CAL STATE EAST BAY INSTITUTIONAL EXHIBIT #2 FOR WSCUC INSTITUTIONAL REPORT

INSTITUTIONAL EFFECTIVENESS AND RESEARCH (IER)

EXECUTIVE SUMMARY

Cal State East Bay's Institutional Effectiveness and Research (IER) team, composed of an AVP for Institutional Strategy and Effectiveness, an Associate Director, and two research associates, is at the forefront of advancing the university's strategic goals. The team has spearheaded several significant initiatives, including enhancing data literacy across campus, strategically collaborating to boost departmental visibility, developing the Pioneer Insights platform, and standardizing disaggregated data within all dashboards and analyses.

As the campus community becomes more adept at accessing and using data for informed decision-making, IER's future focus will be on advancing data governance policies, encouraging strategic data use to close equity gaps, and increasing the number of high-end users of institutional dashboards and survey data among faculty, staff, and administrators. These efforts highlight IER's commitment to fostering a data-driven culture that promotes continuous improvement and equitable outcomes for all students.

IER AT CAL STATE EAST BAY

"The ability to connect with colleagues from other departments and have open conversations about data and how it impacts student success has been a major benefit working with IER." -2022 Data & Action Team Participant

PRIORITIES AND RESOURCES

Enhance Campus' Data Literacy

- IER has sponsored 7 equity-oriented projects since 2020 aimed at using institutional data to inform strategic actions that increase student success outcomes for URM students. Over 40 students, faculty, staff, and senior administrators have taken part in these cross-collaborative team projects.

- Institutional data has been regularly presented across campus, including Back to the Bay, the Academic Affairs Leadership Team, Student Affairs Leadership team, and as part of the President's "Deep Dive" webinars.

- The development of Pioneer Insights has centralized institutional data within a central hub that has increased the ease of access to current and historical data. Increased usage of Pioneer Insights has led to a gradual decline in formal data requests from 290 data-related requests in '17-'18 to 46 data-related requests in 23-24.

Strengthening Campus Collaboration and Departmental Visibility

- In collaboration with Student Affairs, IER co-develop and implement a sustainable assessment framework for co-curricular programs. Within 5 years, all Student Affairs departments will undergo a formative assessment process to advance effectiveness and strategize how to proactively address retention and equity gaps.

- Active participation in Educational Effectiveness Committee (EEC) and Committee on Academic Planning and Review (CAPR) have led to the development of dashboards that visualize student outcomes, identify equity gaps,

and address both individual and departmental needs related to data and assessment along with a portal that populates program review data into a report template.

● Involvement with Tiger Teams and the Future Directions strategic planning process have ensured that institutional data are used to benchmark success and inform decision-making.

● Partnership with Pioneer Pathways to ensure effectiveness and continuous improvement related to academic advising.
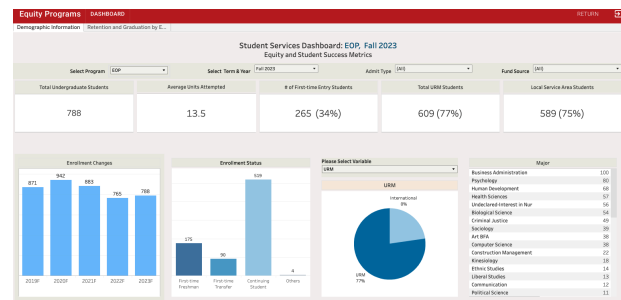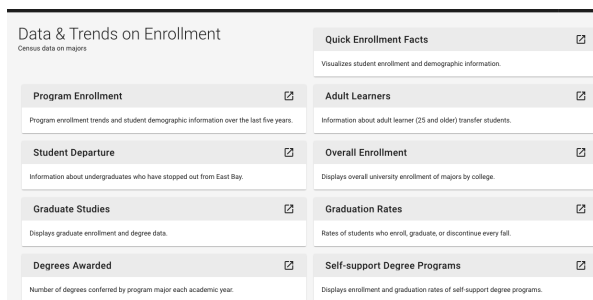
Disaggregated Data

● All IER dashboards include filters to disaggregate data related to race, first-generation status, and Pell-eligibility. IER has prioritized the inclusion of equity indicators within its data analysis and has also published equity-specific dashboards and infographics to visualize diversity at CSUEB.

Data Resources:

Pioneer Insights

● Over 30 public Dashboards include institutional data related to student demographics, academic outcomes, diversity, campus services, personnel, and academic program review. Internal dashboards require an institutional login and include 20 dashboards related to admissions, enrollment, class schedules, faculty workloads, and financial summaries.

Qualtrics

● All Cal State East Bay faculty, staff, and students have access to an institutional Qualtrics account that is supported by IER. Over 5,000 surveys have been published on Qualtrics since 2017, and there are currently 552 active users with a Qualtrics account as of spring 2024.

Survey Research

● IER leads or supports recurring institutional surveys to regularly advance conversations on continuous improvement. Regularly occurring surveys include the BCSSE, NSSE, Campus Dining, Academic Advising, Housing, Campus Climate, NCHA, and Transportation surveys.

FUTURE GROWTH

While IER has evolved as the primary resource for advancing campus' data literacy and informing institutional decision-making processes, several initiatives have emerged to ensure the department continues to help advance the mission and purpose of Cal State East Bay. These future priorities include:

● Advancing conversations regarding data governance and future proofing our data systems to ensure consistency and long-term integrity of our data.
● Ensuring strategic use of data to close student equity gaps, support enrollment management, special initiatives (e.g., CSU Second Start) and support student success.
● Scaling the number of high-end users of dashboards and survey data to more faculty, staff, and administrators who can then advance data literacy within their own departments.