saair

Southern African Association for Institutional Research

Institutional Research Institute
23-24 July 2015

Open forum:
Issues for discussion

Facilitated by Herman Visser

1

Issues for discussion

- P values
- Coordination of IR
- How to distinguish between institutional research, academic research and educational research
- Packaging of data in reports
- Creating visibility
- Ideal IR organization structure and capacities

saair
Southern African Association for Institutional Research

UNISA | university of south africa

P values

- After discussion decided to appoint a work group with Dion van Zyl as coordinator to prepare a document to be discussed at SAAIR Conference

Coordinating IR

- Some pointers provided

Distinction between IR, academic research and educational research

- Institution who requested this point left before the Open Forum

Packaging of data in reports

- Some pointers provided

Creating visibility

- Some pointers provided below

IR Visibility

- Visibility of work and people

- Defining visibility: "being seen…… in the right places"

  – *where places = committees, workshops, events, conferences*

- Location should not determine influence, impact or the success of driving the mandate. The organisational structure (size and shape) and location of IR will vary across institutions.

- So how can we achieve visibility and through this more influence? Multi-pronged approach
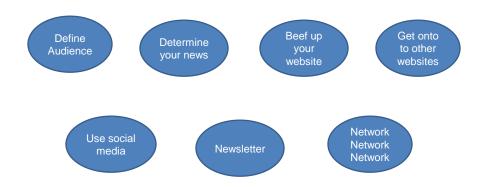
Ways to increase visibility
Tips from business

Kaitlyn Smith, 2009
UrbanwordsGroup

- Define Audience
- Determine your news
- Beef up your website
- Get onto to other websites
- Use social media
- Newsletter
- Network Network Network

sa air
SOUTHERN AFRICAN ASSOCIATION FOR INSTITUTIONAL RESEARCH

Visibility in IR

Strategic discourses

- Coalface engagement
- Representation of Director on committees
- Presentation of research at committees (by researchers)
- Web presence
- Disseminating research through internal communication channels
- Making a scholarly contribution

sa air
SOUTHERN AFRICAN ASSOCIATION FOR INSTITUTIONAL RESEARCH

IR structure and capacities

- Institution who request the discussion left before Open Forum