WEST VALLEY – MISSION COMMUNITY COLLEGE DISTRICT

TITLE: DIRECTOR OF RESEARCH, PLANNING AND INSTITUTIONAL EFFECTIVENESS

DEFINITION: The Director of Research, Planning and Institutional Effectiveness will plan, develop, organize, conduct, coordinate, direct and evaluate institutional research and planning for all College functions, programs, services and activities through the continuous assessment and analysis of student needs. This position is responsible for (1) collecting, analyzing and reporting data and conducting a wide variety of research studies; (2) developing and coordinating a systematic and integrated institutional planning process that is aligned with accreditation, program review, the College's educational master plan, the District's strategic plan and other College/District planning processes, requirements and elements; (3) supporting and assisting with the development, implementation, assessment, evaluation and continuous improvement of student learning outcomes and other measures of student success; (4) establishing, assessing, evaluating and reporting on measures of institutional effectiveness; (5) organizing and supporting accreditation activities. This leadership position requires the ability to work independently in a complex, fast-paced environment with a high level of accuracy, reliability and collaboration.

EXAMPLES OF ESSENTIAL DUTIES: (Any one position may not include all of the duties listed nor do listed examples include all tasks which may be found in positions of this class.) To perform this job successfully, an individual must be able to perform each essential duty of the position satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions required for this position. This position may involve evening and weekend duties.

DATA COLLECTION AND RESEARCH:

- Operate a microcomputer and peripheral equipment, including the technical aspects of current spreadsheet, statistical and database management software; utilize query programs to access mainframe data; download and transfer data as required.

- Collect and analyze internal and external data; perform a wide range of statistical analyses, validation studies, reports and surveys, including student satisfaction, campus climate and community surveys and ad hoc reports as requested by the supervisor; prepare and distribute reports and recommendations as required; develop and implement appropriate data collection, analysis and presentation methodology for studies and projects; support and assist District and College personnel in the collection, analysis and reporting of data necessary for compliance and district-wide planning.

- Maintain and develop College databases related to enrollment, program effectiveness, student outcomes and other areas; assure the accuracy and integrity of College data.

- Support College management information systems for delivery of instructional services (e.g., Class Tracks); communicate College needs with vendors, as necessary; maintain

required databases and assure accuracy and currency of data; provide training for faculty and staff in their use; provide reports as required.

- Provide data and analysis for College, District, state and federal accountability measures; assure accuracy and integrity of all College data; submit reports as required.

- Plan, coordinate and conduct studies, including but not limited to, College, District, regional, state, and national demographics, enrollment trends, retention rates, persistence rates, transfer rates, success rates and overall effectiveness of the institution as it relates to the recruitment, retention and success of students.

- Maintain current knowledge of laws, codes, ordinances, regulations and pending legislation related to institutional assessment, research, planning and accreditation; modify projects, studies, functions and procedures to assure compliance with local, state and federal requirements as necessary and appropriate.

- Coordinate research and planning efforts with the District as necessary; represent College needs and provide input to the District and Information Systems in the development, implementation and evaluation on all matters related to research, planning and institutional effectiveness, including, but not limited to, the development and maintenance of data bases, development and maintenance of the data warehouse, development and implementation of query tools and training.

- Support and assist in the development, implementation, assessment and evaluation of student learning outcomes, including basic skills and other student success initiatives; assist in the organization, implementation and evaluation of faculty and staff training related to student learning outcomes.

- Prepare local and state matriculation reports; develop and maintain College matriculation databases; work with District Information Systems to develop, maintain and enhance matriculation databases and query tools; provide research support for all components of matriculation, including, but not limited to, validation of advisories, co-requisites and prerequisites, and validation of placement tests and other assessment instruments and measures, as appropriate; manage the Assessment Office and supervise staff.

- Provide data from both internal and external sources, and analysis to support recruitment, outreach and marketing activities.

- Provide data and analysis to support resource development and grant applications, implementation and follow-up reports as necessary; coordinate with District staff as required.

- Provide data and analysis to support workforce and economic development planning and strategies, such as gathering census and labor market information, compiling economic and workforce development resources, and environmental scans of industry/job growth.

PLANNING AND INSTITUTIONAL EFFECTIVENESS:

- Maintain current knowledge of community college education, district, college and community characteristics and trends, and keep the College and administration informed.

- Develop and coordinate a systematic and integrated institutional planning process that is aligned with accreditation and incorporates other planning-related elements including, but not limited to, fiscal management; enrollment management; instructional management information systems; personnel; matriculation; program review; educational and facilities master planning; basic skills; grant and resource development and support; compliance and accountability reporting; recruitment and marketing; emergency planning; monitoring of student and staff equity goals; learning outcomes; staff development; and other activities as necessary. Also, update College plan as directed; assure accuracy of data used for planning and decision-making.

- Establish and maintain a master planning calendar; assist staff and the Governance and Planning/College Council in the implementation, monitoring and evaluation of planning processes.

- Assist the Vice President of Instruction, who serves as the College Accreditation Liaison Officer, by providing research, analysis and organizational support for accreditation, including the self-study; organizing, coordinating and monitoring on-going implementation of accreditation agendas and recommendations; supervising accreditation support staff; articulating accreditation activities with the District as necessary; providing regular progress reports to the College and administration.

- Support program review with internal and external data as necessary; assist in and provide support for the development, implementation and evaluation of the program review process.

- Assist District and College personnel by providing research, analysis and support for assigned projects necessary for district-wide educational program review, planning, institutional research and compliance reporting.

- Monitor development, implementation and evaluation of all institutional plans, including, but not limited to, the educational and facilities master plan, technology, matriculation, basic skills, and student and staff equity; provide progress reports as required.

- Develop and implement tools to measure and communicate institutional effectiveness in relation to accreditation standards and best practices; provide training and assistance for faculty and staff in the development, implementation, assessment and evaluation of institutional effectiveness measures.

- Anticipate and plan for College research and planning needs; prepare management reports that define and evaluate the problem and propose solutions.

- Serve on College and District planning committees, including, but not limited to, planning, enrollment management, accreditation, educational and facilities master planning and other groups to assist in the review and interpretation of information that will lead to enhanced decision-making.

- Develop college research and planning goals.

MANAGEMENT AND SUPERVISION:

- Select, train, supervise and evaluate assigned support staff; as directed, provide supervision and/or direction to faculty or staff assigned to grants or projects related to research, planning or institutional effectiveness; provide input for reassigned time evaluations to the appropriate supervisor; complete all assigned evaluations as scheduled.

- Manage and supervise the Assessment Office.

- Develop, maintain and be accountable for the research and planning budget, the Assessment Office budget and other budgets as assigned.

- Prepare and administer annual budgets for assigned areas; review and approve expenditures according to established District policies and procedures.

- Participate in preparation of state and federal grant applications.

- Develop and maintain the College research and planning web site; develop and implement ways to keep the College informed about research and planning initiatives and outcomes.

- Represent the College in District, community, government and professional organizations as appropriate to research, planning and institutional effectiveness; serve on college and District committees, task forces and other groups and provide assistance and technical data to college and District staff and faculty as needed; attend College, District and Board meetings as required; make presentations to large and small groups.

- Serve as part of the College's management team and perform related duties, including, but not limited to, evening/weekend supervision and emergency response.

- Work cooperatively as a member of the management staff of the College and District toward the achievement of its goals and objectives.

- Provide leadership consistent with the mission and function of the College and District.

- Recommend and implement techniques to improve department policies and practices, increase efficiency, take advantage of opportunities and maintain state-of-the-art practices, keeping abreast of current trends and practices in the field.

- Maintain effective public relations with the larger community.

- Assure smooth operations within the areas of responsibility.

- React to change productively and handle other essential tasks as assigned.

- Immediately report known or likely fraud, illegal acts, and violation of provisions of contracts for grant agreements to the appropriate parties.

- Perform related duties as assigned.

QUALIFICATIONS:

Education and Experience: Any combination equivalent to a Master's degree from an accredited college or university with major coursework in educational research, policy research, education, mathematics, statistics, social sciences, business, public administration, other research-oriented specialization or closely related field and three years of increasingly responsible experience in the collection, analysis and presentation of research data and organizational planning. Strongly desired is experience with a combination of the following: Datatel, Microsoft SQL programming, Cognos and Java.

Demonstrated knowledge of:

- The education process, instruction, role of faculty, curriculum, student services, student learning outcomes and accreditation.
- Advanced principles, practices, procedures, theories, models and techniques involved in the research, collection, analysis, interpretation and reporting of statistical data.
- Quantitative analysis, such as descriptive statistics, inferential statistics, multivariate analysis, etc.
- Qualitative analysis, such as policy analysis, focus group research, project/organizational evaluation studies, protocol development for qualitative interviewing and case study analysis, etc.
- Data warehouse structures and techniques; data collection information systems and statistical software.
- Planning principles, especially in relation to higher education.
- Operation of microcomputer equipment and a variety of software including word processing and advanced spreadsheet, statistical analysis (e.g., SPSS) and database management applications.
- Data analysis tools, techniques and terminology.
- Project management.
- External data reporting, such as IPEDS.
- Applicable laws, codes, regulations, policies and procedures.

Demonstrated ability to:

- Exercise leadership in the areas of research, planning and institutional effectiveness.
- Plan, coordinate and conduct research, analytical studies and surveys related to the assessment, planning and evaluation of College and District programs.
- Analyze current and historical statistical data and develop sound, logical conclusions and recommendations.

- Communicate effectively in oral, written and graphic form; make presentations to large and small groups.
- Operate modern microcomputer equipment and current software used in data analysis.
- Interpret, apply and explain rules, regulations, policies and procedures.
- Provide information and analyses to District administrators and personnel.
- Develop and maintain a research and planning web site.
- Coordinate and support College and District planning processes.
- Evaluate program and institutional effectiveness objectively.
- Access mainframe data and utilize query tools.
- Prepare analytical reports and recommendations.
- Establish and maintain effective and cooperative working relationships with others; work effectively within a participatory governance environment.
- Relate effectively to people of varied academic, cultural and socioeconomic backgrounds using tact, diplomacy and courtesy.
- Meet schedules and timelines.
- Plan and organize time and work effectively.
- Work independently with minimum supervision.
- Remain current in the field.
- Train others in the tools and techniques of research and the use of data.

WORKING CONDITIONS: Duties are primarily performed in an office environment at a desk or computer terminal. Incumbents are subject to frequent interruptions and contact in person and on the telephone with administrative, academic and classified staff, and the general public.

The working conditions described here are representative of those an individual encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS: Must sit for long periods of time, operate an electronic keyboard or other office machines, reach, stoop, kneel or crouch to file, answer telephones and to provide information; regularly lift, carry and/or move objects weighing up to 10 pounds. Frequently must travel to other offices or locations to attend meetings or conduct work.

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Board Approved: June 4, 2009

Approved Human Resources Revisions (Working Conditions and Physical Demands): February 14, 2012