

**Williamsburg Technical College
PROCEDURE**

SECTION A – COLLEGE ORGANIZATION AND GOVERNANCE

Title INSTITUTIONAL RESEARCH	Number A-14.1
Division of Responsibility President	Approval Date Page 1/21/2021 1 of 1
Approval Vice President _____ President _____	Supersedes Procedure No. A-14.1 Date 5/24/10

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I. ADMINISTRATION

While various departments of the College will occasionally be involved in "institutional research" activities, the primary responsibility will be assigned to the Director of Planning and Research. This individual will be responsible for the accomplishment of two types of research: special study requests and the design, development, and implementation of studies designed to support the institutional effectiveness process.

II. SPECIAL STUDIES

Any individual or department may request the conducting of a specific study or research project relating to any area of operation of the College. Whenever possible and within the priorities established by the administration, the Director of Planning and Research will attempt to respond to this request by working with the individual or group to design the appropriate instruments, conduct the survey, and provide an analysis of the results.

III. PLANNING PROCESS

- A. Williamsburg Technical College currently has in place a formal planning process. Leadership and support for planning and assessment are provided by the executive staff. It is a participatory process extending involvement to the Area Commission and all levels of administration, faculty, and staff. An institutional research component provides research and data-collecting functions to support the planning, assessment, and institutional effectiveness activities.
- B. The planning process involves both strategic and operational planning components. Strategic planning outlines the major direction and focus for the College. Elements of strategic planning include planning assumptions, mission, role and scope, values, and long-range objectives. The mission statement provides the framework within which institutional plans are formulated. Operational planning supports the elements of the strategic plan and provides the details for putting institutional goals into action. Measurement criteria and anticipated outcomes are included for each annual objective. Progress in achieving annual objectives is reviewed at the end of the annual planning cycle. (Refer to the WTC Institutional Effectiveness Process Manual.)