



INSTITUTIONAL RESEARCH

GRADUATE CERTIFICATE



COLLEGE OF EDUCATION, HEALTH & HUMAN SCIENCES
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CERTIFICATE ORGANIZATION

COURSE

PSYC 728
Institutional Research
Applications



COURSE OBJECTIVES

Respond to
accountability
demands and
design institutional
accountability reports



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.

MODULE 1

INSTITUTIONAL ACCOUNTABILITY

MODULE OBJECTIVE 1

Identify current institutional accountability reporting options

MODULE OBJECTIVE 2

Apply techniques for designing institutional accountability reports



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

MODULE ASSIGNMENTS

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



▶ 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

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.



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

PROGRAM COORDINATOR

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COURSES

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.