

**FLORIDA STATE UNIVERSITY
COLLEGE OF EDUCATION
DEPARTMENT OF EDUCATIONAL LEADERSHIP AND POLICY STUDIES
EDH 5055: Introduction into Institutional Research
(3 credits- Letter Grade)**

Instructors:

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Description: The course will provide an introduction to the theoretical and practical application of institutional research as a discipline in higher education. Institutional research is an embedded function with direct applications in all administrative and strategic processes within the institution. The course content will be addressed within the context of organizational, administrative, political, and ethical issues in institutional research. Practical experience with research databases and insights from current practitioners in the field will be integrated into the theoretical content of the course. The course is completely online.

Course Objectives

Upon completion of the course, students will be able to:

- Understand the nature and purpose of institutional research as a discipline in Higher Education.
- Describe the role of institutional research in administrative processes such as policy analysis, strategic planning, resource allocation, peer institution comparisons, and quality improvement initiatives.
- Describe the potential applications of institutional research for assessment, accountability, student affairs, enrollment, and management of internal processes.
- Describe the national data sets, the type of data in each database, and the surveys used to capture data.
- Identify and evaluate institutional research resources on the Internet.
- Analyze published research reports and case studies that involve the application of institutional research processes and the utilization of national databases.
- Understand the professional support functions of the Association for Institutional Research (AIR), the National Science Foundation, and the National Center for Education Statistics.
- Identify emerging issues in higher education and describe the potential impact on institution research.
- Utilize literature reports and publicly accessible data to prepare a comprehensive report on a current issue in institutional research.

Required Texts and Readings (The Primer is a free book with your AIR \$30 student membership. Books are available for purchase separately. Membership sign-up and book purchase are available at www.airweb.org)
Effective Reporting can be purchased separately.

1. *Primer for Institutional Research* edited by William E. Knight. (Free with your Graduate Student AIR membership)
2. *Effective Reporting* by Trudy H. Bers & Jeffrey A. Seybert. (Must purchase this book separately from AIR – use the publication ordering form available at <http://www.airweb.org/?page=56>)

Readings:

Please see the attached assignments list for more details on weekly readings and where each reading can be found.

Equipment

In order to complete the distance-learning portion of the course, each student will need a computer with Internet access.

Expectations / Attendance

Students are required to hand in assignments and participate in all online course activities.

Grading / Evaluation

Percent grades will be translated into letter grades as follows:

93%-100% = A	90%-92.9% = A-
87%-89.9% = B+	83%-86.9 = B
80%-82.9% = B-	77%-79.9% = C+
73%-76.9% = C	70%-72.9% = C-
67%-69.9% = D	Below 67% = F

You have the option to take this course as an S/U. Please contact the instructor during the first week of class to discuss this option. In order to obtain an S for the course, students must complete all assignments within the specified deadlines established by the instructor and receive a minimum of 85 points for completed work.

Student evaluation will be based on the following:

- (2) IR Lab Exercises (10 pts each / total 20 pts.)
- (3) Blackboard quizzes (5 pts each / total 15 pts)
- (2) Blackboard Debates/Discussion (5 pts each / total 10)
- Submission of paper topic, (5 pts)
- Submission of 5 references (5 pts)
- Submission of outline of the term paper, (15 pts)
- Term paper (30 pts) [25 points for content; 5 points for style/grammar]
- 100 Total Points

IR Lab Exercises

During two of the six weeks of Blackboard instruction, students will use IR websites to complete a lab exercise. These exercises are intended to help students increase their ability to utilize national data resources.

Weekly Quiz

During three of the six weeks of Blackboard instruction each student will complete a brief online quiz based on the assigned readings for that week. The quiz will be posted by Wednesday and is due on Monday by 8am.

Online Debates / Discussion

In two of the six weeks a statement will be posted as a topic for discussion. Students will submit a brief statement (~50 words) of their position / opinion drawn from the weekly readings. In addition, students will respond to a statement posted by another student. Response should be brief (2-3 sentences) and strictly focused on the issue. Topics will be posted on Sunday. Initial responses / position statements are due by Wednesday. All postings must be completed before 8:00 am Monday morning.

Term Paper

Each student will complete a 12-15 page term paper (excluding references) on an institutional research issue of interest. A one-page description of the selected topic will be submitted to the instructor for approval. A substantial outline along with 5 references for the term paper will be submitted to the instructor, feedback will be provided. Papers should be prepared APA format, double-spaced, in a 12 point font. Final papers are due the last week. See the Assignment Schedule for specific due dates. Please note that Blackboard time and date stamps everything submitted. [Submit assignments to the digital drobox using the following format LastName-AssignmentName, for example Smith-TermPaper.doc]

Academic Honor Code

The Academic Honor System of Florida State University is based on the premise that each student has the responsibility (1) to uphold the highest standards of academic integrity in the student's own work, (2) to refuse to tolerate violations of academic integrity in the University community, and (3) to foster a high sense of integrity and social responsibility on the part of the University community.

ADA Requirements

Students with disabilities needing academic accommodations should (1) register with and provide documentation to the Student Disability Resource Center, (2) bring a letter to the instructor from the SDRC indicating what type of academic accommodations are needed.

Blackboard Sessions: 6 weeks: late June—early August

The Blackboard component of this course is divided into 6 one-week sessions. The class week begins on Monday and ends on Sunday. Unless otherwise specified on reading/assignment sheet, weekly assignments are due on the following Monday at 8 am.

Contacting the Instructors: The instructors will be available via email to answer questions (email addresses on page 1). Emails can be sent anytime and will be answered as promptly as possible.

Weekly Blackboard Topics:

Week 1 – Introduction to Institutional Research

Week 2 – Assessment

Week 3 – IR Data for Policy Support and Decision-Making

Week 4 – Data Acquisition, Management, and Knowledge Discovery

Week 5 – Degree Completion / Persistence

Week 6 – Reporting

Introduction to Institutional Research - Weekly Assignments and Readings			
Week	Topic	Readings (available on Blackboard or in the required texts)	Assignment/Quiz
1	Intro to IR	1-The Primer for Institutional Research: Introduction and Chapter 1 2 - "IR Knowledge, Skills, and Effectiveness" - Knight, Moore, Coperwaithe 3. Foundations and Evolution of IR 4. Accreditation and IR	1. Post a brief description of yourself on Blackboard. Include name, current position, and special interests. 2. BB Quiz #1 <i>(assignments due 7/7 @ 8:00am)</i>
2	Assessment	1- The Primer for Institutional Research: Chapters 2 & 6 2- "Slicing the Pie: Institutional research, assessment, and student affair research" - Pickering & Sharpe 3- "Institutional Assessment: The Art of Self-Reflection" - Villano (online) 4.Role of Institutional Assessment in Assessing Student Learning	1. Online Debate/Discussion #1 1 st Posting – Due Wednesday; 2 nd posting – Due Monday by 8am. 2. IPEDs Peer Analysis Tool - Lab Exercise #1 <i>(both assignments due 8:00am 7/14)</i>
3	IR Data for Policy Support and Decision-Making	1- "Linking Planning, QI, and IR" - Seymour, Kelley & Jasinski 2. IR and External Reporting 3. Typical IR Studies on Students	1. Submit 1 paragraph description of research paper topic - due 7/16. 2. BB Quiz #2 - <i>due 8am 7/21.</i>
4	Data Acquisition, Management, and Knowledge Discovery	1-The Primer for Institutional Research: Chapters 7, 8, & 9 2- "Overview of Knowledge Management" - Serban & Luan 3- Data Mining - Luan 4- "Institution-wide information management and its assessment" - Bernbom	1. Research paper outline with 5 references - due 7/25. 2. Online Discussion/Debate #2 -- 1 st Posting – Due Wednesday; 2 nd posting – Due Monday by 8am.
5	Degree Completion/Persistence	1-The Primer for Institutional Research: Introduction, Chapter 5 2- Adleman (2006). The Toolbox Revisited - Available online 3- Knight (2002). "Toward a comprehensive model of influences upon time to bachelor's degree attainment" (AIR Professional File) 4 - Adam & Gaither (2005) "Retention in Higher Education" (Skim)	1. BB Quiz #3 - <i>due 8 am 8/4</i> 2. Lab Exercise #2 - <i>due 8am 8/4</i>
6	Reporting	1-Book: Effective Reporting (all) 2-Burke & Minassians (2002) "Performance Reporting: Promises, Problems and Prospects" 3- Review Roberts & Bhatt Presentation	1. Final paper - due 8 am 8/8.