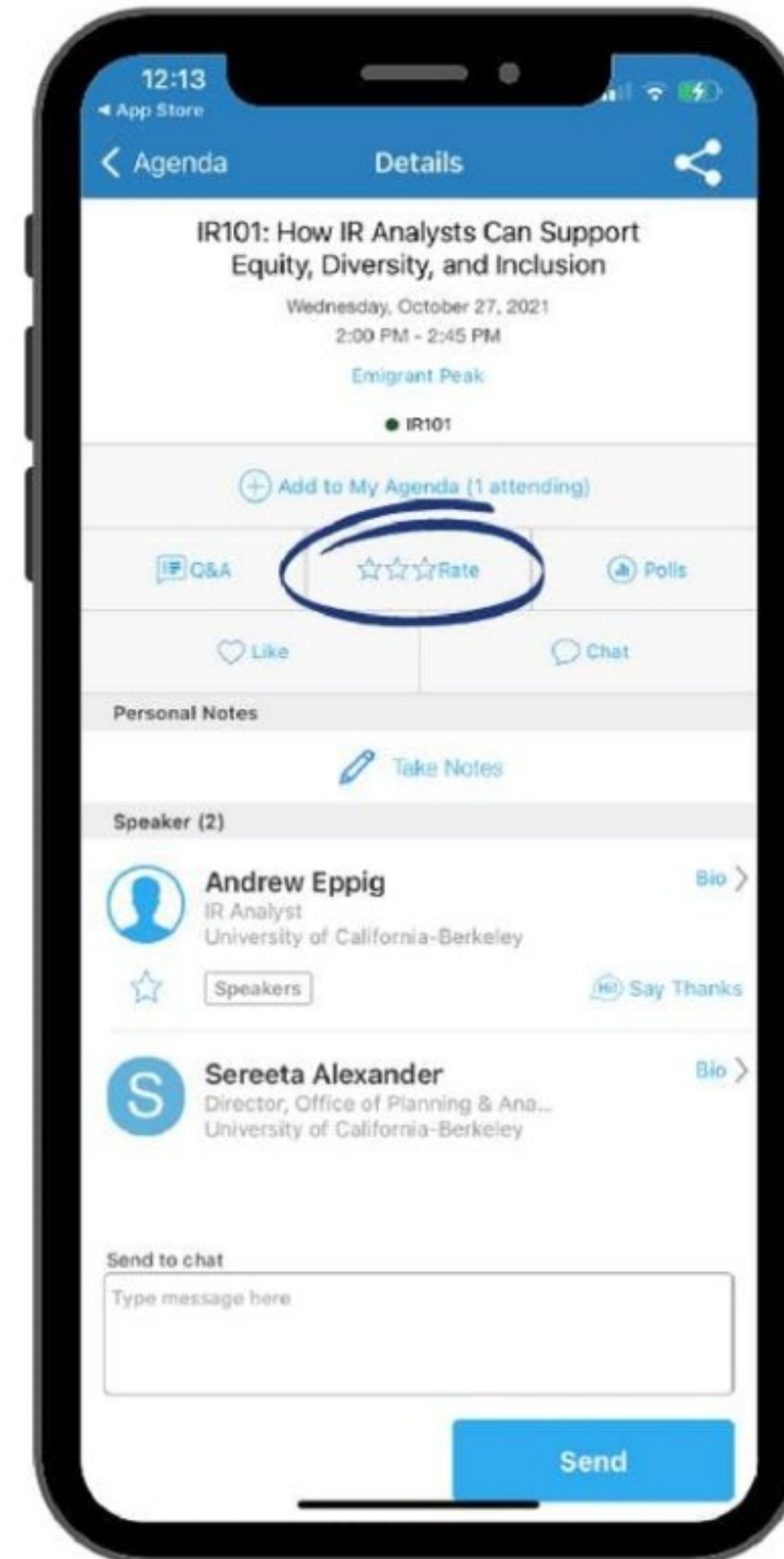
REMINDER: COMPLETE YOUR SESSION EVALUATIONS



OPTION 01

Home - Feedback

- Navigate to the **Home** page
- Click on **Feedback**
- Select **Session Feedback**
- Select the name of the session that you attended



OPTION 02

Agenda - Session

- Navigate to **Agenda** on the bottom menu
- Select session name
- Click **☆☆☆ Rate**