TracDat at Austin College: Introduction to the roll-out for institutional advancement and institutional enrollment unit directors

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TracDat – an archive and reporting system

- Is a systematic approach that establishes a common understanding and language regarding institutional goals and success in achieving them;
- It allows us to define and align goals among all levels of the institution and compile information;
- We will document how results are used to improve programs and learning – for ourselves and others;
- You will ultimately be able to develop, review and revise your work in TracDat from any Web browser.
What makes a system like this necessary?

- **Pressures locally:**
  - Board of trustees
  - Institutional advancement
  - Institutional enrollment
- **Pressures nationally and regionally:**
  - Federal requirements regarding consumer information (HEOA)
  - National competition among liberal arts institutions
  - SACS -- we don’t have until 2019 (our next decennial review) but in 2014 will submit a 5th year review
The institution publishes admissions policies that are consistent with its mission. *(Comprehensive Standard 3.4.3)*

Recruitment materials and presentations accurately represent the institution’s practices and policies. *(Federal Requirement 4.6)*

The institution is in compliance with its program responsibilities under Title IV of the 1998 Higher Education Amendments. *(Federal Requirement 4.7)* The institution audits financial aid programs as required by federal and state regulations. *(Comprehensive Standard 3.10.3)*
Strategic Plan 2010-2014

- Improved communication (media relations, brand identity, etc.)
- Committee of the Board of Trustees for Buildings, Infrastructure and Grounds to provide oversight and long term planning for deferred maintenance and capital improvements
- Enhanced key features
  - Community college transfers
  - Constituent partnerships (alumni, advisory committee, etc.)
- Planning and groundwork for significant capital campaign
My purpose today

- Show you what TracDat looks like in broad terms as well as in some of your programs;
- Illustrate what has been (or will be) loaded into TracDat for your program;
- Introduce TracDat;
- Answer your questions.
Why can’t you just dive in?

- TracDat is a lot like Datatel -- it has tremendous power but only a few of us will be “superusers”;
- This introduction *simply* asks you to review previously provided information;
- You will see your program mission and intended outcomes submitted as long ago as 2008;
- They may not reflect your current views;
- There is no point in building an assessment plan using old and inappropriate goals.
If I’m lucky, what next?

- When you will open your program in TracDat, you will be pleased with the mission statement and goals provided in the past;
- You will look at the goals and easily envision where and how those goals are assessed or can be;
- Then you will plan to work on how to enter assessment evidence you have collected and plan for the 2011-2012 year.
What if I am not so lucky?

- When you look at the mission statement for the program and/or the goals, you will not be pleased;
- You will look at the documents we have placed in your documents file and realize you have a lot to think about;
- You will want to print a number of screens and documents and make plans for the remainder of the summer.
How can Karen help?

- Work with you during a session later this summer;
- Meet with you and/or your department to talk about what needs to be done;
- Suggest ways in which your program goals seem to relate to the mission, strategic planning goals, and other initiatives;
- Continue to meet with you as you need help during the summer or fall.
How TracDat changes things -- why it’s worth it

- You used to send things to IR that got loaded onto an IR server and you never saw them again;
- You will never again have to submit an APR or A&E;
- TracDat creates your personal archive of important documents and information;
- It enables Marjorie and senior leadership to extract data across programs without bothering you at all;
- It ensures that you hold the “big picture” in mind at least once a year -- why is what you do critical to our achieving the mission of Austin College?