Office of Institutional Research and Effectiveness (OIRE): Strategic Plan FY 2013

I. In order to continue OIRE’s outreach and promotional efforts, the office will:

A. Explain how we’ve changed (with the incorporation of OIASPE) and what it means for our customers.
   1. Update the “Who is OIRE?” information available on our website by August 1, 2012.
   2. Update the “Mission, Vision, and Values” information available on our website by August 1, 2012.

B. Annually update the materials we provide to Human Resources (HR) for New Employee Orientation (NEO).
   1. By August 1st each year, these materials will be updated and sent to HR for inclusion in the NEO packets.

C. Determine other opportunities and venues for outreach efforts.
   2. By August 30, 2012, an OIRE Outreach Committee will have met and decided on the venues for outreach (e.g., On the Net, immediate feedback, customer surveys).
   3. By October 15, 2012, a timeline and materials for this outreach will have been finalized.
      a. The materials will incorporate education about breadth/depth of the available OIRE data/information and customer education on how to use/interpret data.
   4. Because of new departments, staff turnover, specialized access, program review, the Outreach Committee will develop and initiate an annual Open House for each campus where constituents are invited to learn about the office and its products.
      a. The content of the Open Houses will be finalized by December 15, 2012.
      b. The Open Houses will be held by June 30, 2013.
   5. The Outreach Committee will develop strategies by December 15, 2012 for improved visibility on the Anschutz Medical Campus.

D. Improve and enhance the OIRE website.
   1. Form an OIRE Website Advisory Group (to include constituents) for the purpose of improving and enhancing the OIRE website. To be created by August 30, 2012.
   2. Use the OIRE Website Advisory Group to gather feedback regarding: dashboards, better organization of website content, increased user-friendliness of website, glossary/more robust dictionary, parameterized reporting, and homepage shortcuts.
   3. Using the information gathered in II.C., articulate OIRE’s goals for responsiveness and response times, as well as how we prioritize our requests and design the OIRE website.
   4. Create an implementation timeline based on feedback from committee meetings by December 31st, 2012.
   5. Add keyword search to report library.
   6. Enhance searchability for Google and other search engines with a page full of links to the reports in the report library. Research link recommendations when searching.

II. So that OIRE provides the very best service possible, we will continue to invest in ourselves, through:

A. Persistent attention to and investment in our infrastructure throughout the fiscal year.
   1. Regular infrastructure meetings/progress.
      i. Revamp of Graduation and Retention Rate data
      ii. HR Infrastructure
         1. Continued Refinement of HR Snapshot Process
CU Denver - Office of Institutional Research and Effectiveness

Source: ORE

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III.

Ongoing Strategic Plan

A. ORE continues to be instrumental in evaluating and improving student outcomes.

1. Through the ACT/CSDE Collaboration project (2012-2013), ORE will assist in improving student engagement.
2. By November 15, 2012, develop a timeline for analyses, and disseminate results.
3. When the data are received by ORE, they will be evaluated and disseminated to the appropriate institutional constituents.

B. ORE is the leader in initiating the "We Care" pilot student intervention (60120022), and is collaborating with Undergraduate Experiences, Student Affairs, and CLAS.

1. ORE will develop datasets for data analyses. Plan should be ready by the end of October, 2012.
2. ORE will develop data for analyses to evaluate the effectiveness of this pilot intervention.

C. Discovery and use of models of excellence and best practices for ORE infrastructure goals.

1. By November 15, 2012, ORE will have already taken the lead in engaging other staff.
2. By April 1, 2013, the above information will have been used.
3. A scientific opportunity to employ best practices.
4. Develop a plan for how to describe data on the ORE website and within ORE reports/products.
5. Identified how other institutions define effectiveness.
7. Identified best practices for data descriptions.
8. Evaluated best practices for project prioritization and setting expectations.

D. Training/Cross-training throughout the fiscal year.

1. Tips & Tricks provided at staff meetings, training, and workshops.
2. Implementation of ORE website, for the purpose of identifying outdated broken links.

E. ORE will continue to develop a standardised system for tracking faculty FWA.

1. Continue to develop a standardised system for tracking faculty FWA.
2. Admissions mapping.
3. Course instructor data.

F. ORE will continue to develop a standardised system for tracking faculty FWA.

1. Continue to develop a standardised system for tracking faculty FWA.