

The University of Texas at Austin  
Department of Educational Administration  
Fall 2004  
Mondays 4:00 -7:00 p.m.  
SZB 380

## **EDA 391D: Institutional Research and Planning**

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Office hours: Mondays: immediately after class and by appointment

### **Course Objectives**

This course is designed to provide students with an overview of the ways planning and governance are informed by data collection, analysis, and information. Institutional research and planning functions in colleges and universities will be addressed as will state wide coordination of higher education is informed by such analyses. Current issues in public higher education will be considered as the institutional research functions are discussed.

### **Other Course Policies**

Class Attendance: The nature of this class is such that attendance is very important. Attendance policies as stated in the University's General Information catalog will be followed. Students are expected to attend every class. If you need to miss a class, please let me know as soon as possible-- ideally no later than 24 hours prior to class. You should make arrangements with another student to get notes and any materials handed out in the class. You will also be responsible for proposing an arrangement whereby you are able to make up any significant assignment missed as a result of your absence. Multiple absences may impact your course grade.

Course Evaluation: At the conclusion of the course, students will be asked to evaluate the course and the instructor in two ways. First, the University's Course Instructor Survey will be administered. Anonymity will be guaranteed.

Academic Accommodation: The University of Texas at Austin provides, upon request, appropriate academic accommodations for qualified students with disabilities. For information, contact the Office of the Dean of Students (Services for Students with Disabilities) at 471-6259, TTY 471-4641.

Scholastic Dishonesty: Students are expected to be above reproach in scholastic activities. Those who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and dismissal from the University. According to the Regents Rules, "Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an exam for another person, any act designed to give unfair advantage to a student or the attempt to

commit such acts." (Regent's Rules and Regulations, Part One, Chapter VI, Section 3, Subsection 3.2, Subdivision 3.22) Scholastic dishonesty harms the individual, students in general, and the integrity of the University as a whole. It will not be tolerated in this course. For further information, please contact Student Judicial Services, <http://www.utexas.edu/depts/dos/sjs/>.

Cell Phones: If there is some emergency situation that will require you to have your cell phone on during class, please inform me prior to the beginning class. Otherwise, **all cell phones should be turned off during class.**

## **Course Policies, Expectations and Assignments**

### **Requirements**

#### **1. Texts**

- i. *Primer for Institutional Research*, William E. Knight, (ed.) The Resources in Institutional Research Series,
- ii. *Effective Reporting*, Trudy H. Bers with Jeffery A. Seybre. The Resources in Institutional Research Series,
- iii. Additional articles and readings are required for this course. It has been specially prepared for this course, and will be made available.
- iii. Bibliographic references for any additional reading assignments will be provided as appropriate. These materials will either be distributed or made readily available.
- iv. Access to the internet is required for access to state and national data sources.

2. **Class attendance, weekly preparation and participation** are critical components and requirements of this course

3. **Institutional Analysis:** Students will be expected to become familiar with information associated with one selected Texas public university. Students will review data and other information available on the institution and prepare both written and oral presentations on topics associated with the institution.

4. **Group Exercise:** Preparation and in-class discussion of a group exercise will be required. The group will be expected to evaluate a group of Texas public universities and recommend a set of common out-of-state peer institutions for the universities. One report (i.e. summary of recommendations and justification) will be expected from each group. The report will describe decisions made in identifying peers and the strengths and weaknesses associated with the peers identified. Common data for all institutions will be presented accompanied by analysis of the comparisons. One class session will be devoted to a group simulation where recommendations will be presented and discussed.

5. **Term Paper:** Each student will prepare a paper concerning a topic selected by the student and approved in advance by the instructor.

### **Grading**

Students will be evaluated in all facets of this course. The weights will be as follows:

- Weekly Class Participation 35%
- Institutional study/presentation 20%
- Group Exercise 20%
- Term Paper 25%

**EDA 391D      Fall 2004 Agenda and Class Meeting Schedule** (topics may be modified or rescheduled)

**August 30**      Course overview, objectives and expectations

**September 13**      Higher education and public accountability

Discussion:      National issues in accountability and current efforts in Texas

**September 20**      Demographics and enrollment forecasting

**Speakers:** Glenn Dowling, Associate Vice Chancellor for Planning and Institutional Research Texas A&M University  
Susan Brown, Director of Planning, THECB

Chapter 5 *Primer for Institutional Research*

**September 27**      The use of external data sources and the identification and use of peer institutions

Speaker: Joe Meyer, Director of Institutional Research, Texas State University-San Marcos

Chapters 7 and 8 *Primer for Institutional Research*

**October 4**      Enrollment management and Affordability  
Chapter 5 *Primer for Institutional Research*

Discussion: What are the issues associated with enrollment management from both an institutional and state perspective? What consideration should be given to student affordability in enrollment management decisions?

**October 11**      Accreditation and external reporting

Dr. Marshall Hill, Assistant commissioner for Universities and Health Related Institutions, THECB

Chapter 1 *Primer for Institutional Research*

- October 18**      Development of student record systems  
  
Dr. Martha Boyd Associate Vice Chancellor for Institutional Effectiveness, North Harris Montgomery Community College District  
Chapter 9 *Primer for Institutional*
- October 25**      Effective reports and presentations  
Chapters 3, 5, and 8 *Effective Reporting*
- November 8**      Data mining, pattern recognition, or market Segmentation  
Dr. Louis LeBlanc, Professor of Business Administration, Information Systems, Berry College
- November 15**      Reporting data to external groups and the use of external data  
Begin presentation of Institutional Reports  
  
Chapters one and seven *Primer for Institutional Research*
- November 22:**      Assessing undergraduate learning
- November 29**      Presentation of group project and FINAL PAPER DUE