


Institutional Research



Institutional research (IR) is research conducted within a higher education institution to support institutional planning, policy formation, and decision making. The OIE's [IR endeavors](#) include serving as Pepperdine's federal reporter (IPEDS Keyholder), reporting externally to agencies (e.g., *US News and World Report*, *The Princeton Review*), responding to over 80 [internal requests](#) each academic year, and analyzing and translating data for University decision-makers and stakeholders. In addition, the OIE disseminates data through the [OIE Factbook](#), [Common Data Set](#), student success [reports](#) and [dashboards](#), and customized reports. The overall mission of OIE's IR sub-division is to analyze and provide data with a high degree of integrity, accuracy, and equity in order to foster evidenced-based decision making.

OIE Factbook

The OIE Factbook is an interactive dashboard that provides data on faculty, staff, and students. Metrics include student enrollment, demographics, and degree completion; instructional faculty and staff demographics; and student-to-faculty ratios and full-time equivalent (FTE). Data are refreshed annually, which includes updates to metrics based on the most frequently requested data.

Student Success

OIE's student success reports and interactive Power BI dashboards (developed in collaboration with Business Intelligence), provide graduation (undergraduate and graduate levels) and retention (undergraduate level) rates. Data can be examined for various identity groups (e.g., race, sex, first-generation status) at the program and division levels. Additional reports are available upon data request.

Data Capacity

To ensure data capacity and quality, the OIE's IR staff are members of the Association of Institutional Research (AIR), and participate in at least one IR-related professional development activity each year.

Evaluation

The OIE engages in periodic reviews of its services, which includes an in depth examination of the IR sub-division. The IR sub-division also oversees Pepperdine's participation in the National Survey of Institutional Research Offices, which provides the opportunity to compare the OIE's IR-related activities to other institutions nationally. Results from the 2018-19 administration indicated that OIE's data collection and basic analytical activities, in terms of weekly staff hours spent on these activities, were above the 75th percentile for private institutions, which was much higher than the national comparison groups.

