Letter from the Associate Provost

In 2014-15, the Office of Institutional Research and Evaluation (OIRE) team maintained its tradition of working diligently to meet ever-increasing demands. During the course of the academic year, OIRE team members completed a variety of projects that ranged in complexity from simple data requests to a major all-constituent survey for University Advancement. I am pleased that OIRE was once again able to serve every school (Arts & Sciences, Cummings, Dental, Engineering, Fletcher, Friedman, Medical, Sackler, and Tisch College) and division (including Advancement, External Relations, Finance, Human Resources, Operations, Public Safety and TTS) within the university.

Time and attention was devoted to supporting several major initiatives and committees, many of which are detailed in this annual report. Of particular note is the work that OIRE did to develop and administer the first-ever Tufts Attitudes about Sexual Conduct Survey (TASCS). This project aimed to collect data from students about sexual misconduct, as part of the university’s Voluntary Resolution Agreement with the Office for Civil Rights. During the fall 2014 semester, OIRE members collaborated with Tufts students, faculty, and staff, as well as with other universities, to design a survey that was both grounded in research and tailored to meet Tufts’ needs. The survey was launched in April 2015 and distributed to all enrolled students across all schools and programs. Over 3,000 students participated (28.7% response rate), and OIRE is currently working on an analysis of the data to be publically distributed during the Fall 2015 semester.

Another project of note was done in conjunction with our NESCAC peers: the triennial NESCAC Alcohol Survey. This initiative was launched three years ago by the deans of students from each NESCAC institution, and 2015 marked the second time the survey was administered. In the Spring of 2015, OIRE was responsible for survey revision, survey administration, data analysis, and report creation for each institution; the office also presented a summary of survey results to the deans of students. With an overall response rate of 60%, schools will have a good indication of behaviors and practices regarding alcohol usage on campus, as well as valuable comparisons to similar peers.

During the course of the year the office experienced several staff transitions. Dana Weigel departed to assume a position at Western Washington State University, and Rebecca Hatch and Emma Morgan joined the staff as research analysts. Lynne Freeman, Lauren Conoscenti and Jessica Sharkness assumed new responsibilities: Special Projects Administrator, Senior Research Analyst, and Senior Associate Director, respectively.

2014-15 was a productive and eventful year, and I look forward to seeing what 2015-16 will bring.

Dawn Geronimo Terkla
Associate Provost of Institutional Research, Assessment Evaluation
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 plays a large role in 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 with 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, one-time 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 (U-CAN), 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, Tufts in Context, International Tufts in Context, and the 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 that the data that is in SIS is accurate and accessible.

**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 as chairs of conference committees, and present at NEAIR, AIR, and EAIR on cutting-edge issues in institutional research. The OIRE staff also periodically publishes work in journals and books.
Our work

In FY2014, OIRE implemented a new project tracking system, and FY15 was the first year it was fully operational. During the 2015 fiscal year, OIRE staff logged close to 500 projects, the bulk of which were data requests and other short-term projects (~150 projects), survey development and administration (~80), and in-depth survey reporting (~35). 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.

OIRE 2014-15: By the Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects Logged</td>
<td>489</td>
</tr>
<tr>
<td>Data requests</td>
<td>150</td>
</tr>
<tr>
<td>Survey-related projects</td>
<td>117</td>
</tr>
<tr>
<td>Survey Responses</td>
<td>46,000</td>
</tr>
<tr>
<td>Students</td>
<td>Most respondents March NESCAC Alcohol</td>
</tr>
<tr>
<td>Month with most responses</td>
<td>March</td>
</tr>
<tr>
<td>Top data requests</td>
<td>Tufts University Consumer Information Fact Book/Fast Facts About Us CDS All other pages</td>
</tr>
<tr>
<td>Web page loads</td>
<td>25,000</td>
</tr>
<tr>
<td>Committees served</td>
<td>25</td>
</tr>
<tr>
<td>Workshops given</td>
<td>6</td>
</tr>
<tr>
<td>Conference Presentations</td>
<td>4</td>
</tr>
<tr>
<td>Clients Served</td>
<td>150+</td>
</tr>
<tr>
<td>Of Clients “Very Satisfied”</td>
<td>80%</td>
</tr>
<tr>
<td>Overall, how satisfied are you with OIRE?</td>
<td>Of 127 clients responding:</td>
</tr>
<tr>
<td>101</td>
<td>80%</td>
</tr>
<tr>
<td>25</td>
<td>20%</td>
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<tr>
<td>1</td>
<td>&lt;1%</td>
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<tr>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

The following pages summarize some of our major projects in FY15.
### Our Work - Highlights

<table>
<thead>
<tr>
<th><strong>NEASC</strong></th>
<th><strong>IPEDS</strong></th>
<th><strong>HEOA</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Serve as NEASC Accreditation Liaison</td>
<td>• Serve as IPEDS Keyholder &amp; ensure timely and accurate data submissions</td>
<td>• Maintain Tufts University Consumer Information (TUCI) page</td>
</tr>
<tr>
<td>• Work to resolve credit hour issue raised during last accreditation visit</td>
<td>• Develop IPEDS reporting capabilities out of SIS</td>
<td>• About 30% of OIRE web traffic goes to TUCI pages</td>
</tr>
<tr>
<td>• Continuous push to develop sustainable assessment programs; serve on outcomes assessment committees</td>
<td>• Maintain official university statistics</td>
<td>• Top pages: veterans info, net price calculator, and graduation rates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Fact Book</strong></th>
<th><strong>Fast Facts</strong></th>
</tr>
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<tbody>
<tr>
<td>• Released in February</td>
<td>• Released in December on our website</td>
</tr>
<tr>
<td>• 100 printed copies</td>
<td>• Fast Facts page accounts for about 10% of website traffic</td>
</tr>
<tr>
<td>• Online Fact Book is most-visited page on our website, accounting for almost 25% of all website traffic</td>
<td>• Approximately 150 views per month</td>
</tr>
<tr>
<td>• Approximately 400 views per month</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Internal</strong></th>
<th><strong>External</strong></th>
<th><strong>Rankings</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Over 100 requests for data</td>
<td>• Academic Analytics</td>
<td>• Petersons</td>
</tr>
<tr>
<td>• Primarily enrollment, faculty info, course enrollment, addresses, student majors and degrees awarded</td>
<td>• AAUP; CUPA</td>
<td>• GRUP</td>
</tr>
<tr>
<td>• Key reports/analyses:</td>
<td>• AICUM</td>
<td>• Kiplinger</td>
</tr>
<tr>
<td></td>
<td>• Common Data Set</td>
<td>• US News</td>
</tr>
<tr>
<td></td>
<td>• NEBHE</td>
<td>• QS</td>
</tr>
<tr>
<td></td>
<td>• CGS/GRE</td>
<td>• Thomson Reuters</td>
</tr>
<tr>
<td></td>
<td>• Boston Business Journal</td>
<td>• Times Higher Ed</td>
</tr>
<tr>
<td></td>
<td>• Higher Ed Directory</td>
<td>• Sustainability Tracking, Assessment &amp; Rating System (STARS)</td>
</tr>
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<td></td>
<td>• UCAN</td>
<td>• NCAA</td>
</tr>
<tr>
<td></td>
<td>• NC2A</td>
<td>• Chronicle of Higher Ed’s Great Colleges to Work For survey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Dashboard &amp; Strategic Metrics</strong></th>
<th><strong>University Risk Register</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Maintain metrics and template for University Dashboard; update three times a year for trustee meetings</td>
<td>• Create, maintain and disseminate annual risk and compliance schedule</td>
</tr>
<tr>
<td>• Ongoing work in developing, collecting, organizing and presenting strategic metrics (done in close partnership with trustees, provost, president and other senior leadership)</td>
<td>• Solicit data from key constituents and stakeholders, follow-up and provide data to Office of the EVP</td>
</tr>
<tr>
<td></td>
<td>• Serve as key contact for data requests and questions</td>
</tr>
<tr>
<td></td>
<td>• Maintain integrity of reporting schedule and risk and compliance template changes</td>
</tr>
</tbody>
</table>
## Our Work - Highlights

### 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
- NESCAC alcohol survey
- Tufts Attitudes About Sexual Conduct Survey (TASCS)
- Dining Survey

### Student Experience (Grad. & Prof.)
- Fletcher Continuing Student Survey
- AS&E Graduate Student Council Survey
- Tufts Attitudes About Sexual Conduct Survey (TASCS)
- Dining Survey

### Faculty/Staff
- Dental Faculty Survey
- Cummings Faculty Survey

### Faculty, Staff & Students
- Tufts Transportation Survey
- Humanistic Culture Survey (Dental)
- SIS User Experience
- Spiritual Interests

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

### Alumni
- Alumni surveys for:
  - PHPD
  - Dental
  - Medical (MD)
  - Cummings - Vet
  - Engineering

### UA & Magazine
- Major all-constituent university advancement survey administered in December, 2014
- Tufts Magazine Evaluation

### Other
- Parent Alcohol Handbook survey
- Cummings - Vet:
  - Ionizing Radiation
  - Radiology Training
  - Electronic Medical Records

### Workshops & Webinars
- Survey Best Practices Webinar (in collaboration with TTS)
- Tisch Library's Social Science Librarian Bootcamp Workshops:
  - Introduction to Data Cleaning, Analysis and Visualization
  - Survey Best Practices/Qualtrics

### Survey Consulting
- Survey consultation with a variety of individuals on projects like:
  - Tufts in Talloires Survey
  - Medical Transport Alcohol Survey
  - Transportation Survey
  - Tufts Innovates Survey

### Evaluations
- Tisch Scholars
- EPT2

### Focus Groups
- Focus groups evaluating:
  - 1+4 Program
  - Cummings student experience
  - GSAS & SOE (Grad) student experience
  - Art Gallery

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

## Committee Membership (OIRE Staff)

- Outcomes Assessment Committees (Cummings, Dental, Engineering, Liberal Arts)
- Sexual Misconduct Prevention Task Force
- Diversity & Inclusion Working Group
- Faculty Database Working Group
- Faculty Work-life Balance Committee
- Information Stewardship Subcommittee
- Social, Behavioral and Educational Research (SBER) IRB
- Conveners of:
  - Tableau User Group
  - Qualtrics User Group

## Committee Membership (Associate Provost)

- Academic Council, Administrative Council, Provost Council
- Faculty Information Steering Committee
- Information Stewards steering committee (co-chair)
- IT Advisory Committee
- SIS Steering Committee
- UCTFD
- University Work/Life Balance Committee
- Residential Strategies Working Group
- Risk and Compliance Committee
- Social, Behavioral and Educational Research (SBER) IRB
- Deans searches

## Service

- NEAIR 2014 and AIR 2015 Conference Proposal Reviewers
- NEAIR Membership Committee Member/ Newcomers Coordinator
- NEAIR 2014 Conference Best Paper Coordinator/Program Committee

## Presentations (NEAIR & AIR)

- Challenges of Alumni Surveys (Discussion)
- We're number 80?!
  Placing rankings in context for leadership
- The Good Old Days?
  Satisfaction at Graduation and Beyond

## Workshops

- Survey Best Practices (NEAIR 2014)
- Introduction to SPSS for Institutional Research
- Introduction to Linear and Logistic Regression in SPSS (AIR 2015)

## Publications

- New Directions for Institutional Research, Volume 162
  - Special Issue: Assessing Civic Engagement (edited by Terkla & O’Leary)
  - The Impact of the Campus Culture on Students’ Civic Activities, Values, and Beliefs (Billings & Terkla, pp. 43-53, DOI: 10.1002/ir.20076)
  - Civic Engagement in College Students: Connections Between Involvement and Attitudes (O’Leary, pp. 55-65, DOI: 10.1002/ir.20077)

- Global Perspectives on Higher Education series, Volume 29
  - Using Data to Improve Higher Education (edited by Menon, Terkla & Gibbs)
  - Using data to inform institutional decision-making at Tufts University. (Terkla, Sharkness, Conoscenti & Butler, pp. 39-63, DOI: 10.1007/978-3-620-974-0_4).

- New Directions for Institutional Research, Volume 161
  - Special Issue: Methodological Advances and Issues in Studying College Impact
  - Item Response Theory: Overview, Applications, and Promise for Institutional Research. (Sharkness, pp. 41-58. DOI: 10.1002/ir.20066)

- Does Size Matter? Effects of Text Box Size of Open-Ended Survey Items on Response Rates and Response Characteristics
- Research grant awarded by the North East Association for Institutional Research (NEAIR) to Lauren Conoscenti and Jennifer May
Our Staff

In FY2015, the Office of Institutional Research and Evaluation consisted of 8.2 FTE staff. Several members were promoted over the course of FY2015. Lynne Freeman became Special Projects Administrator; Lauren Conoscenti became Senior Research Analyst; and Jessica Sharkness became Senior Associate Director.

Two successful searches were conducted during FY2015: one to fill the Research Analyst position vacated by Dana Weigel, and one to fill a new limited-term Research Analyst position that will focus on developing and collecting strategic metrics for the trustees, Provost and President. The first opening was filled by Rebecca Hatch, who comes to us from Duke, where she is pursuing her PhD in Political Science. The limited-term position was filled by Emma Morgan, who formally began as a Research Analyst in FY16, but who interned with OIRE during the 2014-15 school year. Emma comes to us from the Harvard Graduate School of Education.
