

OIRE Annual Report



2015-16

Office of Institutional Research and Evaluation (OIRE)
112 Packard Avenue
Medford, MA 02155
617.627.3274
<http://provost.tufts.edu/institutionalresearch/>

Letter from the Associate Provost

In 2015-16, the Office of Institutional Research and Evaluation (OIRE) continued to work diligently to meet ever-increasing demands. During the course of the fiscal and academic year, OIRE team members completed a variety of projects that ranged in complexity from simple data requests to the creation of several university-wide dashboards pulling together dozens of information sources. I am pleased that in the past year, OIRE was once again able to serve every school and division within the university.

Time and attention in 2015-16 was devoted to supporting several major initiatives and committees, many of which are detailed in this report. Of particular note is the office's work developing Tufts' first diversity dashboard. Together with the Chief Diversity Officer and the Assessment, Reporting and Dashboard subcommittee of the Diversity and Inclusion Working Group, OIRE created and implemented the public dashboard, which is featured on the [top-level diversity site at Tufts.edu](#). To ensure that the dashboard met the needs of the entire Tufts community, OIRE participated in several feedback forums with students, faculty and staff on the Medford and Boston campuses; sessions were held with the trustees and senior leadership as well. The dashboard currently includes information about the gender and race/ethnicity of faculty, staff and students; the geographic diversity of students; and undergraduate graduation rates. Future improvements for the dashboard include expanding the types of compositional data that are presented and the inclusion of trends over time.

Another major initiative at OIRE involved the release of results from the Tufts Attitudes about Sexual Conduct Survey (TASCS). Working closely with the Office of Equal Opportunity (OEO), OIRE created a detailed report of survey results, which was [published on the OEO's website](#). In addition, the office participated in a series of panel discussions hosted by President Monaco. These discussions were aimed at engaging the Tufts community around the survey results, and reached students, faculty, and administrators on all three campuses, as well as attendees of Parents' Weekend on the Medford campus. The findings were presented and discussed in a number of additional forums as well, including the Academic Council and the Women's Center.

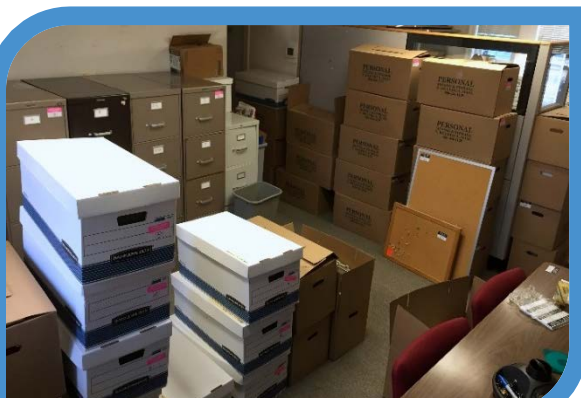
During the course of the year the office experienced several transitions. In the fall of 2015, Katia Miller departed to assume a position with Boston Public Schools, and in the spring Jennifer May departed to attend graduate school. Don Smith and Steven Babbin were hired to fill the open positions. The entire office experienced a geographic transition as well; in March of 2016 OIRE moved out of 28 Sawyer Avenue, where it had been located for 47 years. We are now located at 112 Packard Avenue on the second and third floors.

Sorting through and moving over 40 years of files was a substantial amount of work, but the staff worked together over the winter to get it done, and we are happily settled into the new space.

2015-16 was a productive and eventful year, and I look forward to seeing what 2016-17 will bring.



Dawn Geronimo Terkla
Associate Provost of Institutional Research,
Assessment & Evaluation



03/02/2016 – Medford/Somerville, Mass. – The Office of Institutional Research and Evaluation bids goodbye to 28 Sawyer Avenue, its home for over 40 years

Mission

The Office of Institutional Research & Evaluation (OIRE) serves as a resource for the Tufts University community. We provide accurate and timely information to stakeholders across the university, and support informed planning and decision making at all levels.

Primary Functions

OIRE's core activities include the following:

Mandated reporting & accreditation

OIRE manages many of the university-wide federal reporting requirements, including the Integrated Postsecondary Education Data System (IPEDS) Surveys and the data disclosures mandated in the Higher Education Opportunity Act (HEOA). On a five- and ten-year cycle, the office spearheads the university's self-study for reaccreditation by the New England Association of Schools and Colleges (NEASC) and Commission on Institutions of Higher Education (CIHE); on an annual basis, the office prepares the NEASC Annual Report. OIRE also works to provide schools and academic departments the data needed to complete their own self-studies for program review and reaccreditation.

Tufts University *Fact Book*

OIRE annually produces the Tufts University *Fact Book*, a compilation of basic information about Tufts, covering its history, programs, students, staff, facilities and finances. Updating it each year is a major undertaking that involves working with hundreds of individuals across the university. The final product is a comprehensive collection of information about Tufts.

Survey research for the university community

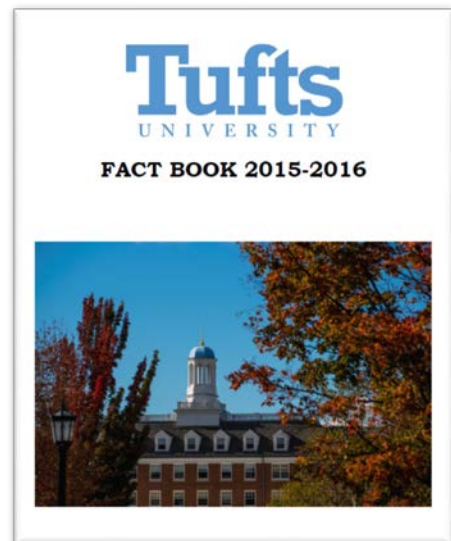
Survey research is an integral part of the work of OIRE. The office develops and conducts surveys for a wide variety of offices on campus, including annually-administered admissions, exit, and student experience surveys, alumni surveys, employer surveys, ad hoc projects on specific topics, and consortial surveys.

Data requests and short-term projects

OIRE is regularly called upon to assist university stakeholders in answering questions about the university. These questions range from simple enrollment inquiries to more complex analyses on particular topics. OIRE also responds to a large number of data requests from external agencies such as University & College Accountability Network (UCAN), Boston Business Journal (BBJ), and Thomson Reuters, and provides data to a variety of rankings agencies like U.S. News and World Report, Peterson's, Times Higher Education, and QS. In addition, OIRE annually facilitates the collection and reporting of faculty compensation data to the American Association of University Professors (AAUP) and the College & University Personnel Association (CUPA).

Dashboards, Risk Register, and other university-level undertakings

In conjunction with the trustees and the Offices of the President and Provost, OIRE develops, collects, organizes, monitors and maintains university- and school-level strategic indicators. Some examples of this work include the University Dashboard, the



Risk Register, the Trustees Academic Affairs Committee (TAAC) dashboards, and national and international rankings analyses.

Consultations on survey design and data analysis

In addition to doing our own survey work, OIRE also regularly consults with individuals across Tufts' campuses who are interested in doing their own surveys. We provide expertise in survey design, administration, and use of Qualtrics, the university's online survey tool. In addition, we work with campus stakeholders individually and in workshop settings on data analysis and visualization.

Evaluation Work

OIRE routinely works with members of the university community to design and conduct evaluations. We assist faculty in writing evaluation plans for grant proposals, perform evaluations for funded grant projects, evaluate campus programs such as the Tisch Scholars program, and consult with others on campus who are evaluating campus programs like BLAST, BEST, and the 1+4 Program.

Business Intelligence and Data Integrity

Since the implementation of the new student information system (SIS) and the associated new data warehouse, OIRE has been actively involved in issues of business intelligence and data integrity at Tufts. One member of the office staff works with TTS' Business Intelligence team two days a week, ensuring an open flow of communication between the two offices. OIRE has also led the effort to ensure the accuracy and accessibility of data in SIS and the data warehouse.

Service to the university

In addition to the Associate Provost, who sits on a number of university committees, almost all other members of OIRE staff serve on committees across the university. These include outcomes assessment committees on all three campuses, the Institutional Review Board, the Diversity and Inclusion Working Group, the Sexual Misconduct Prevention Task Force, the University Work/Life Balance Committee, and the IT Governance Administration Subcommittee. Members of the office also convene and lead the university-wide Tableau and Qualtrics Users Groups.

Knowledge dissemination and service to the profession

One of OIRE's points of pride is the service that it provides to the institutional research profession and the higher education community at large. Members of the office hold memberships in the North East Association for Institutional Research (NEAIR), the Association for Institutional Research (AIR), EAIR (The European Higher Education Society), and the American Evaluation Association. The Associate Provost is a past president of both AIR and NEAIR, as well as a past chair of the Executive Committee of the National Postsecondary Education Cooperative (NPEC). OIRE staff routinely review conference proposals for the NEAIR and AIR annual conferences, serve on conference committees, and present at NEAIR and AIR on topical issues in institutional research. The OIRE staff also periodically publishes work in journals and books.

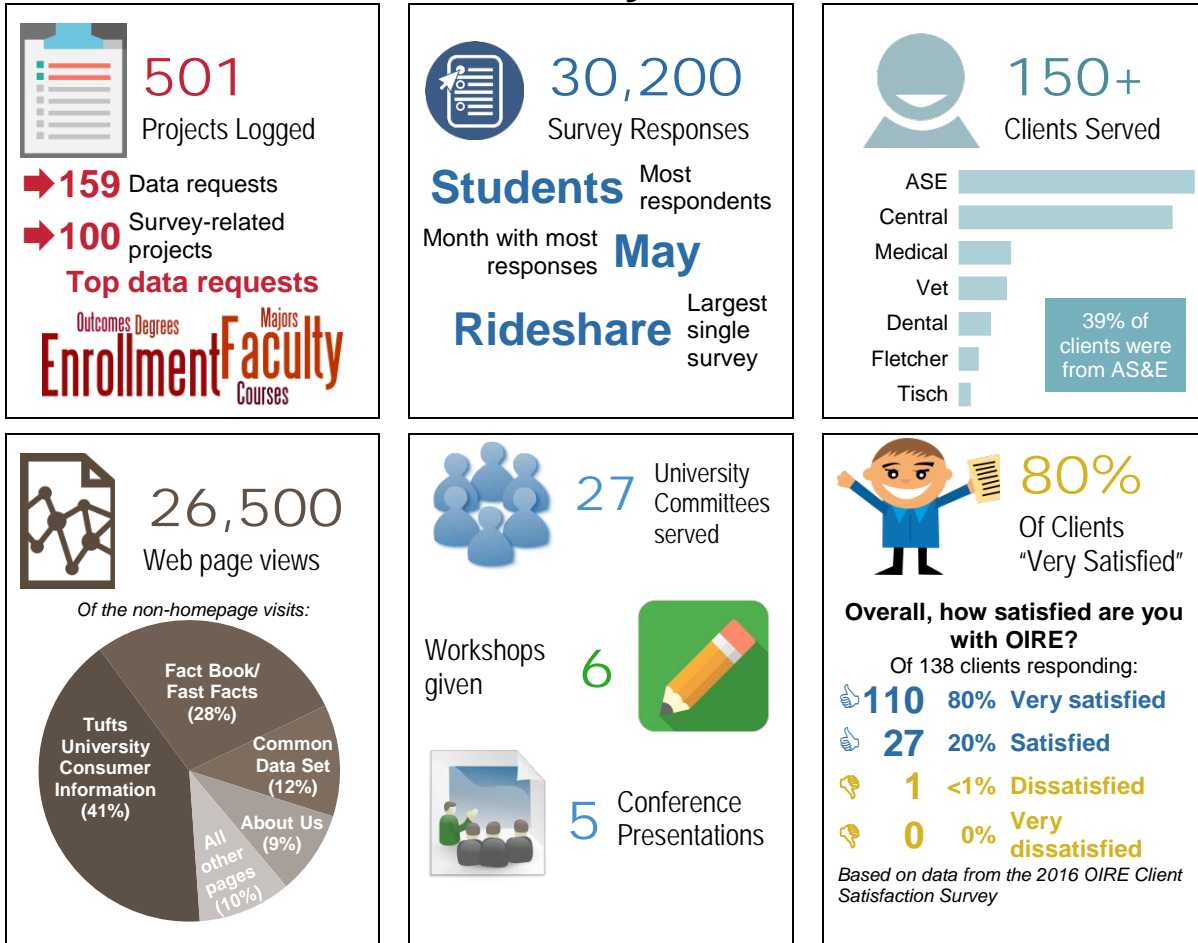


06/03/2016 – New Orleans, LA – Research Analyst Emma Morgan presents “Instant Comparison: IPEDS Survey Files Working for You” at the AIR Annual Forum.

Our work

During the 2016 fiscal year, OIRE staff logged approximately 500 projects, the bulk of which were internal and external data requests (~160 projects) and survey-related work (~100 projects). Most of the remaining projects involved evaluation work, committee work, business intelligence and data integrity projects, mandatory reporting, accreditation-related projects, and work on dashboards, strategic metrics, and the risk register. In addition, the two members of the office that sit on the SBER IRB reviewed 104 IRB proposals and modifications.

OIRE 2015-16: By the Numbers



The following pages summarize some of our major projects in FY16.

Our Work - Highlights

Mandated reporting & accreditation

NEASC

- Serve as NEASC Accreditation Liaison
- Work to resolve credit hour issue raised during last accreditation visit
- Manage substantive change process related to the SMFA at Tufts
- Continuous push to develop sustainable assessment programs; serve on outcomes assessment committees

IPEDS

- Serve as IPEDS Keyholder & ensure timely and accurate data submissions
- Develop IPEDS reporting capabilities out of SIS
- Maintain official university statistics

HEOA

- Maintain Tufts University Consumer Information (TUCI) page
- About 40% of OIRE web traffic goes to TUCI pages
- Top pages: net price calculator, top undergraduate majors, veterans, graduation rates

University Fact Book

Fact Book

- Released in February/March
- 100 printed copies
- Fact Book page is single most-visited page on our website, accounting for a fifth of all website traffic
- Approximately 400 views per month

Fast Facts

- Released in December/January on our website
- Fast Facts page accounts for about 8% of website traffic
- Approximately 150 views per month

Data requests and short-term projects

Internal

- Over 130 requests for data
- Primarily enrollment, faculty info, course enrollment, addresses, student majors and degrees awarded
- Key reports/analyses:
 - Clearinghouse/admissions
 - AMCAS
 - CUPA peer faculty salary
 - Graduation/retention

External

- Academic Analytics
- AAUP; CUPA
- AICUM
- Common Data Set
- NEBHE
- CGS/GRE
- Boston Business Journal
- Higher Ed Directory
- UCAN
- NCAA

Rankings

- Petersons
- GRUP
- Kiplinger
- US News
- QS
- Thomson Reuters
- Times Higher Ed

Dashboards, Metrics, etc.

Dashboard & Strategic Metrics

- Maintain metrics and template for University Dashboard and TAAC Dashboard; update three times a year for trustee meetings
- Ongoing work in developing, collecting, organizing and presenting strategic metrics (done in close partnership with trustees, provost, president and other senior leadership)
- Develop & implement Diversity Dashboard

University Risk Register

- Create, maintain and disseminate annual risk and compliance schedule
- Solicit data from key constituents and stakeholders, follow-up and provide data to Office of the EVP
- Serve as key contact for data requests and questions
- Maintain integrity of reporting schedule and risk and compliance template changes

Our Work - Highlights

Survey Research

Admissions

- Enrolling & Non-Enrolling Surveys for:
 - Graduate A&S and EN
 - Undergraduate AS&E
 - Dental
 - Fletcher
 - Cummings - Vet
- Admissions withdrawal survey (Medical)

Student Experience (Undergrad.)

- Orientation Survey
- First-year First-Week
- First-year and Sophomore Surveys
- Dining Survey
- Art Gallery Survey
- Ears 4 Peers Survey
- Student-athlete Survey

Student Experience (Grad. & Prof.)

- Fletcher Continuing Student Survey
- Dining Survey
- Medford cost of attendance survey

Faculty/Staff

- Dental Communications Survey
- Catering Survey
- Dining Employee Survey
- COACHE faculty survey
- International Research & Teaching Survey
- TCDER Faculty Skills Assessment Survey

Faculty, Staff & Students

- Public Safety Survey
- Tisch Library Survey
- RideShare survey

Exit Surveys

- Graduating student surveys for:
 - AS&E Undergrad (Senior Survey)
 - GSAS & SOE (Grad)
 - Fletcher
 - PHPD
 - Cummings - Vet

Alumni

- Alumni surveys for:
 - PHPD
 - Dental
 - Cummings - Vet
 - Engineering
 - Medical (PGY-1)

UA/Comm.

- Class of 1966 survey
- Follow-up to last year's Advancement Survey

Other

- Parent Alcohol Handbook survey
- Cummings - Vet:
 - Ionizing Radiation
 - Radiology Training
 - Electronic Medical Records
- Spiritual Interests Survey
- Global Service Learning Program Assessment (Dental)
- CTSI Market Analysis

Consulting & Workshops

Workshops & User Groups

- Survey Best Practices Webinar (in collaboration with TTS)
- Tableau Workshop
- Conveners of:
 - Tableau User Group
 - Qualtrics User Group

Survey Consulting

- Survey consultation with a variety of individuals on projects like:
 - Information Steward Survey
 - Biochemical Online Course Assessment
 - Race/Ethnicity data collection for Trustees and Board of Advisors

Our Work - Highlights

Evaluation Work

Evaluations

- Tisch Scholars
- EPT2
- 1+4 Program
- Letters of support for faculty grant proposals

Focus Groups

- 1+4 focus groups
- Graduate Student Climate focus groups

Surveys

- First-year engineering course evaluations
- Postbaccalaureate Research Program (PREP) Evaluation
- Pre- and Post-surveys for faculty mentors & PREP scholars

Committee Work

Committee Membership (OIRE Staff)

- Outcomes Assessment Committees (Cummings, Dental, Engineering, Liberal Arts)
- Sexual Misconduct Prevention Task Force
- Title IX Adjudication/Liason
- Diversity & Inclusion Working Group
- Faculty Information System (FIS) Working Group
- FIS Steering Committee
- IT Governance Administrative Subcommittee
- Information Stewardship Subcommittee
- Social, Behavioral and Educational Research (SBER) IRB
- Residential Strategies Working Group
- University Work/Life Balance Committee

Committee Membership (Associate Provost)

- Academic Council, Administrative Council
- Information Stewards subcommittee (co-chair)
- IT Advisory Committee
- SIS Steering Committee
- Housing Study Working Group
- University Work/Life Balance Committee
- Residential Strategies Working Group
- Risk and Compliance Committee
- Social, Behavioral and Educational Research (SBER) IRB
- Faculty Information System (FIS) Executive Committee

Knowledge Dissemination & Service to profession

Service

- NEAIR 2015 and AIR 2016 Conference proposal reviewers
- NEAIR Membership Committee member/ Newcomers Coordinator
- AIR Forum Program Committee member

Presentations (NEAIR, AIR, EAIR)

- We're number 80?! Placing rankings in context for leadership
- Instant Comparison: IPEDS survey files working for you
- Is Bigger Better? Text box size in online surveys
- The role of IR in conducting Climate Surveys (Workshare)
- Transitioning to Leadership in IR (Panel)

Workshops

- Survey Best Practices (NEAIR 2015, AIR 2016)
- Introduction to SPSS for Institutional Research (NEAIR 2015; 2015 NEAIR Summer drive-in workshop)
- Introduction to Linear and Logistic Regression in SPSS (AIR 2016)

Our Staff

In FY2016, the Office of Institutional Research and Evaluation consisted of 9.2 FTE staff. Two successful searches were conducted during FY2016: one to fill the Research Analyst position vacated by Katia Miller, and one to fill the Research Analyst position vacated by Jennifer May. Don Smith was hired to replace Katia Miller; he comes to us from the market research world, where he has worked as a market analyst and a brand ethnographer. Steven Babbin was hired to replace Jennifer May; he assumed the job upon completion of a Postdoctoral Research Fellowship at the Geisel School of Medicine at Dartmouth College. In addition, Emma Morgan's two-year appointment was transitioned to a non-term-limited position, which will allow her to continue her work developing and collecting strategic metrics for the trustees, Provost and President.



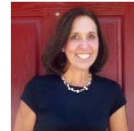
06/02/16 – New Orleans, LA – Research Analyst Emma Morgan, Senior Research Analyst Lauren Conoscenti, Senior Associate Director Jessica Sharkness, and Associate Provost Dawn Terkla reunite with former Research Analyst Dana Weigel at the AIR Annual Forum.



Dawn Geronimo Terkla
Associate Provost of
Institutional Research,
Assessment, & Evaluation



Jessica Sharkness
Senior Associate Director



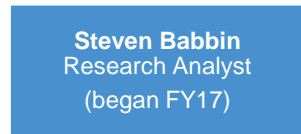
Lynne Freeman
Special Projects
Administrator



Christina Butler
Business/Research
Analyst



Lauren Conoscenti
Senior Research Analyst



Steven Babbin
Research Analyst
(began FY17)



Rebecca Hatch
Research Analyst



Emma Morgan
Research Analyst



Don Smith
Research Analyst
(New in FY16)



Stephanie Topping
Associate Director
(Part-time)



Office of Institutional Research and Evaluation (OIRE)
112 Packard Avenue
Medford, MA 02155
617.627.3274
<http://provost.tufts.edu/institutionalresearch/>