Institutional Research Support for Academic Program Review

ECU’s Office of Institutional Research has developed a suite of reports in the ECU Analytics Portal titled the “ Academic Program Profiles”. With university log-in credentials, users will find several interactive reports providing program-level student and faculty data, and resource guides for accessing relevant publicly available information. This document outlines how specific reports within the Academic Program Profiles desktop align with data-driven items in the self-study. Questions or issues with using the desktop and/or obtaining necessary data for completing the self-study can be directed to research associate, Dr. Margot Neverett (neverettm@ecu.edu) or IR Director, Dr. Beverly King (kingb14@ecu.edu).

Self-Study Item 1.4. (Program Purpose – External Factors)
Units are asked to discuss external factors that impact the program’s enrollment and market demand of its graduates. Data to consider for addressing this topic include:

- **Surveys of potential or current students.** Units may wish to include data available from surveys conducted within the unit, across ECU, and/or the community. Please contact Kyle Chapman (Chapmank@ecu.edu) in Institutional Assessment for more information about survey data.
- **Trends in enrollment and/or degrees awarded in similar programs.** For programs within the UNC System, fall enrollment and degrees awarded can be obtained through the UNC Data Dashboard (http://www.northcarolina.edu/?q=content/unc-data-dashboard). Numbers of degrees awarded only (enrollment counts not available) can be found for any university through the IPEDS database (http://nces.ed.gov/ipeds/datacenter/). See the Academic Program Profile Resource Guides for step-by-step instructions on navigating these websites.
- **Labor market data.** The Bureau of Labor Statistics (BLS; www.bls.gov/data) provides nation-wide occupational and industry projections in the areas for which graduates of the proposed program are expected to find employment. BLS projections at the state- or county-level can be obtained through NC Commerce (http://d4.ncommerce.com/). See the Academic Program Profiles Resource Guides for additional information regarding these sites.

Self-Study Items 2.1 – 2.7. (Enrollment, Degrees, and Student Success)
Institutional Research provides data relevant to this section through the Academic Program Profiles desktop. With university log-in credentials, users will find several interactive reports under the folder listed as “Students”. The following list shows which report provides each element listed in the self-study template.

- **Item 2.1. Enrollment trends.** The “Enrollment Trends” report provides headcount enrollment for the last 7 years. Counts are broken down by full-time/part-time, on-campus/DE, and new/transfer/continuing status.
- **Item 2.1. Student diversity.** The “Student Diversity” report provides enrollment numbers broken down by gender, race/ethnicity, age, and geographic location.
- **Item 2.1. Characteristics of incoming graduate students.** In the “Admissions Profile” folder, locate the “Graduate Admissions Profile” report. This report provides admission totals, selectivity and yield rates, undergraduate GPA, and admissions test scores.
• **Item 2.1. Characteristics of undergraduate majors.** In the “Admissions Profile” folder, locate the “Undergraduate Admissions Scores” report. This report provides undergraduate admissions scores and high school GPA in the select undergraduate program.

• **Item 2.2. Trends in degrees conferred.** The “Degrees Awarded” report provides trends in degrees awarded including gender and race/ethnicity distributions.

• **Item 2.3. Trends in completion rates.** In the “Student Success” folder there are subfolders labeled as "Undergraduate", “Graduate”, and “Doctoral”. Within each of these subfolders there are reports for “Retention, Graduates, and Persistence Rates” and “Time to Degree” for the respective level program(s).

• **Item 2.4. Department insight regarding enrollment management.** No additional data provided.

• **Item 2.5. Trends for D/F/W rates.** In the “Student Success” folder and “Undergraduate” subfolder, locate the “Course Grade Distributions” and “Potential Bottleneck Courses” reports. These reports provide course level information on completion rates, attrition, and grade distributions for undergraduate courses by term and department with pass rates, DFW rates, and withdrawal rates.

• **Item 2.6. Job placement rates.** IPAR gathers data on post-graduation plans through exit surveys and National Student Clearinghouse queries. A follow-up Pirate Employment Survey is conducted approximately six months after graduation. This survey assesses employment outcomes for recent graduates of ECU undergraduate and graduate programs. Program level data may be available if there is a sufficient response rate that protects the confidentiality of the graduates. Another option for locating job placement rate data, however, is through NC Tower (www.nctower.com). NC Tower provides employment follow-up data for recent graduates of North Carolina schools that are still employed within the state of NC. There is a guide in the Academic Program Profiles Portal for accessing NC Tower at “Student Success” -> “Employment Rates Wages and Ongoing Higher Education of Graduates”. In addition, it is not uncommon for individual departments to have internal survey data for their own student outcomes. Units are encouraged to include this type of data if it is available.

• **Item 2.7. Licensure pass rates of graduates.** IPAR does not systematically track this type of information. It is not uncommon, however, for individual units to have access to this program specific data. Units are encouraged to include this data if it is available.

**Self-Study Items 4 & 5 (Strength of Faculty - Teaching, Research, Scholarship & Public Service)**

Historically, Institutional Research has provided data relevant to this section through the Academic Program Profiles (APP) desktop in the folder listed as “Faculty” (university credentials required). With the transition from RamSes to e-Tracs (for research data) and the transition from Sedona to Faculty 180 (for faculty activity data), the reports in the APP desktop are no longer sufficient to address all of the questions below. The following list shows which APP report is useful to each element listed in the self-study template as well as additional supplemental reports necessary, in some cases, to fully address an element.

• **Item 4.1. Faculty profile.** Listed under the “Faculty” folder, the “Faculty Roster” report will provide a list of all university personnel categorized as faculty affiliated with the
selected department and year with tenure status, academic rank, highest degree earned, and demographics.

- **Item 4.2. Department interpretation of faculty resources.** No additional data provided.
- **Item 4.3. Department interpretation of faculty recruitment.** No additional data provided.
- **Item 4.4. SCH Production.** Under the “Teaching” folder, select the “Student Credit Hours and Generated FTE” report. This report provides SCHs and generated FTEs by department and fiscal year.
- **Item 4.5. Delaware Study** ([http://www.ecu.edu/cs-acad/ipar/reports.cfm](http://www.ecu.edu/cs-acad/ipar/reports.cfm)). A guide for accessing/understanding the Delaware Study of Instructional Costs and Productivity can be found under “Teaching” -> “Faculty Teaching Loads and Instructional Costs”.
- **Item 4.6. Contribution of graduate assistants:** No additional data available from IPAR.
- **Item 4.7. Teaching achievements of faculty:** No additional data available from IPAR.
- **Item 4.8 – 5.2. Faculty research and scholarship measures:**
  - Faculty research: Several reports on research grant data are available on REDE's Data Products webpage: [https://rede.ecu.edu/ora/about/data-products/](https://rede.ecu.edu/ora/about/data-products/). If you have questions about these reports or their use, please reach out to Cara Gohn (gohn@c@ecu.edu), Electronic Research Administration System Administrator. There is also an ecuBIC report titled “Productivity Matrix” which contains data by college and department on research awards, overhead costs, and direct cost expenditures. Clicking on any plus (+) sign will expand the selection and provide more detail. Clicking on any number in blue font will open a webpage containing data on individual faculty members. The Productivity Matrix is available to all Deans, Chairs, and School Directors; please reach out to one of these individuals to get a downloaded copy of the report. If you cannot find the data you need in any of the reports mentioned above, you can create a ticket to request research grant data through Team Dynamix and/or send an e-mail to iparresearch@ecu.edu.
  - Faculty scholarship: Because of the transition from Sedona to Faculty 180, you will need to access multiple reports to address elements related to faculty scholarship. For years prior to 2017-2018, Sedona reports will be applicable. To access scholarship reports, go to the Academic Program Profiles Desktop Scholarship Folder. The following four reports are available: “Sedona Books Chapters and Other Publications”, “Sedona Journal Articles and Conference Proceedings”, “Sedona Creative Activities”, “Sedona Presentations and Posters”. For years from 2017-2018 to the present year, data are available in Faculty 180. If you do not have the “Administration, Reports” option available in the menu in Faculty 180 when you log in, please submit a Faculty 180 help ticket through Team Dynamix to request reporting rights for your department. After clicking on “Reports” on the left menu, choose “Activity Overview – By Faculty” under “Administrative Reports.” Work through the following steps to generate the report:
    - In the first section (Details), click Change, then the plus (+) sign next to your division and college, and finally on the name of your department.
(NOTE: If you have report rights for only your department, you will not need to change UNIT in this section.) Select begin and end dates (e.g., Fall 2017 to Spring 2021). In section 2 (Data), uncheck all boxes except those under Scholarly Activities, then click Generate Report. Total number of each type of scholarly activity (e.g., article, book, creative activities) will be generated. Clicking on any number in blue font will drill down to the individual faculty level. To select only scholarly activities of a specific type (e.g., Diversity, Equity, & Inclusion; or Outreach/Engagement Type), make that selection in the Details box on the report screen. In the General box on the report screen, Status defaults to Completed/Published and Accepted. Click Change next to Status to unselect either option or to select additional ones. To download the report, click on the Action button in the top right of your screen and select a format (e.g., Word, Excel) for export. NOTE: If two or more of your faculty are co-authors on a particular piece of scholarship, that item may be counted more than once in the report.

*Other Resources Available (in addition to those referenced above)
- ECU Office of Institutional Planning, Assessment, and Research ([https://ipar.ecu.edu](https://ipar.ecu.edu))
- Listing of ECU Official Peers ([https://ipar.ecu.edu/research/rsrch-peer-institutions/](https://ipar.ecu.edu/research/rsrch-peer-institutions/))
- ECU Student Achievement Metrics ([https://ipar.ecu.edu/dashboards/dshbd-student-achievement/](https://ipar.ecu.edu/dashboards/dshbd-student-achievement/))
- Space Utilization Report (produced by IPAR upon request)