



**FAIRMONT STATE
UNIVERSITY™**

Institutional Research and Effectiveness

Association of Institutional Research (AIR) Alignment of Duties and Functions



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OVERVIEW

Beginning in 2016, the Association of Institutional Research (AIR) undertook a self-study which encompassed national surveys, focus groups, panels, and discussions among institutional researchers as to the essential common purposes and roles institutional research offices serve at institutions of higher education across the country. These efforts resulted in the formative framework of duties and functions of institutional research offices in 2017.

To ensure that Fairmont State's Office of Institutional Research and Effectiveness is meeting or exceeding these national norms, the Office reviewed its current and past projects, tasks, reports, processes, procedures, governance, and communications along with ancillary structures, duties, assignments, and factors impacting its work during the Fall 2021 semester. This internal reflective review allowed the Office to assess and align the duties and functions it has accomplished iteratively and noniteratively to those espoused by AIR.

What follows is non-exhaustive contexts of how the Office of Institutional Research and Effectiveness currently aligns with AIR's Duties and Functions of Institutional Research while supporting Fairmont State University's mission to educate global citizen leaders in an environment distinguished by a commitment to excellence, student success, and transformational impact. While this list is not meant to be comprehensive and will indeed likely evolve as institutional needs evolve, it is meant to demonstrate at a macro-level the functionality of Institutional Research and Effectiveness within the current University structure. In addition, these activities are circumscribed to those duties and functions described by AIR and do not necessarily reflect the additional duties and functions of the Office as it relates to assessment, accreditation, and strategic planning.

AIR Duty and Function	AIR Definition	How it's realized by IR at Fairmont State
<p>Identify information needs</p> 	<p>This functional area reflects the iterative process of identifying relevant stakeholders and their decision support needs. It includes anticipating questions through review of data, information, and research and policy studies, including those related to institutional, state, national, and international conversations around higher education. It also includes assisting stakeholders in developing and refining research questions.</p>	<p>Bi-annual surveys of data and training needs from campus-wide stakeholders, including faculty and staff</p> <p>Participation and presentations in professional development activities to provide for feedback from academic stakeholders</p> <p>Creation of dashboards, reports, and data processes that address common data requests received proactively</p> <p>Ongoing catalogue and review data requests to identify potential reports to increase ease of access and utility of data.</p> <p>Participation in process and procedure development related to multiple data-intensive areas of the University, including program review cycles, Continuity of Organizational Operations, Elludian Banner initiatives, etc.</p> <p>Assisting faculty/staff in grant-writing and grant administration</p> <p>Providing decision support for Executive Leadership Team members and Academic Deans on multiple ad-hoc and long-term projects (cost studies, enrollment reports, etc.)</p>
<p>Collect, analyze, interpret, and report data and information</p> 	<p>This functional area reflects the technical tasks employed by institutional research to provide data, information, and analysis for decision support. It involves an understanding of the data available to answer pressing questions about student access and success and institutional operations and the process by which previously unavailable data are collected. The process of collecting and reporting required and requested data is encompassed in this area. This function also incorporates applied research methods to analyze data to provide information for decision making, including appropriate interpretation of analysis results.</p>	<p>Creation and distribution of program review sheets containing data on enrollment, graduates, etc.</p> <p>Development and administration of multiple internal and external institutional reports to provide easy access to data to all areas of campus</p> <p>Build, distribute, analyze, and report on the results of multiple survey types requested by members of the campus community</p> <p>Provide advanced inferential and descriptive analyses of ongoing issues related to the University, including enrollment projections, FTE scenarios, impacts of legislation, etc.</p> <p>Ongoing multi-level collaborative engagement with academic Deans and Chairs, enrollment services, information technology, and other pertinent areas of the University to identify and address lacunas in data structures, metrics, and longitudinal identifiers, such as first-generation status, gender identity, academically underprepared students, etc.</p>
<p>Plan and evaluate</p> 	<p>Planning may include operational, budgetary, and strategic planning in which institutional research collaborates with other units at the institution, state, or related organizations. It may also include program review, particularly for accreditation purposes. Formative and summative evaluation processes conducted at an institution use IR data and analysis for planning and decision-making purposes.</p>	<p>Provide data support and review for faculty members while conducting program review or accreditation report building.</p> <p>Review and address analytic or data needs in all accreditation-related reporting prior to submission for all areas of campus.</p> <p>Provide data collection, updates, analyses, and subsequent recommendations on data metric and other indicators related to the University's Strategic Plan</p> <p>Provide access to augment a comprehensive repository of data dashboard and reports so that verified aggregated data and metrics are available in real-time for all stakeholders across campus</p> <p>Providing decision support for Executive Leadership Team members and Academic Deans on multiple ad-hoc and long-term projects (cost studies, enrollment reports, etc.)</p> <p>Conduct bi-annual reviews of the University Strategic Plan and support data needs and analyses for non-academic unit assessment and strategic planning</p> <p>Collaborate with WVHEPC on statewide projects, including statewide funding formula development</p> <p>Full representation and participation in the West Virginia Data Policy Advisory Board</p>

AIR Duty and Function	AIR Definition	How it's realized by IR at Fairmont State
<p>Serve as stewards of data and information</p> 	<p>This functional area highlights institutional research's role in ensuring an institution-wide data strategy. Compliance issues such as privacy and security and ethical issues such as determining what data and information should be used for various purposes, and whether interpretations are correct and appropriately used, are also critical to this area. This area also includes the contribution of IR to data quality assurance activities. IR's role in ensuring data is appropriately accessible and usable to those who need them to make decisions is inherent in this function as well.</p>	<p>Active membership and participation in AIR forums, training, and other events</p> <p>Oversee a data governance team for recognition, discussion, and administration of best practices that ensure reliable data collection and valid analyses within secure and compliant data access protocols.</p> <p>Serve as a central repositior of institutional data and metrics with common data definitions, consistent data collection practices, and accessible data reports and visualizations.</p> <p>Serve as the point of contact for all data and analytics requests related to institutional data.</p> <p>Maintain a double review process for a majority a data requests to as part of data quality assurance</p> <p>Maintain a multi-level review process for all external reporting including IPEDS and WVHEPC file submissions.</p>
<p>Educate information producers, users, and consumers</p> 	<p>This functional area encompasses the training and coaching related to the use of data, analysis, and information to inform decision making. Education can be focused on ensuring the ability to collect, access, analyze, and interpret information independently and in collaboration with other stakeholders. The function also includes a collaborative role in convening discussions related to information needs and connecting internal and external producers and users of data with one another for purposes of informing decision making. Scholarship to inform and improve data, information, and analysis for decision support is also included in this function.</p>	<p>Provide coordinated training and support for report-generation software, including Argos and PowerBI.</p> <p>Engage and direct phased data literacy initiatives on campus, including data literacy-related professional development presentations/workshops for both faculty and staff.</p> <p>Oversee groups and committees related to reporting, data governance, and data analytic needs.</p> <p>Manage and continually build upon accessible online data dashboards, visualizations, and reports along with detailed descriptions of data definitions and common questions there of in order to enhance and the transparency, use and understanding of data across multiple stakeholders.</p> <p>Provide feedback and institutional insights to WVHEPC as it relates to improving data collection and use through leadership related to statewide initiatives and committees.</p> <p>Collaborate with institutions and other organizations on joint research projects.</p>