

Published once each semester, this newsletter is designed to inform readers of the activities, information, and services provided by Ball State's Office of Institutional Effectiveness (OIE). *INsights* will be distributed each semester via email as well as archived on our web site.

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New Name, New Staff, New Responsibilities!

The Office of Academic Assessment and Institutional Research recently changed its name to the Office of Institutional Effectiveness, signifying changes to our staff and our responsibilities. New staff members include Dr. William Knight, Executive Director of Institutional Effectiveness; Irah Modry-Caron, Associate Director for Data Management, Analysis, and Reporting; and Bhavana Sherchand, Institutional Research Information Management Specialist. IE is dedicated to offering a full range of decision support services in ways that reflect our core values of service, professionalism, and innovation. We invite you to read the remainder of this and future newsletters to learn about our current and upcoming activities.

Meet Our Staff

Cheryl Buchanan joined the Office in the fall of 2006. As Administrative Coordinator, she is responsible for supporting the needs of the seven professional staff members in IE. Cheryl received her associate of arts degree from Ball State in 1983 and has been fortunate to hold employment at Ball State as a student from 1981-1983 and as a full-time employee since July 1, 1983. Cheryl and her husband, Eric, and their two sons, Bryce and Ian, live in Muncie with their two cats. Cheryl and her family are avid Ball State Cardinal football and basketball fans. Chirp, Chirp!

Rebecca Costomiris joined the Office in 1999. She holds a bachelor's degree from Purdue University in elementary education and

German and a master's degree in counseling from Rivier College in Nashua, New Hampshire. In her position as Academic Assessment Specialist and Publications Editor, she edits office documents, assists with focus groups, and supervises institutional research interns. After leaving the state in 1969, she has worked on both the east and west coasts in university, public school, and industrial settings. She and her husband, Robert Holmes, live near Gaston, feed two+ stray cats among other things, and maintain a small garden-vineyard-orchard on their wooded acreage. Her two granddaughters live in Oxford, MS, with their parents who are affiliated with Ole Miss. Rebecca feels she has been very fortunate to enjoy the variety of work she has had over time and the people she has met everywhere. It's been such fun!

William E. Knight joined the Office as Executive Director in August 2011. Bill holds three degrees in education from Kent State University and has served as an institutional researcher and faculty member at Kent State, Georgia Southern University, and Bowling Green State University. In addition to managing the Office, Bill leads Ball State's institutional research graduate certificate program, serves as a consultant-evaluator for the Higher Learning Commission, and is active in the Association for Institutional Research where he has served as conference chair and president and is now co-editing the *Handbook for Institutional Research* and authoring a book on leadership development in institutional research. Bill and his wife, Adriene, live in Yorktown with their two dogs and four cats.

Irah Modry-Caron joined the Office as Associate Director in January 2012. Irah holds a master's degree in higher education from the

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**Retention and Graduation Rates for Full-Time, First-Time, First-Year
Baccalaureate-Seeking Students
Fall Cohorts
2005—2010**

Consortium for Student Retention Data Exchange

The Consortium for Student Retention Data Exchange (CSRDE) is a data-sharing consortium where member institutions participate in the annual CSRDE Freshmen Retention and Graduation Survey. Ball State participated in this longitudinal data collection in order to track first-time, full-time, first-year cohorts over the previous decade. The table below shows fall cohorts from 2005 to 2010. The calculation of retention and graduation rates is based on the adjusted cohort, instead of the original cohort, in order to account for students who died or become permanently disabled, left school to serve in the armed forces, left school to serve in foreign aid service of the Federal Government (e.g., Peace Corps), or left to serve on an official church mission. A summary of the Fall 2005 to Fall 2010 cohort retention and graduation rates are below:

Overall Ball State Retention and Graduation:

- Nearly 8 out of 10 first-time, full-time, first-year students continued to be enrolled a year after their first term of attendance.
- Ball State experienced, on average, about a 10% drop in retention rates of students second to third year, with nearly 7 out of 10 students continuing to be enrolled after 2 years of continuous enrollment.
- The average 4-year graduation rate is 41% for all first-time, full-time, bachelor-seeking students over this time period.
- For the fall 2005 cohort, nearly 6 out of 10 students graduated within 6 years.
 - According to the National Center for Educational Statistics, Ball State’s graduation rate for this cohort is about the same as the national average for 4-year public institutions.

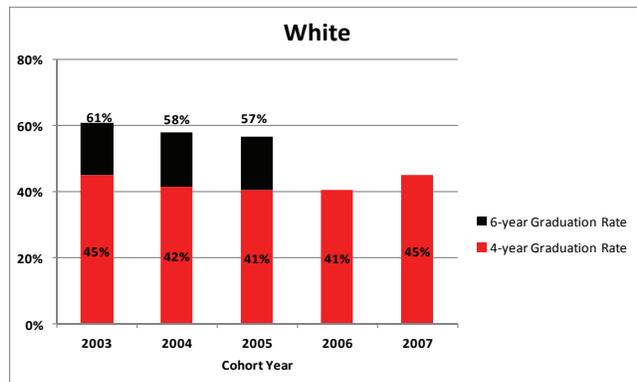
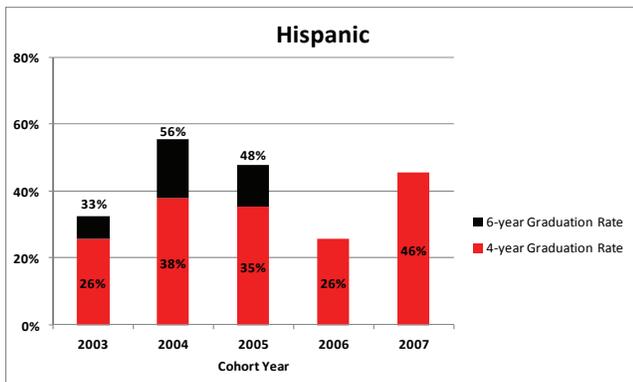
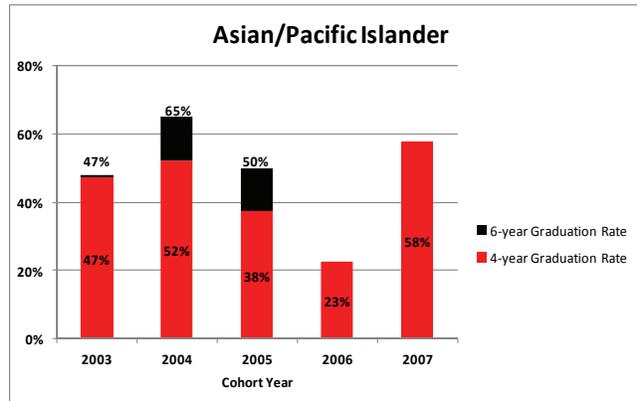
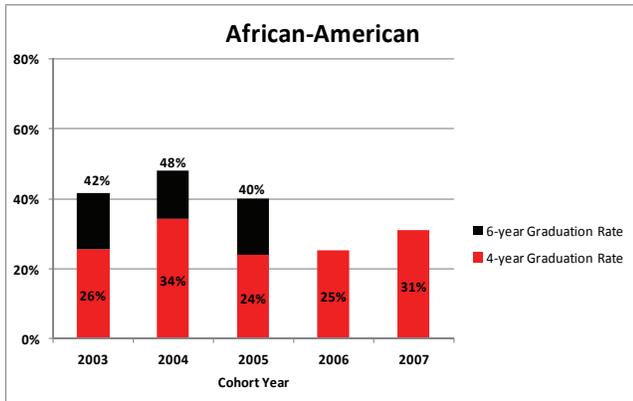
**Retention and Graduation Rates for Full-Time, First-Time, First-Year
Baccalaureate-Seeking Students
Fall Cohorts from 2005-2010**

	Cohort					
	2005	2006	2007	2008	2009	2010
Original Cohort	3,261	3,553	3,474	3,753	3,807	3,541
Adjusted Cohort	3,254	3,547	3,468	3,722	3,774	3,525
Retention Rate:						
Sophomore Year	75%	77%	79%	79%	80%	79%
Junior Year	66%	68%	70%	70%	72%	
Graduation Rate:						
4-year	40%	39%	44%			
6-year	56%					

Source: 2011 Consortium for Student Retention Data Exchange Main Retention Survey

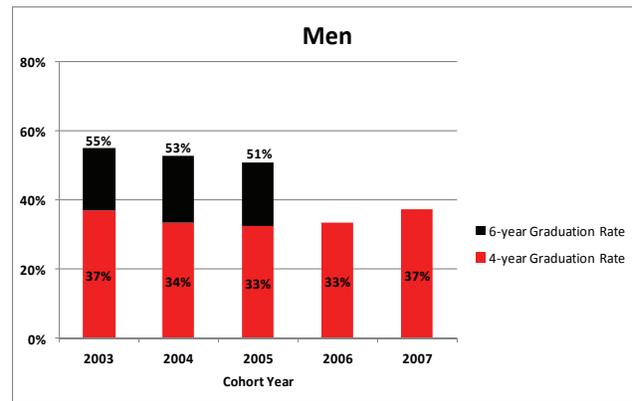
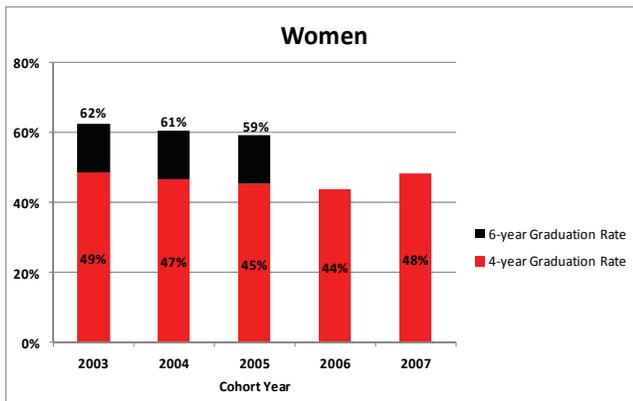
Graduation Rates by Race

- White and Asian/Pacific Islander students typically have higher 6-year graduation rates than their African-American and Hispanic peers.
- Hispanic students have shown the greatest increase in graduation rates, with rates increasing from more than one out of three to nearly one half of entering fall cohorts graduating within 6 years.
- African-American students' graduation rates were stable over the past 3 survey years, but these students' 6-year graduation rates are below the institutional average.



Graduation Rates by Gender

Women, on average, experienced a 61% graduation rate, while their male peers experienced about a 53% graduation rate. Note that both men and women experienced a declining 6-year graduation rate from the fall 2003 cohort to the fall 2005 cohort.

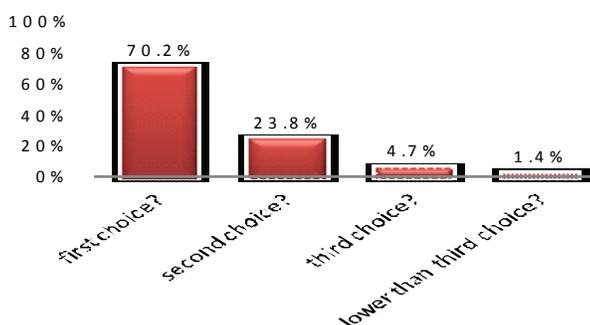


MAP-Works Fall 2011 Results

Have you ever wondered about the expectations, concerns, behaviors, and attitudes of our incoming students? For many years, Ball State has surveyed our incoming students about 3 weeks into their first semester and asked them a variety of questions related to their early semester behaviors and attitudes. We use the [MAP-Works](#) survey, a national survey instrument tool that originated on our campus! Below is a sampling of some of the results from the 2011– 2012 academic year. For more information from or about the survey, feel free to contact Amy Petts at alholliday@bsu.edu or 285-8919.

Slightly over 70% of our incoming first-year matriculates rate Ball State as their first choice for furthering their education.

Among the institutions that admitted you, was Ball State your:



Commitment to College*

To what degree:	N	Percentages						
		(1) Not at all	(2)	(3)	(4) Moderately	(5)	(6)	(7) Extremely
are you committed to completing your college degree?	3320	0.3	0.2	0.3	3.3	2.7	11.3	81.9
are you committed to completing your college degree at Ball State?	3327	0.7	1.0	1.4	9.0	10.0	17.4	60.5

*Excludes respondents who selected N/A

At least 6 out of 10 first-year matriculates are extremely committed to completing their degree and doing so at Ball State; and nearly 9 out of 10 have decided what their major or program is or will likely be.

Major Decision

Have you decided what your major/ program is or will likely be?		
	N	Percentages
Yes	2968	88.0
No	405	12.0

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University of Michigan and a bachelor's degree in business from Indiana University. Irah leads development of an effective data management and reporting environment. Prior to his current appointment, he worked for Loyola University-Maryland as an institutional researcher. After graduation from IU, Irah served as A Peace Corp volunteer in Belize supporting its Ministry of Education's effort to deploy a nationwide wireless network connecting all of its primary and secondary schools to the Internet. Irah lives in Muncie with his girlfriend and their fish.

Jolene Pastir joined the Office in January 2010 as the Assessment Research Analyst. She graduated from Ball State with a bachelor's degree in psychology and a master's degree in cognitive and social processes. While completing her master's degree, Jolene also obtained the certificate in institutional research, during which she was an intern with AAIR. Jolene has taken on a diverse workload that includes: external surveys such as *U.S. News & World Report* and internal surveys such as the Ball State Fact Book, internal reports including Faculty Assignment Reports and Department Profiles, helping with focus groups, and major field testing across campus. She looks forward to becoming more involved professionally at Ball State and within the Muncie community. Jolene lives in Muncie with her husband, Mike, where they look forward to growing as a family.

Amy L. Petts joined the Office as the Institutional Research Analyst in the spring of 2009. She holds a master's degree in sociology from The Ohio State University and a masters of library and information science from Kent State University. Amy enjoys getting to know people on campus and spends a lot of her time doing assessment. She works with the MAP-Works initiatives on campus, our summer orientation assessments, and a number of other surveys. She is always willing to listen to ideas that others have for interesting assessment and research projects and is particularly interested in projects related to the retention and persistence of Ball State students. Amy and her husband, Richard, live in Muncie with their extremely co-dependent Corgi, Ginger!

Brian Pickerill, a 25-year employee of Ball State, has a long career in the Assessment Office, AAIR, and now Institutional Effectiveness. As Assistant Director, Brian holds a master's degree in sociology from Western Kentucky University. He has worked on numerous Ball State survey and institutional research projects and has also collaborated and consulted with many departments on campus. Brian is currently serving as administrator for the newly available Qualtrics survey system, and has been implementing newly designed Senior and Alumni Survey projects for the university. Brian lives in Muncie with his wife, Ellen Sandman, and their two sons, Kevin and Ethan. Kevin is a senior in mechanical engineering at Purdue University, and Ethan is a sophomore at Burriss.

Bhavana Sherchand joined the Office as Institutional Research Information Management Specialist in March 2012. Bhavana holds a master's degree in computer science from Maharishi University, a master's degree in information and communication technologies (ICT) from the Asian Institute of Technology, and a bachelor's degree in computer engineering from Tribhuvan University. Prior to coming to Ball State, Bhavana was the Data Resource and Reports Analyst at California State University, Monterey Bay.

Help Us Help You Better!

IE recently added a [Data Request Form](#) to our web site. Using this form will allow us to process your request more efficiently and provide you with exactly what you need. You can access it directly on our web site or at the link above.

How Are We Doing?

We have recently added a [Customer Feedback Form](#) to our web site to help us learn more about how well we are responding to requests for information and services. The form is available on our web site or at the link above.

Ball State IE Represented in Indiana and Nationally

IE staff members recently made four presentations at the Indiana Association for Institutional Research 2012 conference in West Lafayette: *Living-Learning Communities Help Male Students Develop Mature Interpersonal Relationships and Tolerance: Intriguing Findings From Ball State University* (Amy Petts and Bill Knight), *Focus Groups: Reaching the Heart of Your Best Data* (Cheri Ellefson-Terhune and Jolene Pastir), *Creating Multi-Touch Textbooks for iPad* (Brian Pickerill), and *Effect of Pre-Lecture Video and Student Response Systems on Learning Outcomes and Course Success* (Brian Pickerill, Gary Pavlechko, Jerome Kotecki, David Largent, Angie Nickoli, Jennifer Young, Tyler Smith, Josh Gruver, and Kathleen Jacobi-Karna). IE staff members will make three presentations at the 2012 National Association for Institutional Research conference in New Orleans: *Dual Enrollment on the High School Campus Versus the College Campus: Does It Matter?* (Mary Jo Geise and Bill Knight), *Leadership Development Needs of Institutional Researchers: Results of a National Survey* (Bill Knight), and *Living-Learning Communities Help Male Students Develop Mature Interpersonal Relationships and Tolerance: Intriguing Findings From Ball State University* (Amy Petts and Bill Knight).

ETS Major Field Tests

Did you know that the Office of Institutional Effectiveness administers and pays for Major Field Tests that are available in several disciplines from Educational Testing Services? Contact Jolene Pastir at jmsitzman2@bsu.edu or 5-8202 for additional information.

IR Certificate Program

Ball State's [Graduate Certificate Program in Institutional Research](#) is helping to prepare the next generation of professionals who support decision-making and planning. More than 40 students have completed the program over the past five years, and many have gone on to a variety of jobs in institutional research and assessment at higher education institutions and organizations across the country.

National Study of Instructional Costs and Productivity

Ball State has begun annual participation in the National Study of Instructional Costs and Productivity, also known as the Delaware Study. This is a national benchmarking study that examines instructional productivity and cost at the disciplinary level. University information has been submitted for 2010-2011, and we will soon be picking peer institutions for comparisons. Look for more details to follow.

Assessment Workshops

IE staff members offered a series of assessment workshops to approximately 60 faculty and staff members in February and March. Topics included: Developing an Effective Program Assessment Plan; Motivating Faculty Colleagues to Participate in Assessment; Analyzing, Interpreting, and Communicating Results; Making Assessment More Manageable; Overview of the Higher Learning Commission's Expectations for Assessment; and an Overview of Qualtrics Web Survey Software. All presentations, references, and other handout materials are available at the [Assessment Resources](#) tab on our web site.

Answers in the Fact Book

The [Fact Book](#) is a comprehensive source of official data about Ball State University where you will find current, detailed information about people, programs, the campus, and resources.

Projects Underway

- An online Senior Survey has been developed and is being administered to all graduating seniors as of December 2011.
- Two forms of a baccalaureate alumni survey have been developed (students who graduated 1 year ago and students who graduated 5 years ago). These surveys will be administered annually beginning this summer.
- Data from the National Student Clearinghouse on Ball State baccalaureate alumni who go on to graduate and professional school across the country have been obtained and are being analyzed.
- The National Survey of Student Engagement is currently being administered to first-year students and seniors.
- An online Student Flow Model that provides self-service reporting of retention and graduation rates, grade point averages, and credit hours earned of multiple entering student cohorts (e.g., first-year, transfer, graduate, students in living-learning communities, adult learners) is being developed.
- An online set of academic department/college/university profiles is being developed that provides self-service reporting of all existing Department Profile information plus NSICP results and other information as identified by deans, chairs, and the Provost's Office.
- A Diversity Climate Survey is being developed for administration to all Ball State faculty and staff members.
- Faculty and staff job satisfaction surveys are being developed.

Recent Projects Now Available Online Office of Institutional Effectiveness

For information on Official Statistics, click on the following links:

- [Common Data Set](#) (2011-2012)
- [Department Profiles](#) (through Fall 2011)
- [Faculty FTE Load Distribution](#) reports (department, college, and university levels, through Fall 2011)

For information on Surveys, click on the following links:

- [Graduate Student Exit Survey](#) (2009-2011 results)
- *MAP-Works* [First-Year Student Survey](#) (Fall 2011 results)
- *MAP-Works* [Transfer Student Survey](#) (Fall 2011 results)
- *MAP-Works* [Sophomore Student Survey](#) (Fall 2011 results)
- [Withdrawing Student Survey](#) (2011-2012 results)