EXPLANATION—INSTITUTIONAL EFFECTIVENESS PLAN—SUPPORT UNIT

FOR FISCAL, CALENDAR, OR ACADEMIC YEAR: ______________
DEPARTMENT & DIVISION: ______________
SUBMISSION DATE: ______________(Prior to/before the fiscal or academic year)

PURPOSE/MISSION: Take the broad view of the reason the unit exists in order to meet their audience’s needs. A mission should fit within, support, and not contradict the university’s mission. Caution: Do not spend so much time on the mission statement that you fail to address the essentials—goals and assessments. Example: The Office of Alumni Relations cultivates relationships with alumni of the university and seeks funding for scholarships and the university foundation.

GOALS: What are the necessary goals to achieve your purpose? Divide up your reason for existence into 3-4 areas of responsibility. What are the ongoing, BIG things that your office is supposed to accomplish as a support unit? Caution: Avoid making this a “To Do” list. If you must include subcomponents (strategies or events) for your own reasons, list them as “a,b,c” underneath the numbered goals. Example: 1. Engage with alumni on a regular basis through the Alumni Council.

ASSESSMENTS: Assess your overall goals. List the type of assessment by name. Identify the date administered. Connect the assessment to each applicable goal by number. Include the standard by which the support unit will judge itself successful in reaching the goal. For support units, assessments may be found in audits, work order summaries, surveys, focus groups, internal logs, etc.

Caution 1: Strategies may be measured, but it’s not essential for the IE documentation. Identify the date administered for each assessment to be used. If the support unit exists to serve a constituency, how can it measure success without results from that constituency?

Examples:
• Alumni Survey (spring, annually)-Goals 1, 2, and 3
  o Standard of Success: 90% agreement & strong agreement with all survey statements.
• Alumni & Current Student Focus Groups (annually after homecoming weekend)-Goal 3
  o Standard of Success: A large majority (75%) of alumni focus group will agree homecoming weekend events were successful. A large majority (75%) of student focus group will agree the same.

LOCATION & RESPONSIBILITY: What goes here? Identify the person responsible for administering all of the assessments and where the results are retained on file and for how long. Example: All results of surveys, reports, logs, and minutes from focus groups will be maintained in the office of Alumni Relations for five cycles. The Office of Alumni Relations is responsible for collection, tabulation, and dissemination of all assessment results.
DISSEMINATION/DISCUSSION/ANALYSIS: What is your plan for discussing and disseminating the results with staff in your support unit? State who sees the results and what staff members will be involved in the analysis.

SIGNATURES & DATES: Why are there signature lines? Signatures verify that the IE plan has been reviewed by the signer. If edits need to be made, the signer is to return it to the originator for revision. Print, sign, date, and forward the plan to the next signatory. Next, the plan will be reviewed by the Associate Provost for IE; if no revisions are needed, it will be signed, scanned, and returned to the Director, VP, and IE Team Member.