Components of a Comprehensive System of Continuous Improvement

Jacksonville State University

October 8, 2007
Introduction

- Jacksonville State University
  - Jacksonville, Alabama
  - Fall 2007 Enrollment = 9,077
  - Undergraduate and Graduate Programs
- Office of Institutional Research and Assessment
  - Report to President
  - New Staff- 2005
  - New Processes
  - PRISM established
  - Assessment Framework- use of data
• JSU’s Comprehensive System
  – PRISM (planning and reporting)
  – Assessment
  – Strategic Planning
  – Program Review
  – Institutional Research
PRISM

- JSU’s information management system that stores and reports operational goals, objectives, strategies, methods of assessment/evaluation, and use of results.

- Operational and learning goals, objectives and results are entered into this on-line system.

- Annual reports with significant accomplishments included in PRISM provide summary data.

- PRISM provides decision-makers with relevant reports, making JSU’s comprehensive system of continuous improvement visible, viable, and meaningful.
Comprehensive System

Strategic Planning

Institutional Research

Operational Planning & Reporting

Department/Unit Goals
Department/Unit Objectives

JSU Mission
JSU Goals

PRISM
JSU Institutional, College, Department & Unit Decision-Making

Assessment of Student Learning

Student Learning E-Objectives
Student Learning E-Goals

Program Review (Accreditation, Self-Study & Peer Review)

JSU Goals

Improved Learning Environment

Increased Student Success

Operational Planning & Reporting

Institutional Research

Student Learning

E-Objectives

E-Goals

PRISM

JSU Mission

JSU Goals

Student Learning

E-Objectives

E-Goals

Program Review (Accreditation, Self-Study & Peer Review)

Improved Learning Environment

Increased Student Success
Welcome to the freshly updated PRISM, JSU’s centralized system for planning and reporting. New enhancements allow you to view JSU unit profiles by selecting units from the drop-down box below.

**JSU Unit Profiles**

Please Select A Unit.

Unit Name
# PRISM – Unit Profiles

## JSU Unit Profiles

Please Select A Unit:

<table>
<thead>
<tr>
<th>Unit Name</th>
<th>Unit Abbrev.</th>
<th>Unit Level</th>
<th>Unit Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Music</td>
<td>MU</td>
<td>Department</td>
<td>Academic</td>
</tr>
</tbody>
</table>

**Unit Manager**

Dr. Legare McIntosh

**Unit Location**

Macon Hall

**Unit Phone**

(256) 782-5860

**Unit Email**

mcintosh@jsu.edu

## Unit Purpose

As a unit within the College of Arts and Sciences, the Music Department contributes to that portion of the college’s mission which involves the advancement of the fine arts both within the university community and beyond the campus. The Music Department also collaborates with the Drama Department on annual joint productions. The University’s primary mission since its founding in 1933 has been to provide quality education by integrating traditional academic pursuits with career-oriented programs. Included in the University’s educational purpose is the goal to provide graduates with aesthetic sensibility, represented by the ability to understand and to enjoy literature, fine arts, and cultural activities. Not only does the Music Department offer a general music appreciation course as part of the core curriculum, but a large number of Department-sponsored ensembles are also open to all students by audition. Throughout the academic year, the Music Department presents a wide variety of concerts and recitals, most of which are open to the public without charge. Finally, part of the University’s public service purpose involves enhancement of the aesthetic, intellectual, and cultural life of the region. The Music Department contributes to this purpose through numerous performances in the surrounding community.

Click here for Unit Significant Accomplishments
PRISM – Unit Profiles

Department of Music 2006 - 2007

Goal: To improve existing music facilities that are used for rehearsal and performance in terms of climate control, lighting and acoustical treatment.

Objectives

01.01: To undertake measures to improve appearance and lighting quality in Performance Center.

Person Responsible
L. McIntosh

Strategy / Assessment / Success Criteria

1. Survey specific needs
2. Ascertain costs
3. Contact various agencies to accomplish tasks contingent upon funding
4. Monitor status of various projects / project completion

Results of Evaluation/Assessment
1. Needs have been determined
2. Costs have been projected.

Use of Results
1. A program of purchasing needed lighting instruments has been projected. The initial purchases have been made.
2. Additional funds to complete purchase program will be requested in FY 2007-08 to complete purchase of the needed items. Items remaining include dimmer board and several lighting instruments.

01.02: To repair and if necessary, replace heating and air conditioning units in Mason Hall rehearsal/performance areas.

Person Responsible
L. McIntosh
PRISM News

- **August 2007** PRISM undergoes Major Interface Changes.
- **August 9, 2006** PRISM's New Web-editor is in Place. This new editor offers improved features for copying and pasting from Microsoft Word.
- **PLEASE NOTE:** **Do not open PRISM in more than one browser window at one time.**
- Currently PRISM is unavailable from remote locations due to security issues that are being addressed. Therefore, you may only access PRISM on campus. We apologize for any inconvenience this may cause.
- Please call extension 9157 if you have any questions or need assistance with PRISM.
- The current version of PRISM works best with Internet Explorer.
Please select Planning Unit and Year.

<table>
<thead>
<tr>
<th>Planning Unit</th>
<th>Planning Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>Planning (2008 - 2010)</td>
</tr>
<tr>
<td>Alumni Affairs</td>
<td>Current Year (2007 - 2008)</td>
</tr>
<tr>
<td>Associate Vice President for Academic Affairs</td>
<td>Reporting (2006 - 2007)</td>
</tr>
<tr>
<td>Athletic Trainer</td>
<td>View (2005 - 2006)</td>
</tr>
<tr>
<td>Athletics</td>
<td>View (2004 - 2005)</td>
</tr>
<tr>
<td></td>
<td>View (2003 - 2004)</td>
</tr>
</tbody>
</table>
Jacksonville State University Office of Institutional Research and Assessment

Admissions 2008 - 2009

click here to add a new goal

01 To increase contacts with qualified undergraduate prospective students.

- Supports the following institutional goal(s): Click here to add/revise institutional Goal(s) supported
- Objective: Click here to add a new Objective.
  - Increase the number of e-mail inquiries through the promotion of the JSU website to prospective students.
  - Implement a software program that will allow us to inform prospective students of upcoming events and deadlines.
  - Increase the number of private visits to high schools and community colleges made by each admissions counselor by 25% per year.
  - Increase the number of prospective students who visit campus each year by 25%.
  - Continue to update and publish the recruiting items which include viewbooks, search pieces, transfer brochures, scholarship listings, posters, and CD's.

02 To maintain active involvement in professional organizations.

- Supports the following institutional goal(s): Click here to add/revise institutional Goal(s) supported
- Objective: Click here to add a new Objective.
  - Attend at least one professional conference per year to stay informed about trends and current issues in higher education.
  - Contribute to at least one publication or presentation at a professional conference.
  - Participate in at least two professional organizations related to higher education.

Print Plan with Goals and Objectives
Admissions 2008 - 2009

Goal 01
To increase contacts with qualified undergraduate prospective students.

Edit Objective 01

Objective Number: 01

Objective Statement/Expected Educational Outcome
Increase the number of e-mail inquiries through the promotion of the JSU website to prospective students.

Strategy / Assessment / Success Criteria

A baseline number was established. Our goal is to increase the number of inquiries by 5% annually.
<table>
<thead>
<tr>
<th>Objective Budget Request Status:</th>
<th>Reviewed</th>
<th>Funding Status</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dean/Immediate Supervisor</td>
<td></td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

**Status:** Not Reviewed  
**Person(s) Responsible:** Martha Mitchell  
**Budget Request Type:**

**Additional Funding Request FY2007-2008:** 0  
**Funding Request Priority:** 0

**Funding Request Justification and/or Specific Requirements**

[Text area for justification and specific requirements]

Update  
Reset Form  
Cancel  
Delete  
Print
PRISM (Reporting Mode)

Results of Evaluation/Assessment

In 2005-06 6793 e-mails were received and answered. In 2006-07 7153 e-mails were received and answered. Goal met.

Use of Results

Will continue to promote the website and e-mail information on all publications.
**Significant Accomplishments**

*Admissions 2006 - 2007*

**Part I: Significant Accomplishments for the Annual Report to the President (Due September 15, 2007)**

The Office of Admissions is pleased to announce that the number of applications received for the 2007 fall semester was at an all time high with 4530 undergraduate students applying for admission. The number of new students accepted was also a record number with 4061 acceptances. The number of freshmen enrolled for the fall semester is the highest since 1989 with 1302 new freshmen. The 2007 Preview Days were also very successful with 593 new undergraduate students pre-registering for fall 2007 classes. This is the highest number of registrations in Preview Day history.

**Part II: Significant Accomplishments Narrative for Published Version of the Annual Report: 500-600 Word Summary (Due August 1, 2007)**

The Office of Admissions is pleased to announce that the number of applications received through August 1 for the 2007 fall semester is at an all time high with 4413 undergraduate students applying for admission. The number of new students accepted is also at an all time high with 3911 accepted first time freshmen and transfer students. Final figures of applied, accepted, and enrolled undergraduate students will be available early in September. The 2007 Preview Days were also very successful with 593 new undergraduate students pre-registering for fall 2007 classes. This is the highest number of registrations in Preview Day history.
### Assessment

#### E-goals

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>03</td>
<td>To continue services to the community.</td>
</tr>
<tr>
<td>1</td>
<td>Supports the following Institutional Goal (s) Click here to add/revise Institutional Goal(s) supported</td>
</tr>
<tr>
<td>2</td>
<td>Educate students to be productive, responsible citizens and effective leaders in a rapidly changing global society.</td>
</tr>
<tr>
<td>3</td>
<td>Promote exemplary teaching and scholarship.</td>
</tr>
<tr>
<td>4</td>
<td>Enhance the roles of research and service.</td>
</tr>
</tbody>
</table>

#### Academic Program Assessment

<table>
<thead>
<tr>
<th>E1</th>
<th>Assess student writing skills for BA in English</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Supports the following Institutional Goal (s) Click here to add/revise Institutional Goal(s) supported</td>
</tr>
<tr>
<td>1</td>
<td>Educate students to be productive, responsible citizens and effective leaders in a rapidly changing global society.</td>
</tr>
<tr>
<td></td>
<td>Objectives Click here to add a new Educational Outcome</td>
</tr>
<tr>
<td>1</td>
<td>Assess students' knowledge of grammar and mechanics.</td>
</tr>
<tr>
<td>2</td>
<td>Assess majors' knowledge of organization.</td>
</tr>
<tr>
<td>3</td>
<td>Assess majors' knowledge of rhetoric and logic.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E2</th>
<th>Assess EH 201, 202, 203, and 204 for majors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Supports the following Institutional Goal (s) Click here to add/revise Institutional Goal(s) supported</td>
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<tr>
<td>1</td>
<td>Educate students to be productive, responsible citizens and effective leaders in a rapidly changing global society.</td>
</tr>
<tr>
<td></td>
<td>Objectives Click here to add a new Objective.</td>
</tr>
<tr>
<td>1</td>
<td>Assess majors' knowledge of literary history.</td>
</tr>
<tr>
<td>2</td>
<td>Assess majors' ability to interpret literary texts.</td>
</tr>
</tbody>
</table>
Using Assessment Outcomes
Using Assessment Outcomes

• Benchmark Comparisons (NSSE)
• Enriching Educational Experiences (EEE)
  – Complementary learning opportunities enhance academic programs. Diversity experiences teach students valuable things about themselves and others. Technology facilitates collaboration between peers and instructors. Internships, **community service**, and senior capstone courses provide opportunities to integrate and apply knowledge.
• Goal 3: Enhance the roles of research and service.

3.2 Promote research and service/service learning on campus.

Consider adding an Office of Leadership and Service that promotes service learning initiatives on campus and supports faculty in developing service learning opportunities in the classroom.

In process: Coordinating with VISTA program to bring in VISTA volunteers to assist JSU with setting up the Office of Leadership and Service and coordinating service opportunities across campus.
Comprehensive System

Institutional Research

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Assessment of Student Learning

Program Review (Accreditation, Self-Study & Peer Review)

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Improved Learning Environment

Increased Student Success

Department/Unit Goals

Department/Unit Objectives

Student Learning E-Objectives

Student Learning E-Goals
Program Review

- Systematic internal process - encourages improvement through analysis of the quality of the University’s academic programs, academic support, and administrative support units.

- 7 Year Cycle

- Academic and non-academic units conduct a self-study to assess major strengths, weaknesses, opportunities

- Areas covered are *Introduction, Quality, Demand, and Resources*

- Program Review includes a peer review and development of a plan for continuous improvement
Institutional Research
5 Year CHP Report (Excel)

- Manual data entry
- Time demanding
- Creating multiple Graphs
- Excel Data Limitations
5 Year CHP Report (Tableau)

- Quick and Easy
- Multiple charts instantly
- Pivot and Refine
- Visual Analysis
- Export to PDF, Word, Excel, etc.

Visit
http://www.tableausoftware.com
5 Year CHP Report (Tableau)

Emergency Management

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td># of Student Registrations</td>
<td>203</td>
<td>541</td>
<td>341</td>
<td>342</td>
<td>502</td>
<td>1,106</td>
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<tr>
<td># of Sections</td>
<td>21</td>
<td>23</td>
<td>46</td>
<td>44</td>
<td>31</td>
<td>50</td>
</tr>
<tr>
<td># of Course</td>
<td>17</td>
<td>15</td>
<td>67</td>
<td>51</td>
<td>60</td>
<td>9</td>
</tr>
<tr>
<td>UG CHP</td>
<td>5</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>IUG CHP</td>
<td>105</td>
<td>415</td>
<td>516</td>
<td>1,342</td>
<td>732</td>
<td>1,065</td>
</tr>
<tr>
<td>Total CHP</td>
<td>600</td>
<td>1,623</td>
<td>1,022</td>
<td>2,225</td>
<td>603</td>
<td>3,212</td>
</tr>
</tbody>
</table>

Comparing the trends of No. of Student Registrations, CHP and count of sections with year. For US, EP, Color shows details about Measure Names. The view is filtered on College, Measure Names and DEPT.

![Graph](image-url)
**Tableau Server**

- Leading Web-based application for interactive analysis, exploration, visualization, sharing and collaboration.
- Companion product to Tableau Professional

**Allows you to:**

- **Share** answers – publish results through web browser
- **Analyze** answers – drill into published results that are interactive through the Web.
- **Search** for answers – search for results by date, author, tags, comments
- **Collaborate** to produce answers – build a smart repository of collective team intelligence
- **Secure** answers – People can determine on-the-fly how much access and interactivity to grant others every result they create.

*(Source: Tableau Server Product Description)*
Tableau Server Continued

Users can perform a variety of operations on these results, including:

- Drill to underlying data
- Inspect (tooltips)
- Filter
- Sort
- Refresh data
- Export images (e.g., to MS Office)
- Export data (e.g., to Excel)
- Follow links to other applications
- Follow links through a guided analysis

(Source: Tableau Server Product Description)
Tableau Server Continued

Example: Analyzing Results

Accessing an interactive analysis published to the Web. Tooltips display precise numbers behind results. Filters (to the left) are live and interactive, allowing people to tailor results to areas of interest. In this example, the user has filtered the analysis to orders placed between 1/1/07 and 11/29/07. Refreshing the page retrieves the most up-to-date information from the source database.

(Source: Tableau Server Product Description)
Comprehensive System

- Institutional Research
- Operational Planning & Reporting
- Strategic Planning
- Assessment of Student Learning
- Program Review (Accreditation, Self-Study & Peer Review)

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Improved Learning Environment

Student Learning E-Objectives
Student Learning E-Goals

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Questions

Contact Us

oira@jsu.edu

Dr. Alicia Simmons, Director OIRA
asimmons@jsu.edu, 256-782-8145

Tienhan Ma, Coordinator of Assessment
thma@jsu.edu, 256-782-5109

Omer Minhas, Coordinator of Institutional Research
ominhas@jsu.edu, 256-782-8157

http://www.jsu.edu/depart/oira