

Institutional Research and Decision Support News

A Publication of the Office of Institutional Research & Decision Support

Summer Quarter 2008

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- Don't forget: just type "DecisionSupport" in your browser to reach our website. Many reports are available!

IR&DS Announcement

Please be aware that Anita Craig is on medical leave, so in the meantime address any DSS questions, requests, or problems to Kathy Mahler or Rana Glasgal.

We will let our users know when Anita returns to the office. In the meantime, we thank you for your patience and cooperation while we are short-handed.

Proposal to Systems Governance Group Accepted; Project Starting

Each year many proposals for funding of technology projects go before the Systems Governance Group (SGG) for discussion. These projects come from both of Stanford's technology groups—Information Technology Services, and Administrative Systems—and range from security and backup for Stanford's data to enhancements to Stanford's many administrative systems.

This August, Rana Glasgal made a presentation to SGG at their annual meeting, proposing a project to add faculty information to the Enterprise Data Warehouse (EDW) during FY09. In September, SGG announced that the project had been approved for funding. Faculty data is the lynchpin for much of Stanford's information, including advising, teaching, and research. To achieve the ultimate goal of integrating Stanford's administrative

data, faculty data is a good place to start!

In recent years, the EDW has been focused on financial data from Oracle Financials. However, now the EDW is ready to expand its administrative data. According to the project plan, faculty data will be incorporated into the EDW before the end of FY09.

Rana presented the proposal in cooperation with Vijay Gandra, the Director of Data Management and Reporting

(DM&R). Vijay's EDW group will be responsible for the implementation of this project. Very soon, the project will be seeking input from those who use faculty data and would like to have better reporting data regarding faculty available. If you consider yourself such a person, and would like to be involved in the user requirements phase, please contact Rana Glasgal.

"Faculty data is the lynchpin for much of Stanford's information, including advising, teaching, and research."

IR Tools: The Admitted Student Questionnaire

The Admitted Student Questionnaire (ASQ) is a customized College Board survey completed by students who have been admitted to Stanford--both those who will enroll and those who will not. It is administered by The Undergraduate Admission Office annually in mid-May, after admissions decisions are finalized.

Through the ASQ, admitted students provide information regarding the colleges they applied to, the colleges that admitted them, and the college in which they will be enrolling. They also provide demographic information. Respondents compare Stan-

ford to two other schools that admitted them on criteria such as the image of the college, college characteristics, and sources of information. The data provided tell us the following:

- The college characteristics that our admitted students rated as very important to them in choosing the college they will attend
- The images that are most frequently associated with Stanford
- The frequency different sources of in-

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Graduate Student Researcher Sought for IR&DS

IR&DS would like to hire a graduate student to participate in Assessment and Program Evaluation research. If you know of anyone who fits the job description below, or have contacts in social sciences departments such as Education, Sociology or Psychology, please pass this information along to them. The contact person for this position is Lisa Kramer. (kramerla@stanford.edu) Thanks, we appreciate any leads you might have!

Job Description:

Applications are invited for a 50% time position as a Researcher in the Office of Institutional Research and Decision Support at Stanford University. The position reports to the Manager of Assessment and Program Evaluation. The individual will provide support on all aspects of assessment and evaluation research to include study design, design and administration of online survey instruments, data cleaning and analysis, and report writing. Experience conducting research in an educational setting is desirable. Individual must be interested in learning assessment and/or program evaluation.

A four-year college degree in education, sociology, psychology, educational policy, or a similar field and 2 years experience in an applied research setting is required. Must have previous experience with SPSS or SAS, Excel, and be able to operate MS Office programs.

QUALIFICATIONS:

- BA/BS required, MS desired.
- Proficiency using Microsoft software, particularly Word, PowerPoint, and Excel, is required.
- College-level coursework and relevant experience in data management and statistical analysis is required.
- Experience using statistical software (SPSS or SAS) is required.
- Must be self-motivated and able work independently.
- Must have excellent oral and written communications skills and the ability to organize and prioritize assignments.
- Must exhibit good attention to detail.

Announcing new Managers of Assessment and Program Evaluation

As reported in the previous newsletter, in June IR&DS embarked upon a search to fill a new position, Manager of Assessment and Program Evaluation. As a reminder, the function of this position is to assess what our students learn and how well our programs accomplish what they set out to do. Assessment and Program Evaluation will help us fulfill our obligations to WASC for accreditation, and promulgate best practices for assessment throughout the university.

Many highly qualified applicants were interviewed, and during the process, both the candidates and the search committee came to realize just how big a job this was going to be. So we decided to hire two managers, and split the responsibilities into two areas: 1. VPUE and VPSA related projects and 2. Schools and VPGE related projects.

We are very pleased to announce that Lisa Kramer has accepted the position of Manager of Assessment and Program Evaluation for VPSA and VPUE projects. Lisa was formerly the Survey Research Scientist for IR&DS, so she will remain in her current location with the group in Building 60. She began her new duties on September

16. She will be working with VPSA and VPUE to assess important programs such as Stanford in Washington, Honors College, Advising Programs, and others. She will also take an active role in training VPSA personnel to know the basics of assessment so that they can take the proper steps to assess new or ongoing programs.

The other manager, for the schools and VPGE, will be Jennifer Bergeron. Jenny comes to Stanford from the University of Richmond, where she was an Evaluation and Assessment Specialist in the Office of Institutional Effectiveness. At the University of Richmond, Jenny designed and validated direct measures of student learning outcomes and worked to integrate those studies with the University's accreditation process. Jenny received her PhD in Educational Research and Evaluation Methodology from the University of Florida in 2005. Jenny will start on October 27.

Please join IR&DS in congratulating Lisa and welcoming Jenny to Stanford!

What does IR&DS do?

In the last newsletter, we announced a re-organization Institutional Research at Stanford, and the addition of three staff members to DSS to form a new department, IR&DS. Starting with this newsletter, we will introduce the new people in our group, and outline what they do and how they might be able to help you! In this issue, the spotlight is on Pinar Basim, Director of Research for Undergraduate Admission and Financial Aid.

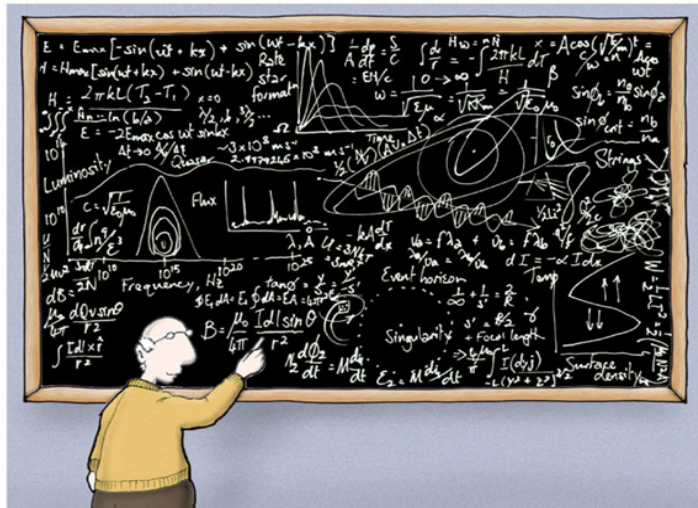
Since Pinar's arrival at Stanford in 2002, her role has entailed supporting decision-making for senior management in the areas of admissions and financial aid by providing strategic institutional research analysis. She performs analyses using both internal and external sources to help her clients understand the impact of institutional policies and procedures. Her analyses address issues such as:

- Why students come to Stanford or why they choose to go to a competitor institution
- How the newly implemented financial aid initiatives by Harvard University or other peer institutions affect Stanford's yield, and what it would cost Stanford to offer similar incentives
- How Stanford's financial aid and admission data compares to other COFHE (Consortium on Financing Higher Education) schools
- The indebtedness of our graduating students and the amount of financial aid we are distributing
- Trends regarding the academic success of our athletes
- Helping the award management team select students for specific awards

Pinar also specializes in finding better ways to present data, including unique visualizations, graphs, and use of color, so that data is easier to understand. As someone who directly works with data, Pinar knows both the "big picture" and the details of the data, making her a vital part of the decision-making process.

Pinar also has responsibilities beyond providing data and analyses—she is also an active participant in university projects related to data management such as PeopleSoft version 9, and many other ad-hoc projects related to creating annual and periodic reports. She is also an Admissions and Financial Aid Office resource to help people with their Office software problems.

Outside of work, Pinar, who hails from Turkey, hosts programs on behalf of the Stanford Undergraduate Admission Office in her home country, helping to advise many prospective and current Turkish students at Stanford University. Pinar is the mother of a four-year-old, Duru, and is the lead singer in a Turkish rock band!



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IR&DS Adapts to PeopleSoft Version 9 Upgrade

Along with the rest of the campus, IR&DS has had to adapt to the new PeopleSoft Version 9. The upgrade required us to update the jobs that bring student and HR data into DSS once a month (on the first Saturday of the month). The tables underlying the Student Administration and Human Resources Administration online systems were changed, and Kathy and Anita analyzed those changes to see which tables needed to be updated

for our monthly load.

While this does not affect most of our users directly, we have an HR universe and an impending data mart for course data that use the new V9 tables. The changes we made were of the "behind the scenes" variety, and users should not notice any differences.

**A PUBLICATION OF THE OFFICE OF
INSTITUTIONAL RESEARCH & DECISION
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Lillian Lee hired as new IR Analyst

As some of you know, IR&DS analyst Melissa (Missy) Damon is on maternity leave until January. Lillian Lee is now taking her place, performing both as-needed analyses and producing some of the yearly IR reports that many of you receive.

Lillian brings a wealth of experience to the position, having worked at Stanford for over 20 years, most recently in Administrative Systems as an analyst/developer working with Oracle Financials data modeling. She has experience with many types of Stanford administrative data, and we are very pleased to welcome her to the group.

Lillian is sitting in Missy's office in Building 60 and can be reached at Lillian.lee@stanford.edu. and 3-8445.

ASQ, continued

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formation about Stanford were used by enrolling and non-enrolling students

- The primary reasons students opt to attend Stanford.
- The primary reasons students opt to attend an alternative institution

The response rate for The Admitted Student Questionnaire for 2008 was 74% for all admitted students-- a 16% increase since 2001.

Stanford has been conducting this survey for many years and therefore has a rich longitudinal dataset used by the Admissions Office to fine-tune their recruiting message.

For further information, contact Pinar Basim.

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ANNOUNCEMENT!

IR&DS is pleased to announce the birth of Nicholas Damon, to mom and IR analyst Missy Damon and dad Conrad Damon. Nicholas was born on July 18, 2008 and weighed 7 lbs, 4 oz.

Mom, Dad and Nicholas are adjusting to life as a family and the staff of IR&DS look forward to meeting little Nicholas very soon.

