

SECTION IX

INSTITUTIONAL RESEARCH  
AND PLANNING

OCTOBER, 1992

END-OF-YEAR-REPORT

1991-92

- IX. Institutional Research and Planning Robert Hauwiler, Director  
1. Achievement Statements/Report for 1991-92 Objectives

During the past year additional steps were taken in the development and implementation of the total assessment program for the college and its programming.

Goal No. 1 -- Evaluation and restructuring of the JJC planning and evaluation program for instructional programs

An ad hoc committee of primarily faculty met three times identifying issues and strategies to improve program review processes. The Office of Institutional Research worked with hotel/restaurant management faculty to develop a pilot review program using several of the committee recommendations. Other committee recommendations to modify indicators were implemented. As a result the program review reports were significantly abridged and report duplication minimized without sacrificing useful data. The key result was the development of customized review processes for each program with a focus on the assessment of program goals that are tied to departmental and college goals. Customized program surveys for students and alumni have been drafted.

Goal No. 2 -- Implementation of a JJC student tracking system

The query system (INFORM) for Colleague was used to track student cohorts. Detailed reports monitoring various student cohorts were prepared and distributed. In addition to at-risk students, student cohorts as defined by the various college goals have been included in the tracking systems. Departmental and program retention rates are also monitored with reports distributed to the departments and to the academic affairs division.

Goal No. 3 -- To implement the JJC Planning and Evaluation Program for non-instructional programs.

An ad hoc committee of faculty, staff and administrators met three times identifying issues and strategies that charted the course of the Office of Institutional Research for the next three years. This exercise provided a model for program review of non-instructional programs in terms of goals and service functions. This customized structure will be used as a model for the ICCB review of several non-instructional programs for FY93.

Goal No. 4 -- To publish the JJC Facts and Figures Booklet

The facts and figures booklet was prepared, printed and distributed. A first or preliminary report was generated in the fall and the second component was published in the spring.

Goal No. 5 -- To publish JJC Regional Facts and Figures Booklet

Five regional booklets were prepared, printed, and distributed. In addition, high school profile booklets were printed and made available to the admissions office for distribution to each of the high schools in the district. The information was shared with high school personnel and community leaders.

Goal No. 6 -- To conduct appropriate research activity supporting enrollment management.

Data from ACT research on marketing and yield analysis and feedback on ASSET testing was reviewed and summarized for distribution to college administrators and department chairpersons. Follow-up studies were conducted on the effects of ASSET placement activity on course retention. Information was analyzed and distributed to the enrollment management steering committee and student affairs. The data provides administrators additional insights into JJC retention problems. Twelve survey instruments were developed and used to gather more detailed assessment information for selected areas in the student affairs division. A student profile survey was also used to determine various student study and work habits, interests and attitudes.

Goal No. 7 -- Research activity supporting new instructional program.

Some inquiries were made by two departments but no survey instruments were developed.

Goal No. 8 -- To develop a subscription service for office reports as part of an internal marketing effort.

The subscription service was implemented. It resulted in an increase of report copies being distributed overall, but tailored to the interest of the administrative unit or academic department.

Goal No. 9 -- To repackage the environmental scanning reports.

The annual report was issued monthly starting in January of 1992. Instead of summary listings with an indication that the detail of an article, report or book would be made available on request, detailed summaries were provided to each person on the subscription list. Examples: a quarter page summary of the highlights of Naisbitt's Trend Letter a page summary of Peter Drucker's new book on Managing for the Future: 1990s and Beyond.

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### IX. Institutional Research and Planning 2. General Activity Report

Robert Hauwiler, Director

A system of manual and computerized filing systems is maintained that supports the processing, storage and retrieval of institutional and programmatic data.

The office coordinated and prepared ICCB reports: RAMP, the unit cost study, term enrollment reports, and annual and term reports related to credit hours, program completion, personnel and facilities.

A library of computerized reports has been maintained to support the activities of the enrollment management steering committee, the college's planning and evaluation program, the ad hoc tracking system, and various requests for data by college staff and external agencies. Microcomputers are now used to support this library through spreadsheet and data base management applications.

Monitoring of ICCB report deadlines continues. Testing of enrollment files well in advance of report submission is routine.

Information from regional, state and national planning information research agencies has been gathered to support both enrollment management activities and anticipated master planning efforts.

Various ad hoc reports dealing with enrollment, evaluation and planning issues are produced and distributed to appropriate faculty and administrators.

Office staff continue to improve their use of word processing, desktop publishing, data base management, spreadsheet and statistical software through the development of new applications: student tracking system, RAMP tables, etc.

A recognition program is in place that cites exemplary performance of various college personnel based on first-hand knowledge of the institutional research and planning personnel.

Office personnel served on several college committees.