

**JOB TITLE:** Executive Director, Institutional Research & Effectiveness

**DEPARTMENT:** President's Office

**LOCATION:** Union Campus

**REPORTS TO:** College President

**FLSA:** Exempt

**LEVEL:** 209

**DATE:** 6/2025

**POSITION SUMMARY:** Provide strategic leadership and executive level support in the planning, coordination, implementation, and evaluation of institutional effectiveness, research, accreditation, and institutional assessment initiatives. This position oversees the Office of Institutional Research and Effectiveness and plays a central role in ensuring data-informed decision-making, institutional improvement, and compliance with reporting requirements.

**EDUCATION, EXPERIENCE, and LICENSES/CERTIFICATIONS:** *(A comparable amount of training, education or experience may be substituted for the minimum qualifications.)* Completion of a Master's degree in Higher Education, Institutional Research, Applied Statistics, or related fields and five years' related experience in institutional research, assessment, planning, and/or continuous quality improvement preferably in a higher education environment.

**ESSENTIAL TASKS:** *Employee must be able to perform the following essential functions to the satisfaction of the employee's supervisor.*

- Oversee institutional research and effectiveness activities to ensure that assessment, planning, and accreditation processes are integrated and aligned with the college's strategic goals.
- Facilitate the collection, analysis, and dissemination of institutional data to inform decision-making in areas such as strategic planning, program evaluation, student outcomes, and institutional performance.
- Lead data governance at the institution in collaboration with a range of stakeholders to develop, implement, and manage data governance policies, foster data literacy across the institution, and implement data management practices that ensure consistent data standards, accessibility, integrity, and security.
- Ensure compliance with all state, federal, and accrediting body reporting requirements.
- Partner with senior leadership to guide strategic planning, track institutional performance, and assess progress toward goals.
- Provide leadership for institutional assessment processes and collaborate with the Chief Academic Officer and academic leadership to ensure alignment between institutional effectiveness initiatives and the assessment of student learning outcomes.
- Support institutional and program-level accreditation processes in collaboration with the Accreditation Liaison Officer (ALO).
- Oversee the design and administration of surveys and other evaluation tools to gather feedback from students, faculty, and staff on institutional programs and services.
- Develop and maintain interactive dashboards, reports, and infographics to communicate findings and trends to diverse audiences.
- Identify and monitor trends, challenges, and opportunities through benchmarking and peer analysis.
- Serve as the College's representative to state, regional, and national organizations related to institutional research and effectiveness.
- Supervise and support assigned staff, including training, performance evaluation, and professional development.
- Develop and manage the departmental budget.
- Serves as a member of the President's Cabinet.
- Communicate effectively in a professional, tactful, and courteous manner with students, employees, faculty, and the general public.
- Ensure that all activities are conducted within the established guidelines of the Family Educational Rights and Privacy Act (FERPA).
- Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards in a safe manner with minimal supervision.

**KNOWLEDGE, SKILLS AND ABILITIES:** Extensive knowledge of institutional research, effectiveness, assessment, and strategic planning in a higher education environment. Experience with accreditation standards and processes (regional and/or programmatic). Knowledge of research methods, data analysis, statistical tools (e.g., SPSS, Excel, R), and visualization software (e.g., Power BI, Tableau). Strong analytical and critical thinking skills, with the ability to translate data into

actionable insights. Strong understanding of data governance, quality assurance, and the use of ERP and business intelligence systems. Knowledge of college policies, procedures, and practices with the ability to answer work-related questions; and/or interpret and apply these guidelines correctly in various situations. Ability to manage complex projects, prioritize multiple tasks, and meet deadlines. Excellent communication, collaboration, and presentation skills. Knowledge of FERPA, Title IX, ADA, and other regulations relevant to institutional data and compliance.

**LEADERSHIP and COMMUNICATION SKILLS:** Ability to direct, manage or lead others; may determine work procedures, assign duties, maintain harmonious relations, or promote efficiency; may develop and administer operational programs; and/or may write present extremely complex papers and reports. Communicate with operational and functional leaders; read and interpret professional materials involving advanced bodies of knowledge. Ability effectively prioritize and delegate projects, exchange ideas, information, and opinions effectively with others to formulate policies and programs and/or arrive at decisions, conclusions, or solutions; Strong interpersonal and communication skills; Ability to foster a cooperative work environment; Ability to establish and maintain effective working relationships with faculty, staff, other departments, students, and the public; Ability to make administrative/procedural decisions and judgements; ability to meet timelines and follow-through; ability to present materials effectively to individual students or groups; ability to manage interpersonal conflict situations requiring tact, diplomacy and discretion; demonstrate ethical conduct and professionalism; ability to effectively train, evaluate and develop staff members; ability to handle personnel issues in a highly confidential manner.

**DECISION-MAKING and ANALYTICAL SKILLS:** Decision making is almost the entire focus of the job, affecting most segments of the organization and the general public. Perform professional or managerial work including advanced data analysis and synthesis. Ability to make administrative and procedural decisions; ability to interpret policy and establish methods and procedures; ability to determine work procedures, assign duties, promote efficiency; collaborate with relevant leadership regarding strategic planning, marketing, and process improvements. Perform professional-level work requiring a wide range of administrative, technical, accounting, legal, or managerial methods applied to complex problems.

**EQUIPMENT AND SOFTWARE:** Utilize current College and/or department information technology including but not limited to, Microsoft Office, Microsoft Access, Outlook, Power BI and other analytics tools, statistical software (SPSS), MySQL, Ellucian, Entrisik Informer, etc.; office machines such as telephones, calculator, or copiers.

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:** Work is performed primarily in a standard office setting with frequent interruptions and distractions; extended periods of time viewing a computer monitor; will require flexible schedule to work occasional evenings and/or weekends for events. Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, reach; to lift, carry, push, and/or pull light to moderate amounts of weight; and/or to operate office equipment that may require repetitive hand movement. Availability to work or meet in the evenings and/or weekends. Ability to travel out of state as well as locally to participate in meetings, conferences, and other activities related to the operations of the colleges.

**POSITIONS SUPERVISED:** Research Analyst

**SIGNATURES:** *This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required of employees assigned to the job.*

I have read and reviewed the above job description with my immediate supervisor. This job description has been designed to indicate the general nature and level of work performed. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualification required for the job.

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Employee Signature/Date

**NOTICE OF NON-DISCRIMINATION:** *East Central College does not discriminate on the basis of race, color, religion, national origin, ancestry, gender, sexual orientation, age, disability, genetic information or veteran status. Inquiries related to employment practices may be directed to Human Resources Director at 636-584-6710. East Central College is an equal opportunity employer and provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities.*