

Society for College and University Planning Project Proposal  
SCUP Fellow Research Project Submission  
2014-2015 SCUP Fellow Year

Title:

**(Re)Defining Data and Metrics to use in Academic Program Planning**

Submitted by:

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At the SCUP 2013 Southern Regional Conference, an architect sitting next to me during James Morrison's plenary session stated he was excited to have academic planners in his group because, in his opinion, they are not prevalent at SCUP events. Additional conversations throughout the conference not only echoed his sentiment but also revealed a further need to understand what types of data and metrics are important to the various types of planners at higher education institutions. Compounding the difficulty of use of these data and metrics is that not all higher education institutions have the ability to act as the ultimate decision-making authority. Many institutions, such as mine, are part of a larger coordinating body. In the case of Georgia Regents University, we are part of the University System of Georgia, which means that our academic program planning happens both at the institutional level and in coordination with state level planning officers.

This two-level academic program planning system requires the examination of data and metrics necessary to understand productivity, viability, and quality of academic programs when they are proposed, as they operate, and if necessary, to close. At this time, little discussion has occurred about what the necessary data points and metrics are or should be and even less discussion has occurred between the planning arenas to help achieve integrated planning. The focus of the proposed project below is to better understand the data and metrics used by the planning officers in academic planning, facilities planning, enrollment planning, etc. to create a greater understanding of why each data point and metric is necessary to each participant in the planning process, both at the institutional and state levels.

Over the course of the fellowship year, I propose completing a research-based project that examines the key data and metrics used for academic program planning at the institutional level and how it corresponds to academic program planning at the state level. The project will draw on the experiences of exemplary systems, including but not limited to, the University System of Georgia, the University of California System, and the University of North Carolina System, to understand what data has proved useful to the success to the creation, ongoing maintenance, and termination of academic programs. If possible, I will also seek out examples from international higher education systems to build an array of comparable global metrics. The project deliverables will include at least one research-based, but practitioner-focused, article for SCUP's Planning for Higher Education journal and correlated presentations submitted to both the SCUP Southern Regional and International Conferences. Ideally, I will also publish and present the research to audiences at the Association for the Study of Higher Education or the Consortium of Higher Education to reach more academically focused individuals who train future administrators. To ensure successful completion of the project, I propose the following timeline:

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DATES

January 2014 – May 2014

- Review literature Review on academic program planning

June 2014 – July 2014

- Obtain IRB approval; survey selected institutions regarding academic program planning; attend SCUP International Conference

August 2014 – October 2014

- Analyze survey data and conduct follow-up interviews, as necessary; present initial findings at SCUP Southern Regional Conference

November 2014 – January 2015

- Gather additional data, as necessary, and draft initial project deliverables

February 2015 – April 2015

- Review findings with Georgia Regents University and University System of Georgia institutions

May 2015 – June 2015

- Finalize deliverables for SCUP International Conference and for presentation/publication

July 2015

- Present at SCUP International Conference

As an academic affairs officer at Georgia Regents University -- a “new” university, formed from the consolidation of two disparate institutional types (e.g. health sciences and liberal arts) -- the opportunities available through the global SCUP community, its members, conferences, and educational opportunities will continue to develop my understanding of integrated planning and how it relates to the development of a new university. The diverse perspectives SCUP community members possess provides a chance to actively debate and engage in current issues as well as explore future states of higher education to lead to greater, more effective colleges and universities. As a proponent of academic planning, I hope to contribute to SCUP by providing perspectives on academic program planning from my experience in academic planning both in the United States and internationally.

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