WHAT WE DO

West Chester University’s Office of Institutional Research provides institutional research and reporting services supporting University decision, planning, and accountability processes.

Primary functions:
- Data collection
- Data extraction
- Analysis
- Reporting
WHAT WE DO

Census (“Freeze”) Data
- Official, Historic, Trend
- Comparable, Reportable
- PASSHE, IPEDS, MSCHE
- Accreditation and Other Annual Reports
- How many? Has that changed over time?
- How does it compare?

Live Data
- Unofficial, Today
- Not Comparable, Not for Reporting
- Contact lists, Major/Minor reports
- How many today?

Research Design
- What is the question?
- What are you trying to measure?
- Is that data available?
- If not, what is the best way to get it?
- Surveys, External Data Sources,
  New PS fields/tables, Other Data Collection

Data Analysis
- I’ve got the data, now what do I do with it?
  - Data Management
  - Data Structure
  - Statistical Analysis
  - Results
  - And what does it mean?
“FREEZE” DATA

Census (“Freeze”) Data

- Official, Historic, Trend
- Comparable, Reportable
- PASSHE, IPEDS, MSCHE

Accreditation and Other Annual Reports

How many? Has that changed over time?

How does it compare?

What is it?

- Snapshot census data.
  - Fall freeze, 15th day of classes
  - End of term/Graduation

Official counts

- Students (Majors/Minors)
- Courses/Credit Hours
- Program/Degree Completions
- Faculty/Staff

Why do I want to use it?

- Official
  - PASSHE
  - IPEDS
  - MSCHE

Comparable

Replicable

Where do I get it?

OIR website

- WCU Fact Book
- Common Data Set
- College Portrait
- Published Data
- Request Form

www.wcupa.edu/OIR

What is WCU’s official fall enrollment headcount? How much has WCU grown in 5 years? What proportion of the total enrollment is graduate enrollment? Is WCU’s percent of NRA students comparable to national peers?
WWW.WCUPA.EDU/OIR
Information Request Form

Links to Active Surveys
- NSSE
- FSSE
- BCSSE
- VSA: Future Plans
- Alumni Survey

Links to External Data
- College Portrait

Frozen data
- WCU Fact Book
- OIR Published Data
  - Student Headcount
  - Student Major Count
  - Credit Hour Production
  - Degree Counts
  - Faculty/Staff Counts
- Common Data Set
“Freeze” Data

- “Historic”
  - Multi-year
  - Trend
  - Official IPEDS
- Single year
  - Break-outs
  - “By _____” (gender, race/ethnicity, residency, full-time status, academic plan, college)
If you can’t find the data you need, submit an information request.

Your request will be directed to a member of OIR who will respond within 1-2 business days with any questions and an expected completion date.
“LIVE” DATA

Live Data

Unofficial, Today
Not Comparable, Not for Reporting
Process Oriented
Contact lists, Major/Minor reports
How many today?

What is it?
Live transactional data from PeopleSoft
Different number depending on when the data is pulled

Why do I want to use it?
Examine Processes
- Number of applications received
- Number of applications in review
- Number of accepts
- Number of deposits received

Obtain most current data
- Contact lists
- Student enrollment data
- Class enrollment data

NOT for reporting purposes

Where do I get it?
PeopleSoft Reports (MyWCU)
- WCU Current Majors Report
- WCU Advisor Report
- Ratio Report

OIR Request Form

Any data you see in PeopleSoft is available. Work smarter, not harder. Can you get me a list of all Greek students with their major and CGPA?
RESEARCH DESIGN

OIR can assist you with research design

Objective
- What is it that you want to know?
- What is the research question(s)?
- What are you trying to measure?
- Are your assessment goals S.M.A.R.T?
  - Specific*
  - Measurable*
  - Achievable
  - Relevant
  - Time-based

Hypothesis
- What assumption do you want to test?
- What is the best way to test the assumption?

Methods
- What type of data do you need to answer the question or test your assumption?
- Is the data already available?
  - Internal data sources
  - External data sources
- If not, what is the best way to get it?
  - Data collection methods
  - Survey design

Data Analysis Plan

Research Design

- What is the question?
- What are you trying to measure?
- Is that data available?
- If not, what is the best way to get it?
- Surveys, External Data Sources, New PS fields/tables, Other Data Collection

We think student involvement in Greek life has a positive impact on the student academics, retention, and graduation rate. Is that true?
YES, VIRGINIA, THERE IS A SCIENTIFIC METHOD.

OIR can assist with Research Design.

OIR can assist with Data Analysis.

10 seconds or 12 months
DATA ANALYSIS

Data Analysis

I’ve got the data, now what do I do with it?
- Data Management
- Data Structure
- Statistical Analysis
- Results
- And what does it mean?

Strictly speaking, hypothesis testing
What story does my data tell?
- Descriptives
- Exploration
- Data Mining

What questions can I answer with this data?
What are the limitations of this data?
What are the appropriate statistics to use?
What format should my data be in?
- Excel
- Access
- SPSS

How will I handle missing or incorrect data in my analysis?
What do these results mean?
How can I present this data in a clear, meaningful, and unbiased way?
What are the next steps?
- New questions
- New data needs
OTHER STUFF

Strategic Planning
Enrollment Projections and Enrollment Management
Student Success and Retention
System Accountability Plan/Performance Funding
PASSHE Annual Data Collection and Other Required Reporting (IPEDS, NCAA, PDE)
Assessment
Benchmarking
Accreditation
Grant Proposals and Annual Reporting
Faculty CBA Required Student Evaluations (SRIS, PMAA, Coaches, Counselors)
Survey Development
New Software Acquisition
Data Analysis and Visualization Software Assistance (PeopleSoft, Excel, Survey Monkey, Access, SPSS, iDashboards)
OIR NEWS

iDashboards
- Data visualization tool
- Snapshot and live data
- Accessible through myWCU

Qualtrics
- Survey/Data Collection software
- Trieva Dungee will be administering