MISSION: The UAB Office of Institutional Effectiveness & Analysis communicates data and information to promote strategic decision-making and continuous quality improvement.

GOAL 1: Decision Support. Facilitate strategic decision-making through the collection, analysis, and dissemination of objective data and information.

Objective 1.1: Institutional Research. Provide institutional research and predictive analyses that promote the strategic goals of UAB (Research & Analysis (R&A)).

Measure 1.1: Institutional Research Impact. Research and predictive modeling efforts will be measured by their association with UAB strategic goals and by their impact on supporting objectives (R&A).

Target: Initiate development of enrollment and retention models.

Objective 1.2: Support Program Planning. Provide effective support for academic program planning (External Relations and Academic Planning (ERAP)).

Measure 1.2.1: Initiate meetings with deans and other administrators designed to educate them on processes and requirements as well as to learn of their academic plans (ERAP).

Target: Schedule/conduct meetings with at least 5 schools/units.

Measure 1.2.2: Schedule Stakeholder Meetings. Schedule meetings with stakeholders when new programs are approved (ERAP).

Target: Facilitate implementation meetings for 1-2 new programs.

Objective 1.3: Improve Self-Service Access to Information. Improve Decision-Maker Access to Information (Business Intelligence (BI)).

Measure 1.3: Self Service Reporting Activity. Increase in Cognos Reports run activity volume (BI).

Target: 20% Increase in report run activity; 20 net new Cognos users.
**Objective 1.4:** Service Enhancements. Identify opportunities for service enhancements or operational efficiencies. (One Stop (OS)).

**Measure 1.4:** Service Enhancement. One Stop counselors will document and categorize each “student encounter” (e.g. email, phone, and walk-ins) in the Customer Relations Module (OS).

**Target:** Encounter categories representing greater than 10% of total activity examined for service enhancements or operational efficiencies.

**GOAL 2: Integrated Service. Enhance the user experience by implementing innovative technological solutions and delivering integrated service.**

**Objective 2.1:** Establish and maintain effective liaison relationships with internal stakeholders (schools and administrative units) in order to identify and communicate Key Performance Indicators (KPI) (R&A).

**Measure 2.1:** The number of established unit liaison relationships will be tracked, along with associated KPI developed (R&A).

**Target:** Establish liaison relationships with all major academic and applicable administrative units.

**Objective 2.2:** Web Site Accessibility. Improve the visual design, structure, navigation, and content of UAB web sites (Web Based Services (WBS)).

**Measure 2.2:** Web Site Accessibility. Make UAB Admissions, Veterans, Housing and Recreation Center web sites more user-friendly and informational tool for UAB Students, Faculty and employees (WBS).

**Target:** Redesign all four web sites with user-centric navigation with mobile friendly framework in FY 2014.

**Objective 2.3:** Social Media. Improve the speed, accuracy, and effectiveness of information provided to UAB students (WBS).

**Measure 2.3:** Social Media Followers. Measure the increase in number of followers in UAB student Twitter and Facebook accounts (WBS).

**Target:** Increase Twitter and Facebook followers by 20% in FY 2014.

**Objective 2.4:** Service Improvement. Expand One Stop menu of services to promote a single point-of-contact for integrated services to students (OS).

**Measure 2.4:** Service Improvement. Number of additional services incorporated (OS).

**Target:** Incorporate services for student parking permits and scheduling of student appointments with academic advisors
**GOAL 3: Compliance.** Ensure and supports compliance with university, system, state, and federal requirements.

**Objective 3.1:** Enhance Reporting Processes. Improve data collection and report processing procedures to reduce production cycle time and enhance utility of data for internal analysis (R&A).

  **Measure 3.1:** Improve Reporting Processes. Reduced data calls in lieu of improved data quality in systems of record. Number of research leads generated from improved utility of data (R&A).

  **Target:** Refine procedures for AAUP, SUG, OSU faculty salary surveys, and initiate processes for Delaware cost study.

**Objective 3.2:** Facilitate Continuity in Processes. Facilitate continuity in processes through cross-training and documentation (ERAP).

  **Measure 3.2.1:** Document Processes. Formalize documentation of processes and procedures (ERAP).

  **Target:** Create a sharable calendar of ACHE and UA System projects and deadlines.

  **Measure 3.2.2:** Develop User-Friendly Resources. Develop user-friendly resources to assist units with academic program planning compliance (ERAP).

  **Target:** Develop fresh, user-friendly web content to detail the academic program-related activities that require action by the Board of Trustees, ACHE, and/or SACS.