

## **Administrative Committee on Institutional Research and Planning Spring Meeting, 2004, Kennesaw State University**

The Committee had a very informative, well-planned and executed meeting with 54 registered attendees. The meeting began with registration at 9:00 am on Thursday, April 29, and ended at about 11:20 am on Friday, April 30. A social and dinner were held at the beautiful and impressive new Booth Museum of Western Art, in Cartersville, about 20 miles north of Kennesaw, on Thursday evening.

The committee meeting was convened at 9:30 am by the Chair, Rebecca Farrow, of Coastal Georgia Community College. Dr. Farrow introduced new members as well as the executive committee. Dr. Betty Siegel, President of Kennesaw State University spoke next, welcoming us to Kennesaw and introducing our keynote speaker, Dr. Thomas C. Meredith, Chancellor of the University System of Georgia.

### ***Dr. Thomas C. Meredith (summary of presentation)***

Dr. Meredith spoke to us on the importance of institutional research and on making decisions based on data rather than on intuition or emotion. Yet he advised us not to present only data, but to include summaries and interpretations of the meaning and implications of, and conclusions to be made from, the data.

He described his management method as dealing directly with the presidents for all institutional matters, the presidents being held responsible for the entire institution. He described a new method instituted this year for evaluating the presidents, in which he met individually with each, first discussing their goals for the current year and the next year, and then discussing a set of common indicators prepared by his staff from data obtained from each institution. He advised us to put together this data sheet for our presidents on a periodic basis. Dr. Meredith went on to say that accountability is critical now-that parents will, within two years, choose schools for their offspring based on comparisons of data such as graduation rates, pass rates on NCLEX, Praxis II, and other such indicators. "We have spent too much time rationalizing bad numbers", he asserted.

The graduation rate is important, as is getting students through the system quickly. In the next 12 years we will add 200,000 students to the USG system, yet 49% of ninth-graders drop out of school in Georgia. In October a program will be rolled out to attack this dropout problem, based on a partnership of K-12 schools, higher education, and others.

Dr. Meredith ended with a reemphasis that institutional decisions today

should be data-driven, and advised us to look ahead at trends and ask “Where is the institution headed?” and “Where should it be headed?”

### ***Enrollment Projection Task Force***

This task force comprised of Alan Burstein, Mike Crow, Jayne Perkins, Susan Campbell, Anoush Pisani, and Joe Szutz presented an overview of their work and findings in investigating methodology for projecting enrollment. Various methods for projecting enrollment were presented.

### ***System Office Reports***

Cathie Mayes Hudson, Associate Vice Chancellor, gave us an update on current and pending issues at the system level, such as the budget, HOPE legislation, BOR strategic planning goals, and system committees (Graduation Rate Task Force, Health Care (for students), and Academic Affairs).

### ***General Education Assessment by Standardized Tests***

Carolyn Rackley of the Educational Testing Service (ETS) and Tinsley Furry of American College Testing (ACT) presented services and tests offered by their companies.

### ***Deciding on Assessment Strategies***

J. Joseph Hoey, Director of Assessment at Georgia Institute of Technology, gave a presentation on “Deciding Upon an Assessment Strategy”. Dr. Hoey’s comprehensive and useful presentation began with an overview of assessment methods in general, then focussed in on assessing general education.

### ***Academic Data Mart (second day of conference)***

Meeting in a computer lab at Kennesaw State University, Charles Gilbreath of Georgia State University spoke on progress in implementing the Academic Data Mart, how it is loaded, how we will access it, and how to view documentation on it. The schedule for implementation was discussed. Lori Jarrard (OIIT), Glenn Fernandez (OIIT), and Debbie Head (Kennesaw State University) answered questions. Ms. Jarrard offered to conduct training on accessing the Data Mart for the IRP group, probably on September 7, preceding the Georgia Summit meeting in Savannah, although this plan is not final.

### ***Business Meeting***

Rebecca Farrow conducted a brief business meeting, presenting the slate of officers for the coming year as proposed by the Nominating Committee. The

slate, which was approved unanimously, included Andrew Luna as Chair, Teresa Merriweather-Orok as Vice Chair, Charles Hawkins as Secretary, Debbie Head as Treasurer, and Rebecca Farrow as Past Chair and Nominating Committee Chair for next year. Rebecca Farrow and Debbie Head were commended by the group for their excellent work over the past year and in arranging this meeting.