PROGRAM OUTCOMES

• Develop the skills you need to work in the disciplines of institutional research, assessment and strategic planning
• Gain skills that will enhance your marketability for virtually any professional position

PSYC 720
Introduction to Evaluation and Institutional Research
2-credit course with 11 modules

PSYC 721
Evaluation and Institutional Research: Ethics and Practice
1-credit course with 5 modules

PSYC 722
Project Management in Evaluation and Institutional Research
2-credit course with 7 modules

PSYC 723
Research Methods in Evaluation and Institutional Research
2-credit course with 9 modules

PSYC 724
Data Collection in Evaluation and Institutional Research
1-credit course with 3 modules

PSYC 725
Data Analysis in Evaluation and Institutional Research
1-credit course with 4 modules

PSYC 728
Institutional Research Applications
2-credit course with 9 modules

PSYC 729
Practicum in Institutional Research
3-credit course

Prerequisites: PSYC 720-725 and 728

During the practicum you will demonstrate your evaluation skills on a real-world project under the supervision of the Program Advisor.

COLLEGE OF EDUCATION, HEALTH & HUMAN SCIENCES
Inspiring Innovation. Learn more at www.uwstout.edu/cec/
In each course, multiple competencies are developed by completing individual modules. Each course and module is arranged around a set of learning objectives. The example below shows a portion of the Project Management in Evaluation and Institutional Research course. Three of the seven course objectives are addressed in the Communication and Collaboration with Stakeholders module. Readings, discussions, quizzes, and projects will help students develop skills and understanding aligned with the course and module objectives.

**COURSES INCLUDE THE FOLLOWING ELEMENTS:**
- Clear Objectives
- Gain Knowledge, Skills, and Abilities
- Examples
- Application of Learning
- Assessment of Your Learning
- Reflection on Your Learning and Competencies

**COURSE OBJECTIVES**
Respond to accountability demands and design institutional accountability reports

**MODULE OBJECTIVE 1**
Identify current institutional accountability reporting options

**MODULE OBJECTIVE 2**
Apply techniques for designing institutional accountability reports

**MODULE ASSIGNMENTS**
1. Importance of Accountability Reflection
2. Compare and Contrast Approaches
3. Mock Accountability Report

**MODULE 1**
INSTITUTIONAL ACCOUNTABILITY

**CERTIFICATE ORGANIZATION**

**COURSE**
PSYC 728
Institutional Research Applications

**WHO SHOULD BENEFIT**
The Certificate in Institutional Research is designed for new and experienced institutional researchers working in the following areas:
- Elementary, Secondary and Higher Education
- Organizational Consulting
- Business Analysis

**PROGRAM BENEFITS**
- Modules are offered asynchronously throughout the year, not tied to a semester schedule
- Modularized content can be taken in any order
- Online delivery allows you to complete credits from the comfort of your own home, no campus attendance is required
- Expert facilitation by veteran online instructors and institutional researchers with real-world experience
- Professional quality projects can contribute to an e-portfolio to aid in job searches
- Highly competitive tuition

**NEW JOB OPPORTUNITIES**
This certificate provides students with skills suitable for performing evaluations in such positions as Director/Associate Director of Institutional Research, Research Analyst, Assessment Coordinator, Data Analyst, Research Associate, and many other positions in both for-profit and non-profit organizations. The Association for Institutional Research (www.airweb.org) maintains a current listing of many suitable openings in their Career Center.
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**Module 1:**
Institutional Accountability

**Module Objectives:**
1. Identify current institutional accountability reporting options
2. Apply techniques for designing institutional accountability reports

**Module Assignments:**
1. Importance of Accountability Reflection
2. Compare and Contrast Approaches
3. Mock Accountability Report

**Course Objectives:**
Respond to accountability demands and design institutional accountability reports.

**Certificate Organization:**

**Online Course Sequence:**

**Prerequisite:**
- Completion of a bachelor’s degree
- Experience with statistical analysis is beneficial

**Options:**
- Complete one or more modules to obtain specific IR skills, such as conducting a focus group or basic quantitative data analysis
- Complete one or more modules or courses for professional development
- Complete one or more courses to obtain credit toward a UW-Stout’s Master’s in Applied Psychology degree
- Complete all 14 credits to receive the Institutional Research Certificate

**Who Should Benefit:**
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PROGRAM COORDINATOR

Cori Beskow  |  128 Bowman Hall  
beskowc@uwstout.edu  |  715.232.4098

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