Information from

Department Ambassador for New Employees (DANE) Program

An initiative of the Student Affairs and Enrollment Management (SAEM) Division

Office of Strategic Research and Analysis

Fiscal Year 2017
WELCOME

Our office at Georgia Southern University is a staff unit reporting to the Vice President for Student Affairs and Enrollment Management. We serve in the traditional role for institutional research for the campus, with our primary support to the enrollment management and student service areas. As other Divisions of the campus need support, we review projects/needs and make recommendations on solutions.

We offer a broad array of executive and management decision support services across all units of the University and to selected external bodies as necessary.

Our Primary Purposes are:

- provide support to facilitate the collection, analysis, interpretation, and presentation of institutionally-related data on projects as identified.
- gather and analyze environmental information for the institution.
- provide staff support to facilitate the formulation and implementation of strategic and operational planning for the institution.
- prepare and publish internal and external reports on the institution’s performance and the environment in which it functions.
- perform and create ad hoc studies and reports as requested.
- conduct routine analyses of institutional operation.

We hope you find Georgia Southern an exciting place to be!! It has been a great journey for our team in providing opportunities to explore information about our campus constituents and campus, as well as to inform the general public and campus community about the University through our work!!

Jayne Perkins Brown, PhD
Senior Associate Vice President for Student Affairs and Enrollment Management
and Director of Strategic Research and Analysis
# Georgia Southern University
## Office of Strategic Research and Analysis (OSRA)

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Georgia Southern University
Office of Strategic Research and Analysis
Organization Chart FY 2015-2016

Vice President for Student Affairs and Enrollment Management

Senior Associate Vice President for Student Affairs and Enrollment Management and Director of Strategic Research and Analysis

Office of the Registrar

Administrative Assistant

Assistant Director for Decision System Support

Facility Inventory Analyst Support

Research Analyst II

Associate Director for Assessment

Research Analyst I

Research Analyst II
Georgia Southern University
Office of Strategic Research and Analysis (OSRA) Staff

P. O. Box 8126
Statesboro, Georgia 30460
Brannen Hall, 2670 Southern Drive
Statesboro, Georgia 30458
912-478-5218
SRAoffice@georgiasouthern.edu

Note. OSRA staff are members of the Association for Institutional Research (AIR) and the Southern Association for Institutional Research (SAIR)

Dr. Jayne Perkins Brown, Senior Associate Vice President for Student Affairs and Enrollment Management and Director of OSRA
Affiliate Member, Graduate Faculty; Adjunct Instructor, College of Education, Dept. of Curriculum, Reading & Foundations
PhD, University of Southern Mississippi, Educational Leadership - Higher Education
MEd, Mississippi State University, Mathematics Education
BS, Mississippi University for Women, Mathematics

I serve as the Senior Associate Vice President for Student Affairs and Enrollment Management and Director of Strategic Research and Analysis (OSRA), reporting directly to the VP for Student Affairs and Enrollment Management (SAEM). My responsibilities include:

- leading the office of Strategic Research and Analysis staff
- serving on the University's Complete College Georgia Team, SACS Steering Committee, Enrollment Management Council, Technology for Administrative Services Committee, and the University System of Georgia-Institutional Research and Planning Advisory Committee, as well as other councils as appointed
- ensuring that the University's overall data and reports for federal, state and campus reporting are accurate and presented in a clear manner.
- providing leadership for the creation and maintenance of the University Fact Book, Graduate Fact Book, and OSRA Web data on enrollment, retention, graduation/degrees, assessment initiatives, etc.
- Serving as the University Integrated Postsecondary Education Data System (IPEDS) Keyholder to ensure timely and accurate completion of all IPEDS surveys mandated by federal authorities
- determining appropriate standards for assessment and reporting for the SAEM Division, which include participation in national assessments such as NSSE, CIRP, NCHA, etc

Since I arrived at Georgia Southern in July 2001, I have been grounded in the desire to provide meaningful and supportive information to campus units in SAEM as well as all other areas of the campus as appropriate.

Mrs. Delinda Gaskins, Administrative Assistant
I became a member of the OSRA Team in September 2014. My main roles for OSRA include:

- supporting office staff and Sr. Associate Vice President for SAEM and Director of OSRA
- maintaining office budgets including expenses, monthly reports, travel, and purchasing
- support for project reports, as needed.

Prior to joining Georgia Southern, I worked in the public and private sectors as administrative support.
Mrs. Mary Poe, Research Analyst II  
MHA, Georgia Southern University, Healthcare Administration  
BBA, Georgia Southern University, Logistics and Intermodal Transportation, and Information Systems

As a Research Analyst II for OSRA since December 2004, my responsibilities include:
- researching data for internal and external surveys, focused on graduate issues
- creating and utilizing Qualtrics for survey support as approved
- compiling, analyzing and reporting survey results
- providing support in maintaining OSRA’s website
- utilizing ARC-GIS for research projects
- maintaining documentation and sources for projects

I provide assessment support to units within the Student Affairs and Enrollment Management (SAEM) Division and to other departments across campus upon request. In addition, I served on the Professional Development Council (PDC) at Georgia Southern University from July 2006 – June 2009.

Mr. Patrick A. Roberts, Research Analyst II  
MSM, Troy University, Leadership and Organizational Effectiveness  
BBA, Georgia Southern University, Information Systems

I am a Research Analyst II in the OSRA, serving since May 2006. My job responsibilities include:
- performing analyses of data and creating report summaries
- providing internal and external survey reporting, focused on undergraduate issues
- developing and maintaining Coldfusion web pages as needed
- creating and utilizing Qualtrics for survey support as approved
- supporting other institutional research and data collection efforts
- serving as the project lead for the University’s Common Data Set collection and reporting
- maintaining documentation and sources for projects

I served on the Professional Development Council (PDC) at Georgia Southern University from July 2009 – June 2013. In addition, I am currently serving on the Student Conduct Board at Georgia Southern University from August 2014 - 2016.

Mr. Daniel Roberts, Research Analyst  
BS, University of Georgia, Sport Management

I am a Research Analyst in the OSRA, serving since December 2014. My job responsibilities include:
- compiling and analyzing institutional survey data with a focus on graduate and military topics
- writing research reports for various departments within the university
- completing surveys for external agencies
- providing documentation for each research project for which I am responsible.
- creating and utilizing Qualtrics for survey support as approved
- serving as the project lead for the University Graduate Fact Book

I currently serve on the Professional Development Council (PDC) at Georgia Southern University from June 2016 – present.
Georgia Southern University
Office of Strategic Research and Analysis (OSRA)

Website - Home Page
http://em.georgiasouthern.edu/osra/

Mission Statement

The Office of Strategic Research and Analysis, a staff unit in the Division of Student Affairs and Enrollment Management, supports the University’s vision and mission by compiling, analyzing, and reporting institutional data that facilitate planning, assessment, and decision-making.
Facts and Figures

Common Data Set

The Common Data Set (CDS) initiative is a collaborative effort among four major publishers (The College Board, Peterson’s, U.S. News, and Wintergreen/Orchard House) and the educational community to develop a set of standard data and data definitions for use in surveys that gather information for college guidebooks, ranking, and other resources for prospective students. The purpose is to improve the quality and consistency of information and thus allow potential students to make more accurate comparisons between schools.

The Common Data Set includes sections on Institutional Characteristics, Enrollment, Persistence and Graduation Rates, Retention Rates, Freshman Admission Requirements and Academic Profile, Transfer Admission Requirements, Academic Offerings, Library Collections, Student Life, Annual Expenses, and Financial Aid. Complete data definitions are also included. These data may be useful in completing accreditation reports, surveys, proposals, or funding requests.

The Office of Strategic Research and Analysis has supplemented the standard responses with additional information. This additional information, identified by a screened background pattern, responds to other commonly asked questions regarding race and ethnicity, applications and admission, demographic characteristics, etc. More information about graduate programs and graduate students is also included.

Sources of these data include extractions from Georgia Southern University’s Federal IPEDS reports, American Association of University Professors (AAUP) Faculty Compensation Survey, official Board of Regent’s census files: Student Information Reporting System (SIRS) and Curriculum Inventory Reporting System (CIR), Banner, Data Warehouse, and U.S. News and World Report surveys. When comparing the Common Data Set to other published reports, please keep in mind that data definitions may vary between publications.
A. GENERAL INFORMATION

B. ENROLLMENT AND PERSISTENCE
   B1. Institutional Enrollment—Men and Women
   B2. Enrollment by Racial/Ethnic Category
   Persistence
   Graduation Rates
      For Bachelor’s or Equivalent Programs
   B12 – B21. For Two-Year Institutions: (Not applicable)
   Retention Rates

C. FIRST-TIME, FIRST-YEAR (FRESHMAN) ADMISSION
   Applications
      First-time, first-year (freshman) students:
      Admittance Rate
      Yield Rate
   Admission Requirements
   Basis for Selection
   SAT and ACT Policies
   Freshman Profile
   Admission Policies
   Early Decision and Early Action Plans

D. TRANSFER ADMISSION
   Fall Applicants
   Application for Admission
   Transfer Credit Policies

E. ACADEMIC OFFERINGS AND POLICIES
   E1. Special study options:
   E2. Has been removed from the CDS
   E3. Areas in which all or most students are required to complete
      some coursework prior to graduation:

F. STUDENT LIFE
   F1. Percentages of first-time, first-year (freshman) degree-seeking
      students and degree-seeking undergraduates enrolled in
      fall 2015 who fit the following categories:
   F2. Activities offered:
   F3. ROTC:
   F4. Housing:

G. ANNUAL EXPENSES
   G0. Please provide the URL of your institution’s net price calculator:
   G1. Undergraduate and Graduate full-time tuition, required fees, room and board
   G2. Number of credits per term a student can take for the stated full-time tuition:
   G3. Do tuition and fees vary by year of study (e.g., sophomore, junior, senior)?
   G4. Do tuition and fees vary by undergraduate instructional program?
   G5. Estimated expenses for a typical full-time undergraduate student:
   G6. Undergraduate per-credit-hour charges (tuition only):
      Graduate per-credit-hour charges:

H. FINANCIAL AID
   Aid Awarded to Enrolled Undergraduates
   Aid to Undergraduate Degree-seeking Nonresident Aliens
   Process for First-Year/Freshman Students
   Types of Aid Available

I. INSTRUCTIONAL FACULTY AND CLASS SIZE
   I-0. Faculty Salaries 2014-2015 Academic Year.
   I-1. Please report number of instructional faculty members in each
      category for Fall 2014.
   I-2. Student to Faculty Ratio
   I-3. Undergraduate Class Size

J. DEGREES CONFERRED
   Degrees conferred between July 1, 2014 and June 30, 2015
   Popular Majors:

   Financial Aid Definitions, 2015-16

   Common Data Set Definitions, 2015-16

   Comprehensive Program Review (CPR)
   • Enrollment: Fall Semester Enrollment Demographics by College, Degree, and Major.
   • Retention rates (First-time Freshmen): Demographics by College, Major, Degree, and Fall Semester
   • Degrees Awarded: Demographics by College, Major, Degree, and Fiscal Year
Enrollment Data

These pages were developed to provide information about student enrollment at Georgia Southern University. The information included is based on the most frequently requested types of data. Your comments or questions are welcome. See our contact information at the bottom of this page.

All information in these pages is from the University System of Georgia SIRS (Student Information Reporting System) files, Academic Data Mart Legacy Like Table (ADM-LLT) data, and Georgia Southern Data Warehouse tables. See the University’s Fact Book and Common Data Set for more history and trend information.

Comprehensive Program Review (CPR) Enrollment Demographics by Fall Semester

Fall Semester Enrollment Demographics by College, Degree, and Major.

Enrollment by Semester
- Average CumGPA by Class/Race/Gender
- Citizenship status
- Class/Age/Gender
- Class/Ethnicity/Gender
- College/Department/Degree/Major
- County of Origin
- High Schools (of entering Freshman)
- Nation of Origin
- On/Off Campus housing status (by Class).
- State of Residence
- Transfers (by Institution)

Fall Enrollment
- Summary Enrollment Data for Fall Semesters
  - Beginning Freshmen
  - Classification
  - Credit Hours
  - Ethnicity
  - Gender
  - Headcount
  - Load Type
  - Regents FTE
  - Retention/Graduation (IPEDS)
  - SAT Averages (of Beginning Freshmen)
  - State of Current Legal Residence

- Selected Fall Semester Student Demographics For the Last Five Years (one page)

Fall Enrollment Analysis
Uses final census data
- Enrollment, Retention, and select demographics - Student Information Reporting System files and Academic Data Mart Legacy Like Tables.
- Graduation Rates - Student Information Reporting System files and Academic Data Mart G Records. The Data Warehouse Degrees Awarded Table (YGRMAIN) was used to identify Summer graduates.

Fact Book and IPEDS Data Feedback Report
(includes Graduate Studies Fact Book)

The Fact Book provides a wealth of information about our University. In addition to the general information about Georgia Southern, its history and its progress, this book provides data on our students, faculty, staff, and services. In all, the Fact Book offers a comprehensive picture of who we are.
Georgia Southern University has embraced the University System of Georgia, Board of Regents (USG-BOR) initiative to increase student success by boosting retention, progression and graduation (RPG) rates in the University System of Georgia. In order to help our campus community understand these RPG issues for Georgia Southern students, this site brings together various reports based on traditional definitions that are used within the USG-BOR assessments and nationally.

Retention Rates
- Retention Rates Reports – Overall
- Retention Rates of Minority Advisement Program (MAP) and Honor’s Cohorts Reports
- Transfer Retention Rates Reports
- Comprehensive Program Review (CPR) IPEDS First time Freshman Retention Rates (1st Year)

Progression Rates
- Progression Rates Reports
- Progression Rates of Minority Advisement Program (MAP) and Honor’s Cohorts Reports

Graduation/Degrees Awarded
- Graduation Rates Reports – Overall
- Graduation Rates of Minority Advisement Program (MAP) and Honor’s Cohorts Reports
- Transfer Graduation Rates Reports
- Comprehensive Program Review (CPR) Degrees Awarded
- Degrees Awarded by term and Race/Gender
- Graduation Rate (6 yr)
## Campus Resources

### College Portrait

The College Portrait Web site allows you to view and compare profiles of institutions in standardized categories. Each institution’s profile includes items such as cost of attendance, degree offerings and graduation rates, as well as a snapshot of student experiences and activities, and results of programs designed to measure progress in student learning.

### Higher Education Opportunity Act (HEOA) Compliance

The Higher Education Opportunity Act of 2008 (HEOA) requires institutions to disclose information to the general public, current students, current employees, prospective students, prospective employees, families of current or prospective students, or prospective student athletes and their parents, high school counselors, and coaches. This information includes general institutional information, financial aid information, health and safety information, intercollegiate information, etc.

### Organization Charts

Organization Charts for the President, Provost and Vice Presidents are updated annually by Strategic Research and Analysis by early October. The overall University Chart is available annually in the Fact Book.

### Peer and Aspirational Lists

Organization Charts for the President, Provost and Vice Presidents are updated annually by Strategic Research and Analysis by early October. The overall University Chart is available annually in the Fact Book.

#### Comparator Peers

1. Appalachian State University  
2. Ball State University  
3. Bowling Green State University-Main Campus  
4. East Carolina University  
5. Illinois State University  
6. Indiana University of Pennsylvania-Main Campus  
7. James Madison University  
8. Middle Tennessee State University  
9. Sam Houston State University  
10. University of North Carolina-Wilmington

#### Aspirational Peers

1. Appalachian State University  
2. Ball State University  
3. California Polytechnic State University, San Luis Obispo  
4. College of Charleston  
5. East Carolina University  
6. James Madison University  
7. Miami University of Ohio  
8. Middle Tennessee State University  
9. Texas State University-San Marcos  
10. University of Northern Iowa  
11. University of West Florida  
12. Western Washington University

### Strategic Planning

At Georgia Southern University, strategic planning is the process by which the institution sets its vision, defines its mission, and articulates a strategy for achieving these goals consistent with the values of the institution. Key among these values are transparency and inclusiveness in the planning process.

Periodically, the University’s leadership convenes to discuss and develop action items that advance the University’s vision and goals. The deans and department chairs share these action steps with faculty, staff, and students for review and comment. Study teams are formed and charged with moving specific action items forward. These teams consist of faculty, staff, and, where appropriate, students. All constituencies are welcome and encouraged to participate in the University’s planning process.