

## IR Assessment Survey Summary

The IR Assessment survey was initially distributed on March 25<sup>th</sup>, 2003 via e-mail to all 257 all full and part-time classified staff, administrative faculty, executive faculty and academic faculty on the “allcollege” email list which should match closely with data in the HR system. A revision to the survey was made to correctly reflect college employee categories as documented by the WNCC Steering Committee and re-distributed via email on March 26<sup>th</sup>, 2003. The need for this revision was discussed on a public email list. It can only be assumed that this public discussion positively affected the survey response rate of 42 percent (108 responses) and perhaps the responses themselves.

### Respondents

	Count	Percent of Total Respondents
Classified Staff	44	40.74%
Administrative Faculty	22	20.37%
Full-time Academic Faculty	36	33.33%
Part-time Academic Faculty	06	05.56%

### Survey Goal

1. The purpose of this survey was to gather information that would help Institutional Research complete its 2002-2003 internal assessment goal of facilitating college planning and assessment efforts and being responsive to our constituents by increasing the breadth of data readily available on the IR website. To do this, we will take the most popular answer selected from question seven of the survey (shown below), and add that component to the website by December 1st. We felt this was a way for us to be responsive to our customer’s needs and provide them with better information and service in the most convenient form.

7. What kind of information would you like to see added to the Institutional Research web site?

#### \*Description of all reports available

Glossary of reporting terms

Calendar of IR reporting

Information is adequate for my needs

Other

Upon review of the website reports, however, it was determined that all reports on the Institutional Research website already have clear descriptions available. Other reporting we might do for college personnel would be on an ad-hoc basis through the DRS system. After some discussion, the Institutional Research Office determined that college personnel were most likely referring to confusion about what kind of information they can request from Institutional Research on an ad-hoc basis.

To complete our assessment and be responsive to our customer’s needs, we will update all descriptions for reports posted on the IR website, add a preview of the contents of some reports, a glossary of terms, and a DRS Help document that lists the kind of information available on an ad-hoc basis. It is hoped that these additions to the website will make reports easier to understand and request.

### Additional Things We Learned

Institutional Research also included questions about the services we provide, customer satisfaction, and general campus awareness of Institutional Research’s existence and function in order to assess our general performance and come up with goals for the office’s 2003-2004 internal assessment. From those additional questions we were able to come to the following conclusions. 91 percent of all WNCC faculty and staff respondents know that there is an Institutional Research Office at Western Nevada Community College. 68 percent of those are familiar with the role of the office which is to improve institutional effectiveness. 29 percent of respondents have used the recently implemented DRS (SIS Data Request System) on the IR website. Almost half, or 47 percent, have not ever visited the IR website. Of those who have visited the IR

website, 90 percent were looking for information contained in reports posted online or access to the DRS to make an ad-hoc request. The other 10 percent were looking for information on the Institutional Research Office.

### **Customer Satisfaction Questions**

83 respondents rated IR customer service as either Very Good or Excellent 90 percent of the time.

#### **Totals**

Very Good:	112.05
Excellent:	340.96
Satisfactory:	46.98

#### Averages:

Very Good:	68%
Excellent:	22%
Satisfactory:	10%

### **Conclusions**

The Institutional Research Office can do a better job of publicizing its website, services, activities, and the role it plays in strategic planning at the college to the college community. This can be done by preparing pieces for college publications and working with Information and Marketing Services. The college community seems to be very happy with the customer service provided by the Institutional Research Office. The implementation of the online Data Request System (DRS) has been a great success with almost 300 completed requests in 2002-2003. However, the service can be improved by adding more help documentation including information what kind of ad-hoc reports can be requested. Institutional Research must remember that the goal is not to generate more ad-hoc requests, but to add to the data available on the website so that the college community can access it immediately, without making requests.