

Information from

Department Ambassador for New Employees (DANE) Program

An initiative of the Student Affairs and Enrollment Management (SAEM) Division



**Office of Strategic Research
and Analysis**

FY10

Welcome to Georgia Southern University

and the

Office of Strategic Research and Analysis!!

Our office at Georgia Southern University is a staff unit reporting to the Vice President for Student Affairs and Enrollment Management. We serve in the traditional role for institutional research for the campus, with our primary support to the enrollment management and student service areas. As other Divisions of the campus need support, we review projects/needs and make recommendations on solutions.

We offer a broad array of executive and management decision support services across all units of the University and to selected external bodies as necessary.

Our Primary Purposes are:

- provide support to facilitate the collection, analysis, interpretation, and presentation of institutionally-related data on projects as identified.
- gather and analyze environmental information for the institution.
- provide staff support to facilitate the formulation and implementation of strategic and operational planning for the institution.
- prepare and publish internal and external reports on the institution's performance and the environment in which it functions.
- perform and create *ad hoc* studies and reports as requested.
- conduct routine analyses of institutional operation.

We hope you find Georgia Southern an exciting place to be!! It has been a great journey for our team in providing opportunities to explore information about our campus constituents and campus, as well as to inform the general public and campus community about the University through our work!!



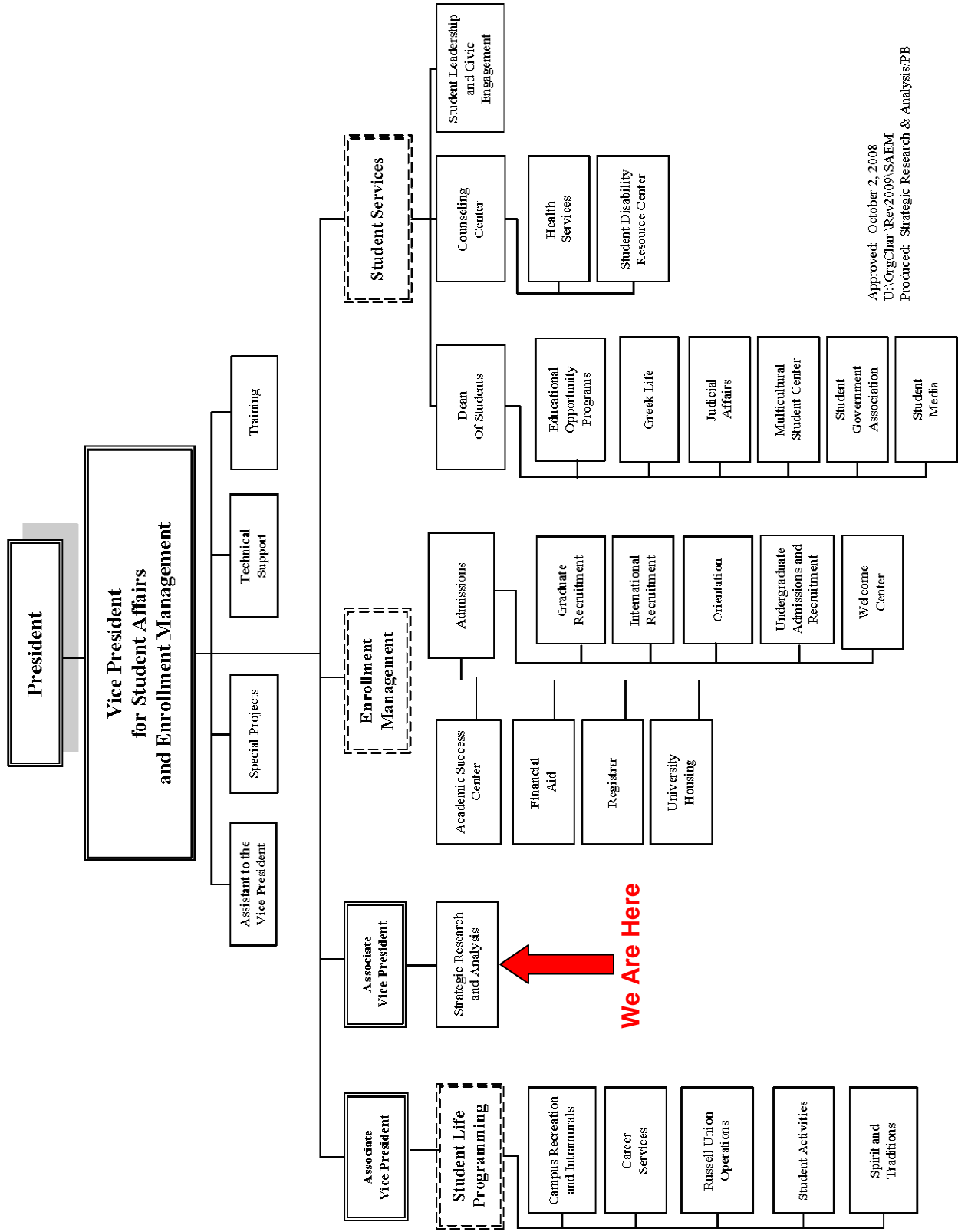
Jayne Perkins Brown, PhD
Associate Vice President, Strategic Research and Analysis
Student Affairs and Enrollment Management

**Georgia Southern University
Office of Strategic Research and Analysis (SRA)**

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Georgia Southern University Student Affairs and Enrollment Management Organization Chart 2008-2009



We Are Here

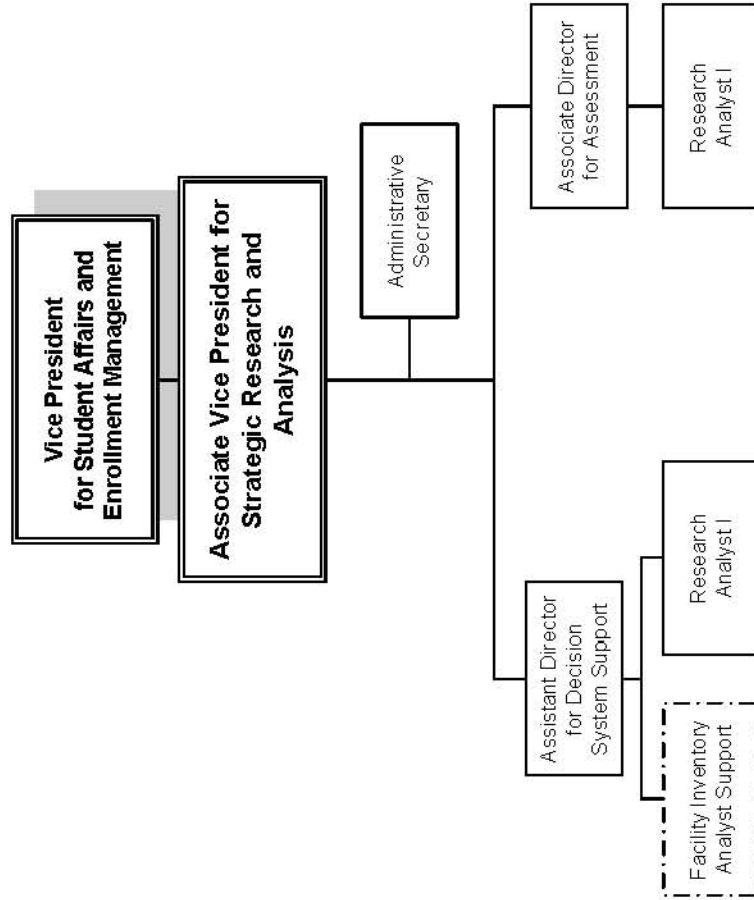


Note: The dashed boxes do not represent formal organizational units, but rather, functional titles of the groups of units.

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Georgia Southern University

Office of Strategic Research and Analysis Organization Chart FY 2008-2009



Georgia Southern University

Office of Strategic Research and Analysis (SRA) Staff

(SRA staff are members of the Association for Institutional Research (AIR) and the Southern Association for Institutional Research (SAIR))

Veazey Hall, 2nd Floor, Phone: (912) 478-5218, P.O. Box 8126, Statesboro, Georgia 30460

Dr. Jayne Perkins Brown, Associate Vice President

PhD, University of Southern Mississippi, Educational Leadership - Higher Education
MEd, Mississippi State University, Mathematics Education
BS, Mississippi University for Women, Mathematics

I serve as the Associate Vice President for Strategic Research and Analysis (SRA), reporting directly to the VP for Student Affairs and Enrollment Management (SAEM). My responsibilities include:

- leading the office of Strategic Research and Analysis staff
- serving on the University's Strategic Planning Council, SACS Leadership Team, Enrollment Management Council, Information Technology Advisory Council, and Academic Advisory Council, as well as other councils as appointed
- ensuring that the University's overall data and reports for federal, state and campus reporting are accurate and presented in a clear manner.
- providing leadership for the creation and maintenance of the University Fact Book, Strategic Indicators Report, and SRA Web data on enrollment, retention, graduation/degrees, assessment initiatives, etc.
- determining appropriate standards for assessment and reporting for the SAEM Division, which includes participation in national assessments such as NSSE, CIRP, etc

Since I arrived at Georgia Southern in July 2001, I have been grounded in the desire to provide meaningful and supportive information to campus units in SAEM as well as all other areas of the campus as appropriate.

Mrs. Pat Bonner, Administrative Secretary

Since 1986, I have worked at Georgia Southern University in various secretarial positions for Continuing Education and Public Services, Presidential Search Committee (1998), Affirmative Action Office, and Audit and Advisory Services. I have been the Administrative Secretary for SRA since October 2000.

As Administrative Secretary, my main roles for SRA include:

- supporting for office staff and Associate Vice President, SRA
- maintaining office budget including expenses, monthly reports, and purchasing
- responsible for annual production of the President and all Vice Presidents, University and Organizational Charts as approved by the President's Cabinet.
- support for project reports, including the dissemination of the University Fact Book and Strategic Indicators Report

As a long time employee of Georgia Southern University, it has been a good experience to meet the various people throughout the years, as well as see the University's growth. I previously served on the Professional Development Council (PDC) at Georgia Southern University from January 2002 – June 2004.

Dr. Mike Jordan, Associate Director, Assessment

Adjunct Instructor, College of Education, Dept. of Curriculum, Reading & Foundations; Affiliate Member, Graduate Faculty

PhD, University of Georgia, Educational Psychology - Creativity and Educational Measurement and Statistics

MS, University of Georgia, Geology

BS, Georgia Southwestern College, Geology; BS, Georgia Southwestern College, Political Science

I joined Georgia Southern in June 2004. In my role at SRA, I support the assessment efforts of the Division of SAEM by:

- o advising and cooperating with division leaders on project design, planning, and management
- o assisting in the development and administration of design-effective survey questionnaires and other assessment instruments
- o analyzing assessment data using a wide range of statistical methods, as well as content analysis
- o interpreting and reporting the results of assessment data analyses
- o providing support to other SRA staff members as needed
- o collaborating occasionally with University faculty and staff on assessment-related projects

My primary objective is to provide University decision makers with accurate, meaningful, and useful assessment information derived from effective project designs, application of appropriate data analysis methods, accurate interpretations of data analytic results, and adherence to best data reporting practices. Additionally, I provide support for our office by serving on the Enrollment Management Council and SAEM Directors' meetings as needed.

Mr. Paul Wilver, Assistant Director, Decision Support Systems

BS, Clarion University of Pennsylvania, Computer Science

Although I arrived at Georgia Southern in 1988, I joined SRA in October 1997. I seek to ensure that SRA reporting is useful and based on complete and accurate data. My responsibilities include:

- o maintaining SRA databases and website
- o maintaining and supporting the Strategic Planning Council website
- o leading or supporting various internal and external projects and reporting as needed or requested
- o serving as the project lead for the University Fact Book
- o providing support to SRA Research Analysts and others in the office

During my time in SRA, I have also represented our office on the Technology Administrative Steering Committee (TASC), as needed, and the University System of Georgia (USG) Academic Datamart (ADM) upgrades as our SRA technical representative. The ADM is an ongoing project yielding access and data to each USG campus.

Mrs. Mary Poe, Research Analyst

BBA, Georgia Southern University, Information Systems, Logistics and Intermodal Transportation

As a Research Analyst for SRA since December 2004, my responsibilities include:

- o researching data for internal and external surveys, focused on graduate issues
- o compiling, analyzing and reporting survey results.
- o serving as the project lead for the Strategic Indicators Report.
- o providing support in maintaining SRA Assessment Support Items section of our website.

I provide assessment support to units within the Student Affairs and Enrollment Management (SAEM) Division and to other departments across campus upon request. In addition, I served on the Professional Development Council (PDC) at Georgia Southern University from July 2006 – June 2009.

Mr. Patrick A. Roberts, Research Analyst

BBA, Georgia Southern University, Information Systems

I am a Research Analyst in the SRA, serving since May 2006. My job responsibilities include:

- o performing analyses of data and creating report summaries
- o providing internal and external survey reporting, focused on undergraduate issues
- o supporting other institutional research and data collection efforts
- o maintaining documentation and sources for projects

In addition, I also serve on the Professional Development Council (PDC) at Georgia Southern University beginning July 2009.

Georgia Southern University Office of Strategic Research and Analysis (SRA)

SRA Website - Home Page

<http://services.georgiasouthern.edu/osra/>

The screenshot shows the Georgia Southern University website header with the university logo and name. Below the header is a navigation bar with links to various university services. The main content area features a dark blue sidebar with a list of navigation options. The main content area has a title 'Strategic Research and Analysis' followed by a paragraph describing the office's role and a list of its primary purposes.

GEORGIA SOUTHERN UNIVERSITY
A CARNEGIE DOCTORAL-RESEARCH UNIVERSITY

Partly Cloudy :82°

New Eagle Search... Quick Links...

My.GeorgiaSouthern Online Programs Give to Georgia Southern Directory Newsroom Majors Calendar Human Resources University Store

University Homepage

- Home Page
- Assessment Support Items
- Common Data Set
- Enrollment Data
- Fact Book
- Feedback
- Links
- Office Staff
- Organizational Charts
- Peer and Aspirational Lists
- Request Form
- Retention, Progression & Graduation
- University's Strategic Plan
- USG-IRP

Strategic Research and Analysis

The Office of Strategic Research and Analysis at Georgia Southern University, a staff unit reporting to the Vice President for Student Affairs and Enrollment Management, offers a broad array of executive and management decision support services across all units of the University and to selected external bodies as necessary.

Primary Purposes of Strategic Research and Analysis

- provide support to facilitate the collection, analysis, interpretation, and presentation of institutionally-related data on projects as identified.
- gather and analyze environmental information for the institution.
- provide staff support to facilitate the formulation and implementation of strategic and operational planning for the institution.
- prepare and publish internal and external reports on the institution's performance and the environment in which it functions.
- perform and create *ad hoc* studies and reports as requested.
- conduct routine analyses of institutional operation.

Georgia Southern University Office of Strategic Research and Analysis (SRA)

SRA Website – Other Web Pages (links on left of homepage)

Assessment Support Items

- Annual Campus Initiatives (i.e., Annual Reports, Strategic Plan)
- Southern Association of Colleges and Schools (SACS)
- Special Projects in SRA
 - Surveys/Questionnaires
 - Reports/Projects

Common Data Set

The *Common Data Set* includes sections on Institutional Characteristics, Enrollment, Persistence and Graduation Rates, Retention Rates, Freshman Admission Requirements and Academic Profile, Transfer Admission Requirements, Academic Offerings, Library Collections, Student Life, Annual Expenses, and Financial Aid. Complete data definitions are also included. *Continued on page 9.*

Student Enrollment Data

1. Demographic Information about enrollment students:
 - Enrollment by Citizenship status.
 - Enrollment by County of Origin (*by UG/G*).
 - Enrollment by Nation of Origin.
 - Enrollment by On/Off Campus housing status (*by Class*).
 - Enrollment by State of Origin (*by UG/G*).
 - Enrollment by Residency Status.
 - Top Colleges of undergraduates enrolling at Georgia Southern for the first time.
 - Top High Schools of entering Freshman.
2. Characteristics of enrolled students:
 - Average CumGPA by Class/Race/Gender.
 - Enrollment by Class/Age/Gender.
 - Enrollment by Class/Ethnicity/Gender.
 - Enrollment by Class/Full Time-Part Time/Gender.
 - Enrollment by Ethnicity.
 - Enrollment by Gender.
 - Enrollment by Undergraduate/Graduate Level (*by Gender*).
3. Enrollment by Colleges:
 - *Fall Term* Enrollment by College/Department/Degree/Major.
4. Enrollment Demographics:
 - Fall Semester Enrollment Demographics by College, Degree, and Major.
5. Fall Semesters Enrollment Summary:
 - Summary Enrollment Data for Fall Semesters 1999 - 2008.

Fact Book

The *Fact Book* provides a wealth of information about our University. In addition to the general information about Georgia Southern, its history and its progress, this book provides data on our students, faculty, staff, and services. In all, the *Fact Book* offers a comprehensive picture of who we are.

Retention, Progression, and Graduation Rates/Degrees Awarded

Retention Rates

- [Retention Rates Reports^a](#)
- [IPEDS First time Freshman Retention^a](#) Demographics by College, Major, Degree, and Fall Semester
- Retention Rate (1st yr) by Colleges with Pell and HOPE Eligibility Status of first time, full time, degree seeking freshmen
 - [Fall 2001 – Fall 2005 IPEDS Cohort^a](#)
 - [Fall 2002 – Fall 2006 IPEDS Cohort^a](#)
 - [Fall 2003 – Fall 2007 IPEDS Cohort^a](#)
- [Report Card Review report^a](#) for first year retention of the Fall 2004 Cohort to Fall 2005

Progression Rates Reports

Graduation Rates and Degrees Awarded

- [Graduation Rates Reports^a](#)
- [Degrees Awarded](#) Demographics by College, Major, Degree, and Fiscal Year
- [Degrees Conferred](#) by term and Race/Gender (last semester is always the latest available).
- Graduation Rate (6 yr) of full time, degree seeking freshmen by Colleges and Majors
 - [Fall 1997 – Fall 2000 IPEDS Cohorts](#)
 - [Fall 1998 – Fall 2001 IPEDS Cohorts](#)
 - [Fall 1998 – Fall 2002 IPEDS Cohorts](#)
- [Report Card Review report](#) for 6 Year Graduation Rate of the Fall 1999 Cohort as of Summer 2005

Peer and Aspirational Lists

COMPARATOR PEERS	ASPIRATIONAL PEERS
1. Appalachian State University	1. Appalachian State University
2. Ball State University	2. Ball State University
3. Bowling Green State University-Main Campus	3. California Polytechnic State University, San Luis Obispo
4. East Carolina University	4. College of Charleston
5. Illinois State University	5. East Carolina University
6. Indiana University of Pennsylvania-Main Campus	6. James Madison University
7. James Madison University	7. Miami University of Ohio
8. Middle Tennessee State University	8. Middle Tennessee State University
9. Sam Houston State University	9. Texas State University-San Marcos
10. University of North Carolina-Wilmington	10. University of Northern Iowa
	11. University of West Florida
	12. Western Washington University

Request Form

University's Strategic Plan

USG-IRP

More information on the importance of the Common Data Set

The *Common Data Set* includes sections (detail noted below) on Institutional Characteristics, Enrollment, Persistence and Graduation Rates, Retention Rates, Freshman Admission Requirements and Academic Profile, Transfer Admission Requirements, Academic Offerings, Library Collections, Student Life, Annual Expenses, and Financial Aid. Complete data definitions are also included. **These data may be useful in completing accreditation reports, surveys, proposals, or funding requests.**

The *Common Data Set (CDS)* initiative is a collaborative effort among four major publishers (*The College Board, Peterson's, U.S. News, and Wintergreen/Orchard House*) and the educational community to develop a set of standard data and data definitions for use in surveys that gather information for college guidebooks, ranking, and other resources for prospective students. The purpose is to improve the quality and consistency of information and thus allow potential students to make more accurate comparisons between schools.

Sources of these data include extractions from Georgia Southern University's Federal IPEDS reports, American Association of University Professors (AAUP) Faculty Compensation Survey, official Board of Regent's census files: Student Information Reporting System (SIRS) and Curriculum Inventory Reporting System (CIR), Banner, Data Warehouse, and *U.S. News and World Report* surveys. *When comparing the Common Data Set to other published reports, please keep in mind that data definitions may vary between publications.*

Common Data Set for Georgia Southern University, AY 2008-2009

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