

SURVEY RESEARCH ADVISORY BOARD MISSION STATEMENT

General Purpose of the Committee:

Institutional effectiveness requires collaboratively building and sustaining a culture of inquiry and evidence that strives for continuous improvement in service provided to students, academic programs, as well as teaching and learning. A three-year survey research cycle has been established in order to help build a culture of evidence and provide data to key decision makers. Furthermore, the survey data will provide interested parties information that will assist with developing, interpreting, and communicating the university's image and goals to many audiences.

At the direction of the Vice Provost of Academic Administration, the Survey Research Advisory Board Committee will help to guide research designed to examine and track the characteristics and perceptions of students, alumni, employers, etc.

Role of the Committee:

Provide general guidance to the Coordinator of Survey Research during monthly meetings on Central Michigan University's three-year research cycle.

The Survey Research Committee will:

- Provide recommendations and final approval of questionnaires, project timelines, and administration, as well as survey reports and/or presentations
- Facilitate communication between various groups and interested parties
- The committee will consider other opportunities for research and assessment in conjunction with the Coordinator of Survey Research and other individuals

Members of the Committee Include:

- Ray Christie, Vice Provost/Academic Administration
- Ahmed El Gammal, Research Associate/Assessment
- Monica Mull, Interim Director of Marketing Research Analyst
- Becky Oosterhoff, KPI Research Analyst
- Tony Voisin, Asst Dean/Dir/Student Life
- Denise Webster, Director/Curriculum & Assessment
- Wei Zhou, Director/Institutional Research