# 2020 Annual Program Review

**Program Name: Institutional Research**

**Program Review Author: Hannah Lawler**

**I. PROGRAM DESCRIPTION**: In one or two paragraphs, provide a description of the primary goals of your program or service area. Attach an appendix to describe your program or service area in more detail, if needed.

*Note: If no changes have occurred, feel free to copy and paste from your last review. If it exists, feel free to copy the brief description of your program from the college catalog: http://www.smc.edu/CollegeCatalog/Pages/default.aspx*

The Office of Institutional Research (IR) supports the mission of Santa Monica College by generating accurate, relevant, and timely information to support the assessment, evaluation, and planning of programs, services, grants, and college-wide initiatives.

The core work of the office spans several areas, including:

- **Decision Support** -Promotes informed decision-making processes by providing and guiding in the interpretation of pertinent data and information;
- **Planning Support** –Works with college units, departments, and committees to clarify goals and objectives, develop and measure meaningful outcome metrics, and facilitate the use of data in evidence-based planning;
- **Research** – Coordinates and conducts specialized research studies on a variety of topics to advance institutional goals;
- **Reporting** – Collects, summarizes, and disseminates College data for internal and external audiences; and;
- **Resources** – Develops and maintains tools and other resources to increase access to and use of College data by campus constituents, and to ultimately expand the research capacity of the College.

**II. PROGRESS SINCE LAST REVIEW (LAST YEAR'S OBJECTIVES)**

Identify the original objectives from your last review, as well as any objectives that emerged during the year (if applicable). For each objective, determine status and explanation for status.

| Objective | Status (Check one) | Status Explanation |
|---|---|---|
| Establish a federally-approved Institutional Review Board | ☐ Not Completed<br>☐ In Progress<br>☒ Completed | All institutions receiving federal funds are required to establish a federally recognized IRB for research using human subjects (Department of Health and Human Services of Human Subjects regulations 45 CRF part 46). Over the summer of 2019, the office prepared and submitted the paperwork to receive approval from the Office of Human Research Protections. In fall of 2019, the Office recruited three faculty and one external member (colleague from El Camino College) to get trained and serve as the IRB. With input from the IRB, the office created forms, guides, and a website for prospective principal investigators interested in conducing human subjects research at SMC. Since September 2019, the IRB reviewed 9 proposals for human subjects research. |
| Increase campus use of data dashboards | ☐ Not Completed<br>☐ In Progress<br>☒ Completed | Over the last year, the office offered more one-on-one coaching of the use of data dashboards. In addition, the dean presented the data dashboards in departmental meetings, when |

| | | invited, and provided demos. The total views for the internal dashboards in Tableau (requiring SMC login) increased by 3658 views/week, from 3097 views/week during the first week of July 2019 to 6755 views/week during the first week of May 2020. The increase may be due to the fact that summer views are typically lower and May is when many programs start their program review. On average, the dashboards receive 5124 views/week. Dashboard views count the number of views per page per dashboard visited by a user. Users visited the "counseling visitation" and "instructional program review" dashboards the most. Analyses by user suggests that the most frequent users of the dashboards are IR team members. In the previous annual reviews, we cited focus group data with program leaders and department chairs that suggests that users perceive the dashboards in Tableau to be overwhelming and difficult to navigate, which matched our "ancedata" (anecdotal data). The IR office is currently working with a new software (Precision Campus) to move the most commonly used data dashboards to the new platform which offers a simpler and cleaner interface than Tableau. |
|---|---|---|
| Revise customer satisfaction survey | ☐ Not Completed<br>☐ In Progress<br>☒ Completed | The office revised the customer satisfaction survey to include open-ended questions to obtain more detailed and actionable data. The survey is administered at the end of every term. |

## III. ACHIEVEMENTS

(Optional) List any notable achievements your program accomplished in the last year.

Choose not to answer as the question is optional

## IV.  CURRENT PLANNING AND RESOURCE NEEDS

**Part 1: Narrative**

Broadly discuss issues or needs impacting program effectiveness for which institutional support or resources will be needed for the next academic/fiscal year.

As an office serving the entire campus and with the limitations of the current College budget (unable to increase staffing), the office continues to face challenges in meeting the data and research demands of the College. Data, research, and evaluation is central to grants, college-wide initiatives, state/federal mandates, and program review and planning. Over the last year, the College has been requesting more and more projects requiring data mining and analytics (for example, forecasting for the Student Centered Funding Formula, determination of toxic course combinations) and the use of other emerging data tools for which our staff have no training and for which skills are not included in the job classifications. In the next few years, we will need support from the institution in helping our office determine solutions for this emerging issue, including increased professional development for our staff and dialogue with IT staff on how to best address the campus' data analytic needs.

As noted in part 2 below, beginning in June 2020, IR will take on the responsibility for addressing all ad hoc data

requests, including ones that were historically addressed by MIS. In addition, the IR office lost one FTE in 2019-2020 with the resignation of a senior research analyst. The office made some adjustments to anticipate the increased workload, for example, implementing a new request intake process called "90-minute" or less, embedding IR members into redesign teams, and leveraging self-service data dashboard tools. These two factors have strained the ability of the office to be responsive to the campus' data, research, and inquiry needs and produce high-quality work. While our institutional support and resource needs to address these issues are limited now, we will continue to assess how the office can adapt to serve the campus in the most efficient and effective manner, including future resource needs.

## Part 2: List of Resources Needed

Itemize the specific resources you will need to improve the effectiveness of your program, including resources and support you will need to accomplish your objectives for next year.

*While this information will be reviewed and considered in institutional planning, the information does not supplant the need to request support or resources through established channels and processes.*

| Resource Category | Resource Description/Item | Rationale for Resource Need (Including Link to Objective) |
|---|---|---|
| **Human Resources** | None | Click or tap here to enter text. |
| **Facilities** *(info inputted here will be given to DPAC Facilitates Comm.)* | None | Click or tap here to enter text. |
| **Equipment, Technology, Supplie**s *(tech inputted here will be given to Technology Planning Committee)* | Access to additional oracle data table views | To streamline the data request process, IR has agreed to respond to all ad hoc data requests. Currently, IR has access to limited historical data (primarily data sets reported to the Chancellor's Office MIS). In order to adequately respond to the entire range of the College's data needs, IR will need access to additional data table views in the oracle database and WebISIS. We are currently work MIS to identify the additional data access needs. |
| **Professional Development** | None | Click or tap here to enter text. |

## V. CHALLENGES RELATED TO SPRING 2020 COVID-19 CRISIS AND RESPONSE:

List significant challenges your program faced in Spring 2020 due to COVID-19. Please also Include your responses and solutions to this crisis.

For the most part, the IR team has pivoted well to working remotely. The our work is primarily digital in nature, so the transition from an in-person to remote working environment was relatively smooth. The biggest challenge that we will face during the pandemic will be adapting current training materials, practices, and programs so that they are able to be delivered online.

Our solution (and sole annual objective) for next academic year is to create a library of video tutorials in lieu of in-person, hands-on trainings for data tools (Tableau, LaunchBoard, Precision Campus, Survey Gizmo) and data coaching (case scenarios and discussions). In addition to the videos (which will be consumed asynchronously), IR will offer live Q&A sessions to address questions and help troubleshoot any issues that faculty, staff, and managers may face while learning the data tools/data coaching concepts.

*VI. THE NEXT SECTION IS FOR CTE PROGRAMS ONLY*

PARTNERSHIPS:

**Part 1: Industry advisory meeting dates and attendance for 2019-2020.**

| Date of Meeting | # of SMC Attendees | # of Non-SMC Attendees |
|---|---|---|
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**Part 2: Employer partnerships/collaborations for 2019-2020. Identify the most salient partnerships or collaborations.**

| Employer Name | Type of partnership or Collaboration<br>• **Advisory attendance**<br>• **Internship site**<br>• **Donations**<br>• **Job placement**<br>• **Other** | Optional: Additional information about partnership or collaboration |
|---|---|---|
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*CONGRATULATIONS – that's it!  Please save your document with your program's name and forward it to your area Vice President for review.*

*The following section will be completed by your program's area VP*

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<mark>Vice Presidents:</mark>

First, please let us know who you are by checking your name:
☐ Christopher Bonvenuto, Vice President, Business and Administration
☐ Don Girard, Senior Director, Government Relations & Institutional Communications
☐ Sherri Lee-Lewis, Vice President, Human Resources
☐ Jennifer Merlic, Vice President, Academic Affairs
☐ Teresita Rodriguez, Vice President, Enrollment Development
☐ Michael Tuitasi, Vice President, Student Affairs

☐ Next, please check this box to indicate that you have reviewed the program's annual report Provide any feedback and comments for the program here:

Click or tap here to enter text; the box will expand when you enter text.

Finally, please **save the document** and email it to both Stephanie Amerian (amerian_stephanie@smc.edu) and Erica LeBlanc (leblanc_erica@smc.edu).  If you have any questions, please contact us!

Thank you for your input!