

## Job Description

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<b>Job Title:</b>	Data Analyst and Evaluation Specialist
<b>Department:</b>	Student Success Office
<b>Reports To:</b>	Associate Director, Integrated Communications
<b>Jobs Reporting:</b>	None
<b>Salary Grade:</b>	USG 8
<b>Effective Date:</b>	February 2019

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### **Primary Purpose**

Within the Student Success Office, the Data Analyst and Evaluation Specialist is responsible for the investigation, identification, implementation, management and monitoring of the data and information that forms the evidence base for the initiatives related to the support of student success on campus. The Data Analyst and Evaluation Specialist, plays a critical role in obtaining the information and data that underlie and inform the evidence-based planning of strategies directed at student success, as well as overseeing all program and service evaluation strategies within the office. The information gathered from research and evaluation will help the Specialist inform decision making, strategic planning, messaging and budget related planning that improves services and programs for student success.

### **Key Accountabilities**

#### **Develops and implements research and evaluation plans that support undergraduate and graduate student success strategies.**

- Assists the SSO staff and management team in the development of an appropriate and timely process and outcome evaluation plans, data gathering methods, analysis and use of the results to support continuous program improvements.
- Maintains awareness of, analyzes, and understands all types of recorded university data, including but not limited to key performance indicators, student satisfaction surveys, NSSE, and government reporting data related to graduate outcomes, determines any applications and implications pertinent to SSO strategies; and educates the appropriate staff accordingly.
- Collaborates with IAP, MUR, and other departments to further analyze data from large student population surveys (e.g., NSSE, Incoming Student Survey, iBarometer, etc.) and develop complementary inquiries that focus on specific needs and services.
- Determines and recommends any specific, measurable, actionable and realistic metrics that can be employed as indicators of success of SSO's strategic plans.
- Manages, and conducts ongoing, timely evaluation to determine the effectiveness of SSO strategies.
- Works with large datasets to clean, merge, and format lists, examine relationships, inconsistencies, and find the story in the data.
- Prepares and delivers any required in-person presentations of research results.
- Manages all aspects of SSO participation in any large scale surveys or research projects.
- Facilitates SSO survey design and programming.
- Trains and supports staff with respect to the use of any data analysis tools.
- Analyzes current SSO data collection systems and evaluation processes to identify trends and opportunities for streamlining.

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- Investigates new data analysis tools, systems and practices and makes recommendations for enhancing SSO processes.
- Consult with IAP/IST and other departments on the design, implementation, testing and operation of any computer systems required for the collection, storage, reporting and analysis of data and trends related to student success in conjunction with the Manager, Integrated Communications.

### **Understands and applies current, relevant research methods and trends, audience and institutional knowledge.**

- Maintains a clear understanding of the characteristics of current students including their preferences with respect to completing surveys, questionnaires, and other research instruments, so that s/he can translate this information into effective tactics for enhancing research strategies.
- Keeps current with respect to best practices in research and evaluation methodologies, as well as trends in communicating with students and influencers.

### **Collaborates, advises and consults**

- Works closely with the entire SSO team to ensure the cohesiveness, consistency and integration of research goals and plans with current strategies and messaging.
- Supports and advises the SSO leadership team with respect to any new or evolving research strategies, opportunities, and results as well as any analyses that may assist with decisions about priorities and long-range planning.
- Works closely with SSO team to determine data analysis needs with respect to the broader university database and then liaises with IAP to obtain appropriate data.
- Collaborates closely with the Evaluation and Accountability team and the Data Analytics and Reporting team in IAP to provide input and expertise and to obtain advice with respect to SSO research requirements and initiatives, including but not limited to survey management and interpretation, forecasting, retention definition and analyses and participation in large-scale surveys such as NSSE. Contribute SSO progress and outcome indicators to the support of various institutional accountability measures, including those related to the university strategic plan.
- Advises and keeps SSO teams informed about any plans, features and results of IAP and/or other department or faculty-related studies and data that may affect student success.
- Shares research analysis, detailed reports and clear explanations with all interested and affected on-campus stakeholders.
- Consults with and advises SSO team members with respect to design, administration and analysis of program evaluations, the results of which inform the development evaluation and each area's strategic plans.

### **Other**

- Participates in SSO events and in the administration of SSO-wide responsibilities, and other such general and specific duties as may from time to time be determined.

*\*All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

## **Required Qualifications**

### **Education**

- Research-based or other relevant masters or post-graduate degree with solid knowledge of social science research methods, both quantitative and qualitative; ability to use descriptive and inferential statistics to analyse data; and knowledge of various methodologies to gather data (surveys,

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interviews, focus groups, community forum, literature reviews, environmental scans; situational analysis, needs assessment, etc.)

### **Experience**

- At least 3 years of experience in a data analysis and/or research role, preferably in an educational setting.
- Strong educational and professional background in data management, statistical analysis, associated computer applications, program evaluation and related applied social research methods.
- Strong ability to understand, maintain and address data quality.
- Proven ability to deliver timely, accurate, comprehensible, professional-quality data analytical reports
- Demonstrated leadership and guidance in using descriptive and inferential statistics in order to understand trends, patterns, and dependencies with respect to a variety of strategic issues.
- Knowledge of research-related post-secondary issues, such as student success; student satisfaction, retention, and engagement; and student enrollment patterns and trends.
- Superior oral and written communication skills as demonstrated by success in engaging, understanding and supporting data users, including proven presentation and public-speaking abilities.
- Aptitude for presenting data analytics in an efficient, effective and easily understandable way to a wide variety of audiences and users and with the use of numerous reporting formats and web technologies.
- Demonstrated success in working and leading working groups and/or committees.
- Ability to build consensus, foster teamwork among a variety of stakeholders, and lead integrated project teams.
- Demonstrated ability to thrive in and contribute to an integrated and collaborative team environment and to apply a positive team approach to working with colleagues.
- Demonstrated experience working with large and complex data sets.

### **Knowledge/Skills/Abilities**

- Knowledge of project management and related processes.
- Strong organizational skills coupled with the ability to handle multiple tasks, meet deadlines, and excel in a fast-paced environment characterized by changing priorities.
- Strong understanding of the assessment/evaluation process.
- Excellent communication skills: ability to converse articulately with university administrators and other campus stakeholders.
- Data management, manipulation, interpretation and analysis skills.
- Expertise in assessment/evaluation instrument design.
- Software requirements – advanced Microsoft Office, in particular Excel; SPSS

### **Nature and Scope**

- **Contacts:** Internally, communicates with all employees in all groups and departments and at all levels in order to execute and integrate a variety of research strategies and to educate and inform stakeholders about the results. Externally, communicates with a wide variety of audiences to deal with, influence, and motivate others to provide the research information that underlies the student success strategies designed to achieve university student success goals.
- **Level of Responsibility:** Project manages department and university-wide function or process; responsible for ensuring the availability of reliable research data relevant to the planning and reporting needs of SSO stakeholders and for communicating easily comprehensible results that enable the

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development of grounded, integrated, evidence-based strategies to support the university's objectives.

**Decision-Making Authority:** Continually makes decisions about the most effective methods of investigating pertinent success factors and of obtaining and communicating results that meet the needs of all student success strategic decision makers, including the development and execution of all research instruments, the reporting of results in an easily accessible format, personal interactions and collaboration, work flow, consultation, and other key accountabilities; determines the optimum course of action to solve problems and to exert a positive influence on other stakeholders.

- **Physical and Sensory Demands:** Minimal demands typical of a position operating within an office environment; periods of extensive sitting and concentrated use of visual senses.
- **Working Environment:** Much of the time is spent sitting in a comfortable position in a private office. There is a frequent need to give close attention to various stimuli such as written material and information given verbally to students. There is a demand for attention to detail, thoroughness and accuracy. Evening and weekend work is sometimes required.