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**Society for College
and University Planning**

Archived Webinar: Taped October 23, 2018
Length: 37 minutes

Integrating Institutional Effectiveness: Bringing the Pieces Together

The concept of institutional effectiveness has grown in relevance and importance in recent years. Colleges and universities have added staff, offices, senior-level administrators, and institutional reports focused on institutional effectiveness (IE) in response to external demands from accrediting bodies.

This webinar will address the difference between IE and IR, and will make the case for an integrated institutional effectiveness (IIE) approach.

With a focus on the use of design theory, more rigorous IE and assessment standards from regional accrediting bodies, and increased attention to organizational effectiveness and student success, higher education institutions need to re-examine organizational structures and philosophies to meet new requirements.

The IIE approach intentionally integrates the accountability (accreditation), direction (planning), and evidence and improvement (assessment, evaluation, and institutional research) functions into an overall model for enhanced organizational effectiveness. When these functions are integrated, they impact each other in ways that improve their overall support of the institutional mission.

This presentation will address both the necessity of a model in the changing higher education environment as well as some of the challenges inherent with such a foundational change.

Learning Outcomes:

1. Discover the differences between Institutional Effectiveness (IE), Integrated Institutional Effectiveness (IIE), and Institutional Research (IR)
2. Recognize how an integrated IE approach better positions institutions of higher education to enhance organizational effectiveness.

3. Understand how AHEE's IIE model's elements of accountability, direction, and evidence and improvement both impact and are guided by designed, intentional interactions among each of the elements.
4. Identify the importance of engaging institutional leadership in an IIE approach that places use of results, comprehensive analyses, and evidence as foundational to organizational direction setting and decision-making.

Resources for self-study:

- *Institutional Effectiveness Fieldbook: Creating Coherence in Colleges and Universities*, 2018. Daniel Seymour and Michael Bourgeois. Santa Barbara, Olive Press Publishing. ISBN-13: 9781979106740.
- *The Case for a Cabinet-Level Chief Institutional Effectiveness Officer at All Colleges and Universities*. William Knight | AHEE | April 2016

Who Should Watch this Webinar?

- Two- and four-year institutions
- Associate vice presidents, deans, strategic planners, IR
- Institutions working toward accreditation or re-accreditation

Moderator:

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