

# OIRE Annual Report



2017-18

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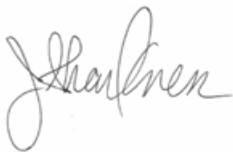
## Letter from the Director

2017-18 was another busy year at the Office of Institutional Research and Evaluation (OIRE). During the course of the year, the OIRE staff completed hundreds of short- and long-term projects, supported dozens of university committees and initiatives, and worked on a variety of accreditation-related projects. In addition, members of the staff spent significant time on university-wide data reporting and improvement efforts, including working with Tufts Technology Service's Data and Analytic Services team to develop and improve data warehouse reporting options, and partnering with registrars and other data providers to validate and correct data in operating systems of record.

Time and attention in 2017-18 was devoted to supporting several major initiatives and projects, many of which are detailed in this report. Of particular note is the launch of Program Review Dashboards for undergraduate programs. Each year several A&S departments/programs are required to undergo an external program review, and as part of the preparation for these reviews departments/programs are asked to assemble a self-study that includes a variety of information about the department. In years past, departments have had to ask multiple individuals and offices across the university for access to the required data. The Program Review Dashboards that our office created solve this problem by proactively assembling all of the required data in one place. The Program Review Dashboards provide data in the areas of: student enrollment, degrees granted, courses and faculty advising. Through these reports, departments now have on-demand access to several years of data in an interactive, dynamic reporting environment. Four departments have been granted access to these dashboards and the rollout to additional departments will continue throughout the 2018-19 academic year.

Another major project that we undertook over the year was an examination of internal processes with an eye towards improvement. Following on the heels of last year's successful development of "Qualtrics Tools", a program that helps us create survey summary reports, the entire staff came together to identify tasks that could be done more consistently, efficiently, and effectively; we began a project of improving internal documentation as well. These efforts led to the drafting of the first-ever OIRE strategic plan, which we plan to finalize and begin implementing next fiscal year.

2017-18 was a productive and eventful year, and I look forward to seeing what 2018-19 will bring.



Jessica Sharkness  
Director  
Institutional Research & Evaluation

## Mission

The Office of Institutional Research and Evaluation serves as a resource for the Tufts University community. We provide accurate and timely information to stakeholders across the university, support informed planning and decision-making at all levels, and fulfill key external reporting requirements. We employ an innovative and resourceful staff with expertise in survey research and data analysis, who can communicate the results of their research clearly and effectively.

## Primary Functions

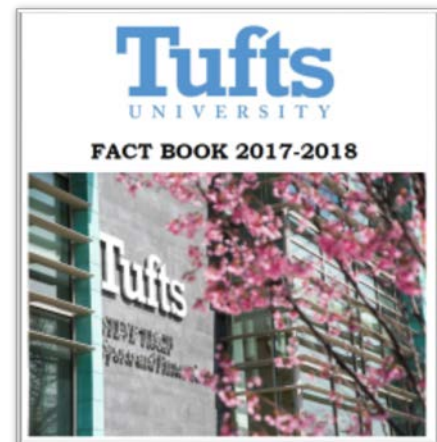
OIRE's core activities include the following:

### 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 participates in the university's self-study for reaccreditation by the New England Commission on Higher Education (NECHE, formerly called the New England Association of Schools and Colleges, or NEASC); on an annual basis, the office prepares the NECHE 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, faculty and staff surveys, alumni surveys, employer surveys, ad hoc projects on specific topics, and consortial surveys. OIRE also provides consultations on survey best practices for individuals across Tufts who are interested in doing their own 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).

### 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 the [Diversity Dashboard](#).

### 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 is appointed to work closely with TTS' Data and Analytic Services Team, which ensures 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

All 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, among many more. A member of the office also convenes and leads the university-wide Tableau User Group.

### 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. Office staff members hold memberships in the North East Association for Institutional Research (NEAIR) the Association for Institutional Research (AIR). OIRE staff routinely review conference proposals for the NEAIR and AIR annual conferences, serve on association committees, and present at NEAIR and AIR on topical issues in institutional research. The OIRE staff also periodically publishes work in journals and books.

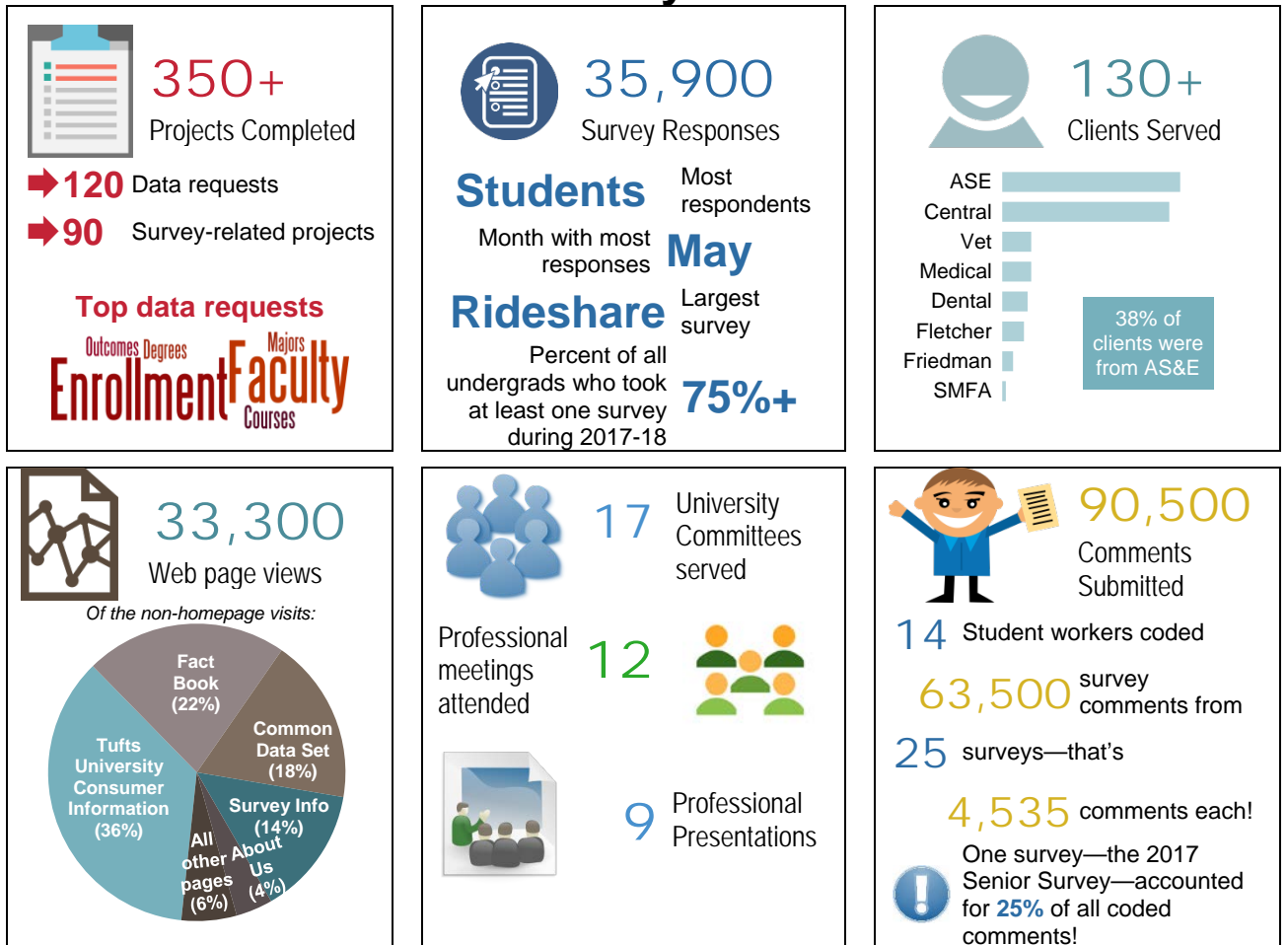


*7/12/2018 – Staff receiving the Green Office Gold Certification in recognition of their hard work to conserve resources during the 2017-18 academic year!*

## Our work

During the 2018 fiscal year, OIRE staff logged approximately 350 projects, the bulk of which were internal and external data requests (~120 projects) and survey-related work (~90 projects). Most of the remaining projects involved 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 member of the office that sits on the SBER IRB reviewed 75 IRB proposals and modifications.

## OIRE 2017-18: By the Numbers



The following pages summarize some of our major projects in FY18.

## Our Work - Highlights

### Mandated reporting & accreditation

#### NEASC

- Submitted the the Fifth-Year Report to NEASC
- 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
- 36% of OIRE web traffic goes to TUCI pages
- Top pages: net price calculator, top undergraduate majors, tuition and fees paid

### University Fact Book

#### Fact Book

- Released in February/March
- 80 printed copies
- Fact Book page is single most-visited page on our website, accounting for nearly a quarter of all website traffic
- Approximately 612 views per month

### Data requests and short-term projects

#### Internal

- Over 100 requests for data from the Tufts community
- Primarily enrollment, faculty info, addresses, student majors and degrees awarded
- Key reports/analyses:
  - Clearinghouse/ admissions
  - Faculty salary analyses
  - Graduation/retention

#### External

- Academic Analytics
- AAUP
- AICAD & NASAD
- Common Data Set
- NEBHE
- CGS/GRE
- Boston Business Journal
- UCAN
- NCAA

#### Rankings

- Petersons
- GRUP
- Kiplinger
- US News
- QS
- Clarivate Analytics
- 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)
- Maintain and update 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

<b>Survey Research</b>	<b>Admissions</b> <ul style="list-style-type: none"> <li>• Enrolling and/or Non-Enrolling Surveys for:               <ul style="list-style-type: none"> <li>• Graduate A&amp;S and EN</li> <li>• Undergraduate AS&amp;E</li> <li>• Dental</li> <li>• Fletcher</li> <li>• Cummings - Vet</li> <li>• Friedman</li> <li>• Medical</li> </ul> </li> </ul>	<b>Student Experience (Undergrad)</b> <ul style="list-style-type: none"> <li>• Orientation Survey</li> <li>• First-Year First Week</li> <li>• First-Year and Sophomore Surveys</li> <li>• Student-athlete Survey</li> <li>• Senior Survey</li> <li>• Career Center First Destinations Follow-up</li> </ul>	<b>Student Experience (Grad &amp; Prof)</b> <ul style="list-style-type: none"> <li>• Fletcher Continuing Student Survey</li> <li>• Medford cost of attendance survey</li> </ul>	
	<b>Student Experience (Grad &amp; Undergrad)</b> <ul style="list-style-type: none"> <li>• Dining Survey</li> <li>• Spiritual Interests Survey</li> <li>• SMFA Student Services Survey</li> </ul>	<b>Student Exit Surveys</b> <ul style="list-style-type: none"> <li>• Graduating student surveys for:               <ul style="list-style-type: none"> <li>• AS&amp;E Undergrad (Senior Survey)</li> <li>• GSAS &amp; SOE (Grad)</li> <li>• Fletcher</li> <li>• PHPD</li> <li>• Cummings - Vet</li> <li>• Friedman</li> </ul> </li> </ul>	<b>Faculty, Staff &amp; Students</b> <ul style="list-style-type: none"> <li>• RideShare survey</li> <li>• Dental Culture of Care Survey</li> <li>• Tisch Library Survey</li> <li>• Public Safety Survey</li> </ul>	
	<b>Faculty/Staff</b> <ul style="list-style-type: none"> <li>• Catering Survey</li> <li>• Dental Staff Advisory Group Election</li> <li>• HERI faculty survey</li> <li>• FACE Diversity and Inclusion Hiring Survey</li> <li>• DISC Faculty Skills Assessment Survey</li> </ul>	<b>Alumni</b> <ul style="list-style-type: none"> <li>• Alumni surveys for:               <ul style="list-style-type: none"> <li>• PHPD</li> <li>• Dental</li> <li>• Cummings - Vet</li> <li>• Engineering</li> <li>• Medical</li> <li>• Fletcher</li> <li>• COFHE Alumni Survey (AS&amp;E Undergrad)</li> </ul> </li> </ul>	<b>Other</b> <ul style="list-style-type: none"> <li>• 2017 Provost area Work/Life Balance Survey</li> <li>• Cummings - Vet Electronic Medical records Survey</li> <li>• TUSDM Patient Satisfaction Survey</li> <li>• Employer Surveys for:               <ul style="list-style-type: none"> <li>• Cummings - Vet</li> </ul> </li> </ul>	
	<b>Consulting &amp; Workshops</b>	<b>Workshops &amp; User Groups</b> <ul style="list-style-type: none"> <li>• Intro to statistics using SPSS Workshop</li> <li>• Conveners of Tableau User Group</li> </ul>		<b>Survey Consulting</b> <ul style="list-style-type: none"> <li>• Survey consultation with a variety of individuals on projects, including:               <ul style="list-style-type: none"> <li>• Tufts Captioning Survey</li> <li>• Hazing Prevention Consortium Survey</li> <li>• GDPR Survey</li> <li>• Alumni Weekend Survey</li> <li>• Office of Alumni Relations Volunteer Survey</li> </ul> </li> </ul>

## Our Work - Highlights

### Committee Work

#### Committee Membership

- International Data Working Group/Committee (Co-Chair)
- Social, Behavioral and Educational Research (SBER) IRB (Vice Chair)
- Outcomes Assessment Committees for Cummings, Dental, Engineering, Liberal Arts
- Sexual Misconduct Prevention Steering Committee
- Mental Health Task Force
- Alcohol and Other Drugs Steering Committee
- Title IX Adjudication/Liaison
- FIS Steering Committee
- IT Governance Administrative Subcommittee
- Information Stewardship Subcommittee
- Data Strategy Advisory Group
- University Work/Life Balance Committee
- TransSupport Task Force
- Tisch College Social-Emotional Learning and Civic Engagement Steering Committee

### Additional Work

#### Evaluations

- FAST-TRAC Evaluation
- Postbaccalaureate Research Program (PREP) Evaluation
- Pre- and Post-surveys for faculty mentors & PREP scholars

#### Qualitative Research

- Cummings School Exiting DVM Student focus group
- TransSupport Task Force Student, Faculty, and Staff focus groups

### Knowledge Dissemination & Service to profession

#### Service

- NEAIR 2017 and AIR 2018 Conference proposal reviewers
- NEAIR Communications and Outreach Committee
- NEAIR ad hoc Research Committee co-chair
- National Student Clearinghouse StudentTracker pilot test participants

#### Presentations (NEAIR & AIR)

- R You Ready for This? An IR Journey to Automated Survey Reports (NEAIR)
- Creating Interactive, Longitudinal Dashboards of Survey Data Using Tableau (AIR)
- Transformative experiences: More than meets the eye (AIR)

#### Panel Discussions

- IR Perspectives on the Strategic Planning Process (NEAIR & AIR)
- Institutional Researchers Unplugged: Our Role in Strategic Planning (AIR)
- Academic Analytics panel discussion (AIR)
- QS Rankings Summit debate: Have rankings been good or bad for universities and students?

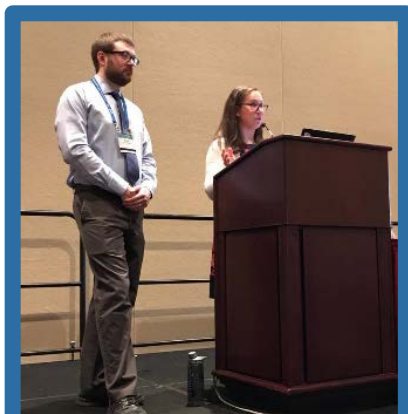


## Our Staff

FY2018 marked the first full year with Jessica Sharkness serving as Director; during the year staffing levels remained at 8.2 FTE for the year. One staff change occurred during the fiscal year: in September, Emma Morgan was promoted to Senior Data Analyst.



05/31/18 – Orlando, FL – Director Jessica Sharkness, Assistant Director Lauren Conoscenti, Research Analyst Steven Babbin, and Senior Data Analyst Emma Morgan mug for the camera in the photo booth at the AIR Annual Forum.



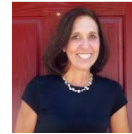
05/31/18 – Orlando, FL – Assistant Director Lauren Conoscenti and Research Analyst Steven Babbin, present at the AIR Annual Forum.



**Jessica Sharkness**  
Director



**Lynne Freeman**  
Special Projects  
Administrator



**Christina Butler**  
Assistant Director



**Lauren Conoscenti**  
Assistant Director



**Emma Morgan**  
Senior Data Analyst



**Rebecca Hatch**  
Research Analyst



**Steve Babbin**  
Research Analyst



**Don Smith**  
Research Analyst



**Stephanie Topping**  
Associate Director  
(Part-time)



**Dawn Geronimo Terkla**  
Director Emeritus



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