STRATEGIC PLAN

MISSION STATEMENT

The TCC Planning and Institutional Research department promotes a culture of informed decision making by providing accurate, timely, and official institutional data and research. The department also fosters data use by managing and providing user support for the College's reporting tool.

VISION STATEMENT

The Planning and Institutional Research department will advance a culture of evidence at TCC through quality analysis and reporting, effective communication of institutional data and its potential uses, and engaged collaboration with the College's diverse stakeholders.

GUIDING VALUES

Accountability, Collaboration, Innovation, Integrity, Quality, Strategic Improvement

IMPLEMENTATION AND REVIEW TIMELINE FOR 2014-2015

- Plan and action steps implemented from July 1, 2014 – June 30, 2015
- Winter P&IR Planning and Evaluation Retreat in early January of 2015 for mid-year review of Plan and begin developing Plan for 2015-2016 (identify budget items to be included in P&IR budget submitted in March of 2015)
- Summer P&IR Planning and Evaluation Retreat in Summer 2015 for end-of-year review of Plan and refining Plan for 2015-2016, as needed

PLANNING PROCESS SUMMARY

In Fall 2013, the Planning and Institutional Research department began a process to develop a departmental strategic plan for the 2014-2015 academic year. Although the department regularly completes projects and tasks that support all three of TCC's college-wide Strategic Plan goals, the P&IR Strategic Plan heavily emphasizes and supports Goal 2: Organizational Development and Accountability. Listed below is a timeline of activities that comprised the department's process for developing the Plan:

- October 23, 2013 – P&IR departmental retreat to discuss strategic planning, including a review of the department's mission statement, the development of a departmental vision statement, and the creation of departmental guiding values
- November 21, 2013 – P&IR departmental retreat to conduct a SWOT analysis and to begin working on broad departmental goals, in light of the department's new mission, vision, and guiding values
- December 2013 through January 2014 – P&IR departmental meetings to finalize strategic goals and develop more specific objectives and action steps
- February through March 2014 - P&IR departmental meetings to finalize objectives, align actions steps with objectives and goals, and begin discussion of Key Performance Indicators for each goal
- April 2014 – P&IR Strategic Plan goals, objectives, and action steps completed

GOAL ONE

PROVIDE DECISION SUPPORT THROUGH EDUCATION AND COLLABORATIVE PARTNERSHIPS

Objective 1.A.   **Collaborate with TCC employees to better align institutional needs with data sources**

ACTION STEPS
- Conduct a survey to determine TCC employees' awareness, understanding, and use of institutional data and reports
- Develop a decision tree for employees who request Cognos data reports based on what types of reports should come from P&IR and what reports should come from Professional Authors outside of P&IR
- Meet with TCC's Cabinet members to determine and better meet their unique data needs
- Initiate meetings with TCC departments or work groups to consult about data needs
- Develop a college-wide task force to evaluate and possibly revise Exit and Alumni Surveys

Objective 1.B.   **Educate TCC stakeholders about institutional data to promote informed decision-making**

ACTION STEPS
- Create an FAQ page for P&IR website to better communicate data definitions and related terms
- Identify who at TCC uses specific P&IR reports and create more targeted communications of reports
- Develop a standard section for all P&IR presentations about institutional data at TCC that includes suggestions about how the results can be used and how they connect to the College's Strategic Plan
- Create a P&IR Recurring Projects Overview document to share with college stakeholders
- Develop a communication plan for encouraging participation in the next PACE survey administration

GOAL TWO

IMPROVE DATA MANAGEMENT, ACCESS, AND INTEGRITY

Objective 2.A.   **Ensure efficient retrieval and promote strategic use of institutional data**

ACTION STEPS

- Evaluate the need and potential value of implementing the Enterprise Data Warehouse (EDW)
- Develop a systematic process for identifying Professional Authors, either new or replacement Authors
- Conduct periodic audits of Cognos usage to ensure strategic use of our Cognos licenses
- Provide training for Cognos users through SPOD classes, the Professional Author User Group, and new user orientation
- Improve the accessibility and presentation of institutional data on the P&IR website
- Create items for P&IR survey to ask employees if they know who their assigned Cognos Professional Author is and to ascertain whether they have requested reports from their Professional Author
- Determine direct measures to assess Cognos use

Objective 2.B.   **Improve data consistency, integrity, and security**

ACTION STEPS

- Align student data and statistics used in all institutional research and reporting, including submissions to OSRHE (UDS) and IPEDS
- Create a Professional Author Cognos/Banner Technical Reference to ensure consistent use of data definitions and parameters across the College
- Create a decision tree for P&IR internal use to clarify when to use various data sources (IPEDS, UDS, State Tape, Live System) to complete requests for data and/or research
- Create Cognos reports for the OSRHE UDS enrollment files
- Explore the steps necessary to align security access across Banner and Cognos
- Assess Cognos users' understanding of data elements as well as their perceptions of data integrity and accuracy

GOAL THREE

ADVANCE PLANNING AND INSTITUTIONAL EFFECTIVENESS

Objective 3.A.   **Assist TCC departments and initiatives with program planning and evaluation efforts**

ACTION STEPS

- Create a P&IR research project intake form to be used when employees request a research or survey project
- Develop criteria and a process for assigning Qualtrics licenses
- Create a *Helpful Tips for Survey Development* document to share with stakeholders requesting survey assistance
- Work with Completing the Dream Lead Team on improving the process for new innovation applications
- Work with Completing the Dream Lead Team to develop a work plan template for innovation teams
- Work with Completing the Dream innovation teams to promote effective data collection, analysis, and use

Objective 3.B.   **Lead and participate in college-wide efforts dedicated to strategic planning, accreditation, and institutional effectiveness**

ACTION STEPS

- Work with college leadership on creating a systematic process for developing the College's next Strategic Plan
- Participate on HLC teams to help compile TCC's evidence file for the new Open Pathway model of reaccreditation
- Work with other areas and college leadership to identify key performance indicators (KPIs) for college-wide initiatives
- Work with college leadership on developing the College's Quality Initiative for HLC

Objective 3.C.   **Ensure P&IR effectiveness through systematic and continuous assessment processes**

ACTION STEPS

- Improve the ease with which the P&IR recurring projects and service requests database can be queried and used for internal planning, research, and assessment
- Create departmental process outcomes to assess and track on an annual basis
- Analyze service requests database to assess how P&IR is serving the College
- Generate items about TCC employees' satisfaction with and perceptions of P&IR effectiveness to include on the P&IR annual survey

GOAL FOUR

EXPAND RESEARCH ANALYSIS, TOOLS, AND RESOURCES

Objective 4.A.   **Explore new tools to enhance data analysis**

ACTION STEPS
- Learn more about and investigate the potential benefits of predictive analytics
- Examine the features and potential uses of Metric Studio and Analysis Studio in Cognos
- Evaluate different models of projecting enrollments

Objective 4.B.   **Capitalize on and improve access to sources of research and data**

ACTION STEPS
- Work with college leadership to improve TCC's ability to remain in contact with alumni
- Integrate data from the National Student Clearinghouse and OSRHE to produce a more comprehensive transfer report for tracking our first-time, degree-seeking cohorts
- Work with the Oklahoma Employment Security Commission to track wage records for TCC alumni
- Work with college administrators, staff, and faculty to address important institutional research questions via custom research projects conducted by the Education Advisory Board