



OFFICE OF INSTITUTIONAL RESEARCH & PLANNING

**ANNUAL REPORT
2007-2008**

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Section A: Division/Department Profile & Productivity At-a-Glance

Number of Completed Projects, Assignments and Tasks	22
Number of Major Ongoing Projects	4
Number of Major New Projects	2
Number of Consulting Service/Advice Provided to College Community	16
Number of Written ad-hoc Reports or Studies	8
Number of Surveys/Questionnaires Administered and/or Responded	19
Number of Students Served by Surveys	1,692
Number of Faculty and Staff Served by Surveys	0
Number of External Data Requests and Reports Prepared for University System and External Agencies	8
Number of Internal Data Requests Provided or Answered to	39
Number of Full-Time Staff	1
Number of Part-Time Staff	1
Number of Professional Development Activities by Staff	0
Number of Community Activities	0
Percentage of Staff Serving on Committees	100%
Total Operating Expenditures (FY 2007)	\$126,418.00
Operating Supplies & Expenses (FY 2007)	\$20,766.00
Equipment Expenditures (FY 2007)	\$-0-

Section B: Summary of Major Accomplishments

1. Provided support and documentation to the strategic planning committee in reviewing second year implementation goals and planning as well as developed third year implementation plan goals for the 2006-2010 Strategic Plan.
2. Updated DSC's retention and graduation rate revisions for Board of Regents.
3. Produced a summary report of all revised academic schools and administrative units' mission statements in line with the new/updated college mission and purpose statement.
4. Began work to narrow down a topic for DSC's SACS QEP in preparation for the next reaffirmation visit.
5. Assisted with the Georgia Default Prevention Project for DSC.
6. Coordinated and provided data to DSC's participation in the USG Georgia Participation Report regarding the 2008 National Postsecondary Student Aid Study.
7. Coordinated DSC's participation in USG 2007 NSSE Study.
8. Assisted with DSC Title III grant accountability requirements by administering the fourth year of ACT's Academic Advising Survey.
9. Developed a list of all associate degree and certificate programs offered by Georgia's technical colleges by institution, to be compared with programs offered by DSC.
10. Updated DSC's enrollment projections to year 2020.
11. Continues to administer surveys to gather information to use in identifying strategic areas needing improvement with regard to College programs and services. The Table below shows the surveys and the numbers served during the 2007-2008 year:

Institutional Research Survey List & Count	
July 1, 2007 - June 30, 2008	
ACT Academic Advising Survey	531
ACT Student Readiness Inventory Survey	709
School of Business Graduates Survey (EBI)	61
Graduating Students Survey	242
School of Nursing Graduates Survey	69
School of Technology Graduates Surveys	80
TOTAL SERVED	1,692

12. The office also continued to provide and complete external information requests, as well as coordinate the IPEDS Completions/Institutional Characteristics/Fall Enrollment/Finance/Student Financial Data/Graduation Rates reports for Dalton State College. Information requests/surveys were completed and coordinated for the following:
- Alfred P. Sloan Foundation Study of Online Learning in US Higher Education
 - America's Best Colleges Financial Aid Statistical Survey
 - Board of Regents Research, Instruction & Public Service Contracts & Grants Survey
 - Board of Regents Survey of Students in the University System re: Freedom of Speech and Campus Life
 - College Board's Annual Survey of Undergraduate Institutions
 - Higher Education Directory Update
 - International Student Enrollment Survey
 - Modern Language Association of Foreign Language Course Registrations
 - Peterson's Annual Survey of Undergraduate Institutions
 - SACS Institutional Profile for General Information and Enrollment Data
 - U.S. News Survey of Distance Education
 - US News Financial Aid survey
 - Wintergreen Orchard House Four-Year College Admissions Survey
13. Produced the following reports:
- *Dalton State College Fact Book, 2007*
 - *Dalton State College Annual Report of Institutional Progress, 2006-2007*
 - *2006-2010 Strategic Plan Update Reports*
 - *Dalton State College Strategic Plan Progress Reports, 2007-2008*
 - *CAAP Assessment Results, Graduates – Spring 2007*
 - *2008 Graduating Student Survey Results Summary Report*
 - *Institutional Profile Update, Fall 2007*
14. The Director served on the following committees during the 2007-2008 planning period:
- Academic Council
 - Administrative Council
 - Retention, Progression and Graduation (RPG) Committee
 - Social Work Professional Advisory Board
 - Strategic Planning Committee
 - Partners In Profession Education (PIPE) Advisory Committee
 - Institutional Effectiveness Subcommittee (ex-officio)
15. Continued to represent the College at the Administrative Council of Institutional Researchers of the University System of Georgia.
16. Continued to serve as faculty advisor for the College's International Students' Association (ISA).

17. Continued to instruct a one-credit hour Sociology course (SOC 1000: Race and Ethnicity in American Society).
18. Began teaching a 3 credit education course (EDUC 2120: Exploring Socio-Cultural Perspective on Diversity in Educational Settings) in the School of Education.
19. Appointed a member of the University System of Georgia Regents Administrative Committee on Institutional Effectiveness (RACIE).

Section C: Annual Progress in Strategic Planning

Goal 2: Change public perception of the College.

Objective/Action Plan

The director of public relations and the director of institutional research will administer a survey instrument to selected members of the College's community during the 2006/2007 academic year and will compile the results to assess the extent of the community's perception of Dalton State College as a four-year degree granting institution.

Success Indicator

Accurate community perception of DSC as a 4-year institution as measured by community survey – 25% over baseline survey data.

Evaluation Review

Findings: After meeting with departing president to review sample surveys, it was decided that the goal should be postponed for action by the incoming president.

Recommendations: None.

Conclusion: The goal did not go forward as an action item.

Continuous Improvement Summary

Unit Performance: None.

Goal Attainment: This goal was not achieved.

Effect for Next Period: Goal will be taken up in the next planning period.

Benefits to Organization: None at this moment.

Goal 40: Implement tracking of students and regular evaluation of retention programs and services.

Objective/Action Plan

The Institutional Research office will design and implement an assessment mechanism to help improve DSC's retention and graduation rates and regularly evaluate its retention programs and services.

Success Indicators

Number of programs and services regularly reviewed.

Assessment of intervention strategies from regular reviews.

Existence and success of tracking mechanisms.

Documentation of successful intervention programs and services.

Evaluation Review

Findings: No action taken on this goal.

Recommendations: None.

Conclusion: The goal did not go forward as an action item.

Continuous Improvement Summary

Unit Performance: None.

Goal Attainment: Goal was not achieved.

Effect for Next Period: Uncertain.

Benefits to Organization: None at this period.

Section D: Annual Progress in Assessing Institutional Effectiveness

1. **Did your unit adopt any new or significantly revised outcome measures in administrative and support functions?**

No.

2. **Did your unit implement any new methods for assessing administrative support functions or services?**

No.

3. **What specific changes did your unit make to administrative or support functions and processes as a result of assessment evidence?**

None.

4. **List evidence of specific improvements to your unit's administrative and support services functions, which resulted from assessment-based changes.**

None.

5. **If available, please provide information on any major findings from self-studies and peer reviews performed for institutional accreditation as related to your unit.**

None.

Section E: Overall Divisional Health and Plans for the Upcoming Year

The office continued to be productive and contribute to the general decision making processes of the institution with its reports, data dissemination, and other ad-hoc projects. As the college grows, the office will continually be called upon to assist and provide expertise and leadership in the areas of institutional research, planning, and assessment. This will be more pressing as the college prepares for its next reaffirmation accreditation. In this regard, the office is grateful that just before the fiscal year ended, funds were available for the employment of a full-time research analyst and the purchase of a web-based survey program to administer and analyze all surveys produced by the office. This is a very positive development and bodes well for increased efficiency and productivity in the office. I would thus say the overall health of the department is healthy. Looking ahead for the upcoming year, the office plans to:

1. Create a set of research reports for administrative use, which will be defined by senior administrative officers, as a mechanism for decision-making purposes.
2. Choose a topic and develop the modalities (report table of contents, timetable and plan for reaffirmation process, information gathering, etc.) for DSC's SACS Quality Enhancement Plan (QEP).
3. Develop and produce a new strategic plan under the new president.
4. Update DSC's institutional effectiveness program with associated documents and post on website.
5. Produce peer/aspirational group comparative reports per institutions selected for DSC by USG.
6. Continue teaching sociology and education classes with research/publishing in the areas of race and ethnic relations and multicultural education.
7. Administer 2008 NSSE and FSSE surveys for DSC.
8. Assist with faculty workload study.
9. Administer institutional effectiveness surveys for administrative departments