



# Operating Protocol & Procedure

## Details:

Number: 110

Title: Institutional Research Requests

Category: Governance, Organizations, and Institutional Effectiveness

Office of Primary Responsibility: Office of Institutional Research

Approval Date: 1/11/16

Effective Date: 1/11/16

Revised: 6/13/22

## Purpose:

To define the procedures for the receipt, completion, and dissemination of data-related services provided by the Office of Institutional Research/Effectiveness.

## Applicability:

All persons requesting data services, surveys, or other data-based support

## Definitions:

**Banner** – Student Information Processing System

**FERPA** – Family Educational Rights and Privacy Act

**External Request** – A request that originates from a PCC employee or an individual outside of PCC and is intended to inform other organizations or entities.

**IPEDS** – Integrated Post-Secondary Data System

**Internal Request** – A request that originates from a PCC employee and is intended only to support or inform the organization.

**NSCH** – National Student Clearinghouse

**ODS/Cognos** – Operational Data Store for accessing Banner data

**Qualtrics** – Survey Application

**SURDS** – Student Unit Record Data System

**SurveyMonkey** – Survey Application

**SurveyTracker** – Survey Application

## References:

Solomon Amendment, [10 U.S. Code § 983.b.2.A and 10 U.S. Code § 983.b.2.B](#)

FERPA, [20 U.S.C. § 1232g; 34 CFR Part 99](#)

Colorado Community College System President’s Procedure, SP 4-80, [STUDENT EDUCATIONAL RECORDS AND DIRECTORY INFORMATION](#)

## Attachments or Related Forms/Documents:

None

### **Operating Protocol:**

Data services are those that help PCC stakeholders make business decisions using data as opposed through intuition or impressions. Any data that is provided in the name of this effort is subject to FERPA law, which in short, guarantees the privacy of students with regards to their information provided to and generated by the educational institutions they choose to engage.

Internal stakeholders may have access to student level data provided the requestor can supply a legitimate educational interest for the data. External stakeholders will never be granted data that could reasonably identify an individual student (except in cases of mandatory reporting by governing bodies or financial aid verification), but rather can be provided in summary form, depending on the request.

The IR Office (IR), along with the Office of Admissions and Records, serve as the two stewards of student level data, with IR specialized to extract data out of the Banner system for analysis and/or reporting.

### **Procedure:**

Requests for student data services can be initiated in four ways: *Walk-up, E-Mail, Phone, or PCC IR Data Request Ultimus form*. All survey requests should consult PCC Operating Protocol & Procedure #112 and *must* be entered in Ultimus or through an email to the IR Director to be processed.

Requests will be categorized as either (1) Data Analysis or (2) Survey Analysis. Additionally a requestor may require data consultation either in conjunction with a data or survey request, or separately.

### **Data Consultation**

These requests are exploratory or academic in nature. This data service is to help stakeholders gain competency in measurement, program evaluation, or analysis techniques. IR staff will help determine which tools should be used for the desired measurement.

For maximum utility, a data consultation should always be conducted in the planning phase of any new initiative, or to accompany any significant change. This will allow the development of measurement that is specific to the purpose and considerably more valid to demonstrate efficacy.

### **All Requests (Data Analysis and Survey Analysis)**

#### **Internal requests**

Internal requests must have a legitimate educational interest for FERPA compliance. A legitimate educational interest is defined in CCCS SP 4-80. Valid internal requests will be entered into the PCC IR Data Request log for internal office tracking with all of the following pieces of information:

1. date received,
2. how the request was received (mode), the requestor's
3. name,
4. contact number,
5. job title,
6. department,
7. primary office location,
8. category
9. sub-category of the request,
10. the team member responsible for completing the request,

11. the subject,
12. description of the request, and
13. due date.

The assigned team member will work with the requestor to set a due date, but if no due date is indicated by the requestor the default date is set to the final day of the following month. All approved internal requests will be completed by the established due date.

### **External requests**

External requests will be first evaluated against FERPA policy and are subject to approval as described in PCC Operating Protocol and Procedure 111.

#### *Exceptions for External Requests*

Per the Solomon Amendment, IR will provide the following information to any external requestor affiliated with the U.S. Armed Forces: Names, Addresses, Telephone Numbers, Date of Birth, Level of Education, Academic Majors, Awards Received, Most Recent Educational Institution Attended.

#### *Exceptions for Directory Information*

As specified in CCCS SP 4-80, IR may disclose the following information to any internal or external entity as Directory Information: student name, student major, participation in officially recognized activities, dates of attendance, degrees and awards received, most recent educational institution attended, and enrollment/enrollment time status (enrolled full,  $\frac{3}{4}$ , part,  $\frac{1}{2}$ , less than  $\frac{1}{2}$  time, withdrawn, graduated, deceased). However, such releases must still be approved by the Director of Institutional Research.

#### *Exceptions for Student Contact Information*

Under SP 4-80, student physical address, e-mail, and phone number are considered to be personally identifiable information and are generally not released. However, IR will release this type of contact information for the following circumstances: graduation lists released to news media, listings regarding special awards, honors, and events, and listings to Phi Theta Kappa and other academic honor societies for communications regarding membership.

### **Prioritization**

Priority can be suggested by the requestor, but such is ultimately up to the office of IR to assign priority within the office's current workload. Preference will be given to requests that (1) clearly align with the current PCC Strategic Plan, or HLC Criteria for Accreditation, (2) are for data without which a PCC employee would be unable to complete a task critical to their role at PCC. Informational requests meeting neither (1) nor (2) will be honored, but may be delayed as needed to complete higher priority tasks.

### **Recurring Requests**

Requestors often have the same needs on a semester or yearly basis. These special cases may be known far in advance, and can be easily assimilated into the work log far ahead of time. PCC IR welcomes these kinds of requests. This type of request will be rated at a higher priority whenever possible.

### **Request Turnaround**

While IR is committed to providing rapid analysis and reporting the office respectfully asks that any request be received by the office a minimum of 10 business days before the final report is needed for data requests compiled from the ODS or Banner and a minimum of 15 business days for requests involving survey design, distribution, analysis, or reporting. While this may not always be possible in the event of an emergency, the

office will try, but cannot guarantee, completion of rush requests. Insufficient information provided by the requestor will affect the timeline for completing data requests. As such, the completion expectation of 10 business days for ODS data will only begin after all information necessary to complete the request has been collected. Requests that involve collection of data from external sources, such as the NSCH (Subsequent/Previous Enrollment), cannot be guaranteed by any specific timeframe because of the reliance on external data sources.

### **Cancellation**

Often, stakeholder needs can change, and any request is able to be cancelled at any time as deemed necessary by the requestor or another stakeholder. Typically, the requestor or their supervisor may cancel an open request.

### **Required Request Elements**

Request descriptions should always include: (1) the purpose of the request, (2) the population of interest, (3) the desired output format, (4) the desired recipients and (5) date the data is required. If the requestor does not provide each of these pieces explicitly, IR may contact the requestor to clarify the request before beginning work and/or use their best professional judgment. The automatic recipient is the requestor and with the option of their supervisor to also receive a copy of the report generated.

### **Example Request**

- I need a list of students (excluding high school students) on the Pueblo Campus enrolled in at least 12 credit hours during the Fall 2021 term, and are listed as undeclared majors. I would like to send marketing materials to these students. I would like a spreadsheet that has the following data elements: Banner ID, Student Name, Local Address, Permanent Address, Local Phone Number, Cell Phone Number, and/or Student E-Mail Address.
- *Research Question/Purpose*
- Create a student contact list for distribution of marketing materials.
- *The Population of Interest*
- Students on the Pueblo Campus enrolled in 12+ credit hours.
- *Desired output format*
- Excel spreadsheet
- *Desired Recipients*
- Requestor, their supervisor, & others as appropriate
- Additional Request Notes
- A referral meeting with marketing will also be advised to ensure adherence to communication and graphic standards
- All acronyms must be spelled out to improve clarity for IR personnel.

### ***Specific Considerations for Survey Analysis***

IR is charged with reviewing in-house and commercially developed surveys and questionnaires (including course/instructor evaluation instruments) intended for distribution to members or prospective members of the PCC Community (e.g. applicants, students, faculty, staff, board members, employers, alumni). All individuals or groups requesting to distribute a survey or questionnaire that falls under this scope must submit

a request to IR. Internal stakeholders and external stakeholders should contact the Director of Institutional Research. See PCC Operating Protocol and Procedure #112 for additional information regarding survey requests.

***Exceptions to Exclusive IR Review***

Any surveys or questionnaires conducted as part of a research project involving human subjects will be reviewed as part of the Institutional Review Board (IRB) Approval Process (see PCC IRB Operating Procedures or CCCS IRB Operating Procedures in the absence of PCC IRB Procedures). They are not subject to an additional IR review.