

*Annual Report, 2010-11*  
**University Planning and Analysis**

**Programs and Initiatives**

UPA supported two of Chancellor Woodson's major initiatives, including:

- development of the new strategic plan, which involved 10 task forces; 160 faculty, staff, and students; and the Board of Trustees and Board of Visitors.
- a new report on key university performance metrics for review by deans, department heads, and directors at bimonthly Administrative Leadership Meetings (ALM). UPA also supported Provost Arden's analysis and presentation of student success at the January ALM.

UPA continued adding to the store of analytics for decision making at NC State through several new efforts:

- Admissions Dashboard and Data Mart, which will provide both summary and detailed information daily for everyone from program directors to executive officers.
- Graduating Seniors' Future Plans Survey, which will tell us where our alumni are employed and/or pursuing graduate education.
- Leadership Review surveys, through which the Provost's Office solicits the views of employees and university constituents.
- National COACHE survey, whose results were used in numerous campus committees focused on the faculty.

UPA solicited a review of security of the student and personnel data it uses and is implementing new strategies for data security.

**Diversity**

UPA published reports and made numerous presentations on its fall 2010 Campus Climate Survey. Results show improvements since the survey was administered in 2004.

**Staff**

Trey Standish was invited to present a national webinar on data mining and his analysis of student retention and, based on this presentation, to consult with the University of Wisconsin System. He was also accepted into a doctoral program at NC State and completed several doctoral courses.

Kate Christenbury and Mark Bodkin joined UPA's survey team as coordinators of survey research, replacing Jennifer Marks and Melissa House. Evan Fuchs joined UPA to benchmark NC State against its 16 official peers. Before departing for the private sector, Evan prepared the database NC State will use to review and revise its peer list.

Alice Taylor and Melissa House served on the Staff Senate, and Celeste Drayton was selected by her UPA colleagues to receive the Pride of the Wolfpack Award.

**Recommendations and Concerns**

The oversurveying campus populations has been a UPA concern for several years. As a strategy to encourage coordination and collaboration, UPA now provides free access to Qualtrics survey software and has developed a system to provide unduplicated samples for campus survey researchers. UPA is also establishing a Survey Advisory Committee to propose rules and communication strategies designed to reduce the number of campus surveys.

ClassEval competes for with other campus surveys and for students' time at the busiest time of the semester. The overall response rate dipped below 50% this spring, and there appears to be no simple strategy for reversing that trend.

UPA lost two staff members to the private sector in the last five months. We continue to struggle with non-competitive salaries, ever-increasing workloads, and perceptions of salary inequity. Duplication of UPA services in other offices compounds staff frustration and concern with potential budget cuts.