Outstanding Unit Award Nomination

Nominator(s): Name, Phone#, Email address, and Unit name

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Unit Nominated: Name and College/Entity

Office of Measurement Services

Unit Nominated: Supervisor Name, Phone#, and Email Address

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Unit Nomination Detail

Unit Introduction (A concise description of the unit, not to exceed 250 words)

The Office of Measurement Services (OMS) provides a variety of primary data collection and consulting services. Our multi-mode survey capabilities include online, mail, face-to-face, focus group and telephone data collection via our 18 station call center. OMS expertise includes years of experience from the former Minnesota Center for Survey Research and the School of Public Health Survey Research Center which are now a part of OMS. We also serve a critical role to the University by scoring Exams, processing and reporting Student Rating of Teaching (SRT’s), administering the Student Experience at the Research University (SERU), and the Comprehensive Reviews of Deans and Directors. The Minnesota Statewide Testing Program (MSTP) is also housed at OMS. MSTP measures and assesses K-12 student ability and academic growth through the application of different tests.
Key Area 1 (Developing and/or implementing innovative programs and/or practices to support and enhance the careers of P&A employees; not to exceed 1000 words.)

Performing high-quality work for our clients has allowed us to expand our expertise and skill set through trainings and development opportunities. In the past year these have included focus group trainings and data collection trainings through the Minnesota Evaluation Studies Institute (MESI). In addition, we have been able to attend and facilitate workshops at the Association for Institutional Research (AIR) Conference and this year will be leading a discussion group. These workshops on topics ranging from effective online data collection practices to the most useful information technology practices for research have allowed us to grow as professionals and more effectively and efficiently serve the university in our numerous offerings to the university. In addition, P&A employees have attended the Qualtrics Summit for the last two years where we have networked with other professionals in learning more effective research and data collection practices while also learning more about the software which allows us to not only grow professionally but to also better serve our clients. P&A staff have also attended the American Association For Public Opinion Research (AAPOR) Conference the last two years where we have been able to further develop our networking and presentation skills while also expanding our potential client base and client knowledge of University of Minnesota expertise. Finally, OMS has had a development culture for years which encourages development where possible and where it can help serve the university. In the past two years additional development opportunities have included learning additional software packages such as Explorance Blue, Qualtrics, SAS and SPSS and time for attending university Human Resources courses on a myriad of topics. OMS also offers information sessions and strongly encourages our employees to present at these information sessions. The sessions can be about any topic that the staff members has worked on or an area in which they are developing. Recent topics have included technological shortcuts and other tools used by employees to increase efficiency, the Student Experience at the Research University (SERU) project and how the data is used to better student experiences and a short overview of statistics.

Key Area 2 (Strengthening, through substantive involvement or other contributions, decision-making that advances local objectives or the University's overall mission; not to exceed 500 words.)

OMS has been called on by senior leadership at the University of Minnesota to conduct numerous surveys and analysis of data to aid decision-making for leadership. Recent examples include a client satisfaction study for the Office of General Counsel (OGC), the Student Financial Behavior Project for a member of the Board of Regents and leading all data administration efforts for the Student Experience at the Research University (SERU) study. Data from this study of undergraduate students here at the University of Minnesota and at thirteen other leading research universities in the United States is used to guide decision-making in a wide variety of areas here at the University of Minnesota and the data is also used to compare what is done here with other similar universities and to see if other university practices could be beneficial to the University of Minnesota in a given area. OMS also works with numerous other units here to facilitate timely and effective data collection to aid units in gathering data to inform decisions both administrative in nature and specific to research.
Key Area 3 (P&A contributions to profession and community; not to exceed 500 words.)

| P&A staff at OMS have led and facilitated data collection efforts and some reporting efforts for the Student Experience at the Research University (SERU) study since 2013. P&A staff have also facilitated presentations and led a discussion group at the Association For Institutional Research (AIR) conference in 2014 and 2015. P&A staff have attended and participated in workshops and other learning sessions at the Qualtrics Summit in 2013-2015 and at the American Association For Public Opinion Research (AAPOR) Conference in 2014 and 2015. In addition, P&A staff at OMS have worked with university teams on enhancing the Student Rating of Teaching (SRT) on campus and with faculty on making the processing of exams an ongoing high quality and timely experience. P&A staff also serve on university committees including the University Survey Advisory Team (USAT) which meets to communicate and problem-solve survey issues to try and ensure the highest possible participation by respondents at the university. P&A staff at OMS have also testified at Minnesota House and Senate committees regarding the school lunch bill in 2013 and participated in professional organizations including the Association For Institutional Research, American Association For Public Opinion Research, Minnesota Evaluation Studies Institute and the Minnesota Evaluation Association. P&A staff have served on the Saint Paul Capital Investment Board and volunteered with local organizations including the Humane Society, Neighborhood House and local schools. OMS P&A staff have also worked on internal events during the year to raise money for local non-profits. The most recent event benefited Keystone Community Services. |