Did you know that the Office of Institutional Effectiveness can help you gather research for your areas? If you are considering developing a survey to receive feedback from students, faculty, staff and/or the community, the IE office can design, implement, and analyze the data you need to help you make data-driven decisions to improve services. In addition, there is a catalog of surveys that have been developed and are completed according to the district-wide survey calendar. Below you will find the schedule for upcoming surveys.

**UPCOMING SURVEYS**

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**ENTERING STUDENT EXPERIENCE SURVEY**

The Entering Student Experience Survey was piloted to new students during the Spring 2011 Welcome Week by the Office of Institutional Effectiveness, in conjunction with Student Services. The survey was administered at each campus, and was also available to students online.

The Entering Student Experience Survey was designed to gather information concerning student's expectations for their academic goals and to obtain academic background information of new students who will attend Wayne County Community College District (WCCCD). The survey indicates that 58.3% of students' primary goal for attending WCCCD is to obtain an Associate's Degree. In addition, 81.1% of students indicated they would recommend WCCCD to a friend or family member.

**Entering Student Experience Findings**

- The average reported GPA of entering freshmen is **2.95**
- After the first three weeks of class, **77.9%** of students were satisfied with their preparedness to succeed academically
- **39.0%** of entering students reported they prefer taking classes during the day, and **66.5%** reported they prefer weekdays to weekends
The use of institutional data can have value in the management, operation, and function of your office. Institutional data may include information such as, enrollment, student grades, graduate data, etc. Good planning and foresight are relative to the formulation of your date needs, and should be given considerable thought. Should your department have a need for Institutional data, here are the few questions to consider:

- What data do I need?
- How do I want the data to appear?
- How frequent will I need the data?

To request data:
1. Go to college website – www.wcccd.edu
2. Department/Division drop-down – select Institutional Effectiveness
3. Select Data Request Form - sign in wcccd.edu/username and domain password
4. Fill-in appropriate highlighted areas
5. Retrieve signature of vice chancellor
6. Submit signed hard copy and email to IE

WEBSITE:
www.wcccd.edu/dept/Institutional_Effectiveness.htm

IE Surveys & Transparencies Initiatives:
www.wcccd.edu/dept/transparency.htm

IE SPOTLIGHT

What is a “culture of evidence?” The “culture of evidence” is the comprehensive process of collecting, analyzing, and using data to inform decisions. It is a practice of using data and information prior to inform planning and change to achieve identified goals. One of the main goals of IE is to provide leadership and support to the entire District in strengthening the college’s “culture of evidence.” IE has conducted an interview with Dr. Ron Harkness, Provost of Career Preparation & Campus Operations and a data user, to measure how we are doing in supporting data driven decisions.

IE: How do you use the data?
Dr. Harkness: Part of the data is used as a historical marker, letting us see how things are changing, have changed, or might be projected to change. When you plan for the future, one of the most beneficial stops involves a review of the past. Another part of the data that is more subjective in nature (surveys) is used to gage the perceptions of different individuals that make up the discipline team. This team includes advisory committee members, instructors, administrators, and students. What is important here is to see the actual perceptions of the different groups. It is often interesting to note that these groups may not always agree on the different components/issues that are specific to the discipline. When you have differing perceptions, you have a chance to educate others to a different perspective. If done collaboratively, this can lead to very successful outcomes.

IE: How often do you request data?
Dr. Harkness: Within the course of any academic year Educational Affairs is attempting to do an evaluation of 1/3 of its programs. These evaluations are scheduled throughout the academic year and as such, data requests would be based on a schedule of evaluation dates.

IE: What type of data do you receive from IE?
Dr. Harkness: The type of data that I receive from IE falls into two groups: qualitative (surveys responses) and quantitative (number of graduations, discipline size, average class size, etc).