

VICKY MORRIS-DUEER

Academic Affiliation

Office of Institutional Effectiveness
University of Dallas, Irving, Texas

EDUCATION

University of New Mexico, Albuquerque, New Mexico
Master's degree conferred- Educational Psychology

Awarded 1999

Fairmont State University, Fairmont, West Virginia
Bachelor of Science conferred- Psychology & Minor: Sociology

Awarded 1990

PERSONAL VISION

My vision is to be recognized as a forward thinking, innovative leader who strives to push my knowledge and skills further to serve customers/stakeholders. I am committed to progressive growth and the delivery of value-added products to aid institutional effectiveness efforts. I work effectively with a big picture vision and can relate that back to a smaller lens focus. I am a successful leader by actively taking steps to improve ineffective data processes, further research/evaluation, and champion the necessary skills to promote a culture of data use and accountability.

ACCOMPLISHMENTS

University of Dallas;

- Implemented a new vision and mission focused on changing university expectations for the office
- Served as the grants liaison between the university and Hanover Research group which supports faculty research
- Create and lead new committees (Data Council, University Strategic Survey Planning, NSSE Research team, Census Process Revamp, SACS Student Achievement)
- Served as liaison between faculty and our grant consulting company
- Laid a three step plan to increase data integrity at the university
- Completed UD LEADS I & II courses: Leadership series for first-line and mid-level management
- Advanced quality assurance by overhauling state and federal reports processes from a holistic perspective
- Aligned external reporting needs of various offices
- Implemented a data verification process with SMEs of data that impacts compliance and rankings
- Advanced tool use- took over admin duties for *Qualtrics*, *Xitrac*s and *Tableau* implementation
- Built longitudinal databases for better data management (increase efficiency to respond to requests)

West Virginia State University;

- Increase community engagement by establishing a culture of institutional assessment (faculty & staff)
- Processes alignment- aligned academic assessment planning and academic program review timelines
- Template refinement-simplified both academic and non-academic assessment templates
- Update course evaluation process- new process for completing timely Course Evaluations
- Strengthen assessment -created and chaired the non-academic assessment council
- Internal IR change-designed a network and file structure for IR where none existed

West Virginia University;

- Introduction of SAS-brought use of a new tool to the office, trained staff to use SAS
- Report redesign- state and federal compliance reports from outdated IT process to SAS run routines
- New data quality checks-instituted a new data correction process for state reports
- Lead special projects-completed the first comprehensive assessment of the *Adventure WV* alternate first-year experience program
- Provided timely research- institution substantially increased funding for *Adventure WV* as a result of our research analyses to allow more low-income students to afford participation

- Improved relations-between IT and IR to work collaboratively on data improvements.

University of New Mexico;

- Programming redesign-redesigned the Academic Program Review data, IPEDS reports, and Fact Book processes from an outdated system to SAS programs.
- Evaluated Academic Program Review data needs- advised administration of updated data needs for modern reviews.
- Provided leadership-organized and chaired the school's first NSSE research committee
- Advanced IR across university-became first IR analyst at the university hired as IR lead for a Title V STEM grant
- Advanced IR role in Policy-awarded the first doctoral internship for newly created *Center for Education Policy Research (CEPR)*
- Developed new ties for IR-co-lead on a *Comprehensive Study of the 12th Grade in New Mexico* by request of NM Legislative Committee
- Lead new committee-establish the Provost's Retention and Graduation metrics for the Dean's annual evaluations
- Co-lead for the *Provost's Survey Inventory* subgroup providing policy clarification.
- Advanced technology use-designed Provost's SharePoint site for sustaining knowledge creation
- Expand IR as decision-maker role-create comprehensive report (sections on major progress and remedial course outcomes) for the Provost

SKILLS & EXPERTISE

- Statistical/Analytics - SAS, SPSS, Paradox, G Power
- Assessment management systems – *Livertext* and *Xtracs* campus admin, *TK20* alternate system trainer
- Student Success software – Retention Pro, Starfish
- Survey Tools – Qualtrics, Survey Monkey, Student Voice, Opinio
- Data management/Report Writing- Hyperion, WebFocus, Banner, Argos, Discoverer, Tableau
- Applied knowledge – College Student Development, Qualitative Research Methods, Mixed Research Methodologies, Survey Design & Analysis, Instructional Design, Principles of Instruction
- Statistical skills – Inferential statistics including ANOVA, Multivariate, Regression techniques

PROFESSIONAL EXPERIENCE

University of Dallas, Irving, Texas

May 2017 – present

Director of Institutional Effectiveness

Direct report: Jonathan Sanford, Provost

- Implement a new vision for OIE at the university by developing partnerships across the institution, office name change to reflect more comprehensive role, and increasing visibility as a leader across campus
- Complete federal and state compliance reporting (IPEDS, THECB, AAUP, TEG, NCAA)
- Implement an annual review of IPEDS data with internal stakeholders for quality assurance
- Collaborate with faculty and staff administrators to incorporate data into decision-making processes
- Analyze and interpret QEP data in collaboration with Career Services
- Coordinate with SACs liaison to strengthen institutional accreditation and IE functions through education, training, and application of data.
- Support program needs (including AACSB accreditation) to facilitate decision-making purposes.
- Coordinate the alignment of student course evaluations across the colleges with a sustainable process
- Participate as a member of the *UD Grants team* (faculty liaison for Hanover research grant consulting group)
- Supervise an IR Business Analyst position
- Act as university coordinator for NC SARA online enrollments compliance
- Serve as administrator for Qualtrics, Xtracs, and Tableau
- Serve as member of the UD Strategic planning team (2019)
- Build documentation for revised SAS processes, streamline programs, and adhere to data standards

- NCAA financial aid and graduation rates reporting

West Virginia State University, Institute, WV

May 2017 – June 2017

Contractor- Concurrent Enrollment Team member

- Complete the assessment and evaluation standards for the dual credit program application for accreditation (NACEP)
- Coordinate, administer, and appropriately disseminate all course evaluations, personnel evaluations (instructor, counselor, principal), and student participants (current and alumni).
- Collect syllabi and assessment tools and provide detailed feedback
- Promote annual professional development for instructors utilizing the Google classroom environment
- Provide knowledge sessions for university liaison faculty to clarify expectations
- Analyzed all principal, counselor, instructors, and alumni NACEP evaluations and created a process for student course evaluations using SPSS and Google forms

West Virginia State University, Institute, WV

Dec 2015 – Apr 2017

Director of Institutional Research, Assessment, and Effectiveness

Direct report: Kimberly Osborne, VP University Relations and Operations

- Managed all functions of Institutional Research and Assessment for a small land-grant HBCU.
- Developed the new IRAE mission and vision statement aimed to grow a culture of assessment on campus
- Shaped measurable goals and assessments to support the *Vision 2020* strategic planning process, academic program review, and student support program goals.
- Facilitated the culture of data-informed decision making for the Student Success & Retention Council
- Oversaw the completion of all federal and state compliance reporting and served as liaison to the state board.
- Aligned the Academic Program Review/Academic Assessment timelines across all colleges
- Consulted one-on-one with faculty and staff assessment coordinators to use research design and methodology to facilitate program assessment
- Implemented a new process for analyzing student course evaluations across all courses using SPSS
- Designed and implemented surveys for various departments including *Community Outreach, Engineering outreach, Teacher Prep Field Experiences, Campus Climate, and First-year student check-in.*
- Served as chair for Data Council, Administrative Assessment Council, Academic Assessment Council and *Ex officio* for Retention and Student Success, Academic Program Review, and General Education councils.
- Designed and implemented a multi-phase sustainable general education assessment system
- Developed and maintained the IRAE website
- Served as university *Livetext* administrator for academic and general education assessment
- Supported annual grant reporting of outcomes for *NSF STEP* research grant through tracking of minority students.
- Supported best practices for assessment based on literature and pedagogy (define parameters, benchmarks, and data collection strategies) in consultation with faculty and staff.

West Virginia University, Morgantown, WV

March 2014 -December 2015

Senior Institutional Research Associate, Division of Planning and Treasury Operations

Direct Report: Nicolas Valick, Director of Institutional Research

- Lead coordinator for the conversion of state and federal reporting processes into SAS programs and the analysis of special student learning projects at a large, Tier I Research institution.
- Provide training and guidance to staff in the transition to the SAS system
- Conduct specialized research studies on targeted student success programs (*Adventure WV, MSA Links, TEAM*)
- Develop and implement surveys using Qualtrics and participate in qualitative data analysis.
- Support faculty on *NSF Advance* grant aimed at increasing female faculty leaders in science
- Create extensive documentation sources for improving state reports and grant processes
- Present research outcomes at professional conferences

University of New Mexico, Albuquerque, NM

November 2012 - March 2014

Senior Institutional Researcher, Office of Institutional Analytics

Direct report: Terry Turner, Director Institutional Analytics

- Provide analytical interpretation of data focused on student success outcomes
- Create and maintain longitudinal datasets using SAS programs
- Responsible for leading institutional assessment projects including co-coordinator for CLA, NSSE research team lead, and Gardner *Foundations of Excellence* team member
- Chair of the Retention and Graduation Metrics workgroup appointed by Provost
- Present findings targeted to specific audiences in the institution and at professional conferences
- Serve as liaison between offices on student success initiatives and STEM grants
- Coordinate institutional level assessments (includes academic program reviews, CLA, NSSE, Alumni survey)
- Construct and implement surveys (IRB submissions, budget management, dissemination)
- Serve as supervisor to graduate assistants on the Title V STEM Gateway and STEM UP grants
- Provided institutional data consulting for the Mission Graduate and Lumina grants (training and interpretation)
- Serve as liaison between offices for sharing and creating new data sources such as high school outcomes data

University of New Mexico, Albuquerque, NM

January 2012 – November 2012

Institutional Researcher, STEM Gateway Program

Direct report: Tim Schroeder, Director, STEM Gateway

- Responsible for data-driven decision making for Title V Hispanic Serving Institution STEM Gateway grant
- Collect, analyze, and interpret data for federal compliance reports and internal research studies
- Create methodology for quantitative and mixed design research project including IRB submission
- Create and maintain databases for longitudinal STEM course and success outcomes tracking
- Promote institutionalization of best practices for tracking Hispanic and/or low income STEM students
- Create surveys and other assessment tools to measure change in course redesign projects
- Oversee survey development and analytics in accordance with grant needs, IRB submissions and compliance

University of New Mexico, Albuquerque, NM

January 2011- March 2014

Research Affiliate, Center for Education Policy Research

Direct report: Peter Winograd, Director Emeritus

- Additional overload .25 FTE as research affiliate with a focused role on high school transition and college outcomes through understanding the educational pipeline.
- Collect, manage, and analyze multiple sources of data including qualitative and quantitative
- Produced presentation to legislative bodies, wrote *Scope of Work* document, supervised graduate assistants
- Worked with large longitudinal datasets – state, federal, K-12 school level data
- Co-lead on the New Mexico Statewide Dual Credit study and the APS/CNM/UNM Pipeline projects completed by request of the NM Financial Legislative Committee

University of New Mexico, Albuquerque, NM

March 2008 – January 2012

Institutional Researcher, Office of Institutional Research

Direct report: Mark Chisholm, Director of Institutional Research

- Collect, analyze, and interpret data for federal, state, and institution summary reports
- Database management including construction, cleansing and quality checks
- Coordinate assigned assessment projects at the institution and program level
- Development of the Official Reporting Data Dictionary for UNM report writers
- Use of relational databases and query development (Paradox, SPSS, Hyperion)
- IRB preparation, submission, and analysis for NSSE, CLA, Senior and Alumni surveys
- Campus manager of the National Survey of Student Engagement (NSSE & FSSE)

New Mexico Clinical Research Center, Albuquerque, NM

July 2006 – November 2008

Clinical Study Recruiter, Study Marketing, and Protocol Coordinator

- Patient recruiting and marketing production for twenty clinical trials
- Provided community education through health fair involvement
- Responsible for scheduling patients visits, appointment procedures, and protocol review
- Extensive phone interviewing skills utilizing review of patient records, research database, and patient visits

University of New Mexico, Albuquerque, NM*October 2005 - May 2006*

Data Analyst, Bureau of Business & Economic Research

- Responsible for collection, management, and statistical analysis of resource data on a USDA forest service grant
- Communication with stakeholders for point of contact/ data acquisition
- Literature reviews and US Census data retrieval and manipulation

University of New Mexico, Albuquerque, NM*October 2003- September 2004*

Project Coordinator, Biomedical Graduate Studies Program

- Assisted principle investigators with NIH *Bridges to the PhD* grant writing
- Maintained stakeholder relationships with subcontracting faculty and students across the state
- Collected baseline graduate student data, created survey and program review materials

University of New Mexico, Albuquerque, NM*June 2001-August 2003*

Research Assistant, Astronomy and Physics department

- Provided data support on NSF STEM education grant
- Structured longitudinal databases and analyses of classroom assessment data
- Analyzed longitudinal survey research of student misconceptions and attitudes in Astronomy
- Prepared and presented research findings at STEM education conferences and workshops

RESEARCH FOCUS

Utilizing a research-centered approach to further understand non-traditional student learner needs in higher education. *This focus incorporates best practices in student development literature and research methodology that supports using multiple data points (i.e. student course outcomes, engagement surveys, and institutional data) to seek understanding of student learning needs within traditionally underserved populations.*

COMMITTEES**University of Dallas:**

- Data Council- chair new committee for data governance
- University Strategic Survey Planning-chair new committee to align and plan institutional student surveys
- SACS Student Achievement -chair new committee to create trackable metrics for accreditation
- NSSE Research team-new committee to manage the survey process and dissemination of results
- SACS Accreditation committee- prepares for upcoming fifth year review
- Student census process revamp- new team focus on revamping the process to assure quality control
- Undergraduate Student Success Council
- QEP Council member
- External Reporting committee
- Gupta College of Business Online Survey Steering Committee coordinates DBA activities (IRB)

West Virginia State University:

- Retention & Student Success Council subcommittees (January 2016-May 2017)
- Revamp First-year Experience
- Talented Yellow Jackets –identifying students with academic needs
- EMAS Enrollment Management Alert System Implantation team (co-chair)
- Implement check-in program for freshmen (co-chair)
- Implement customer service feedback mechanisms (co-chair)
- Co-author-Higher Education Policy Commission Compact- Institution Metrics (2015-2017)
- Co-chair- HLC Accreditation Team, Criterion 4 (2016-2017)

- Chair-University Data Council (2016- 2017)
- Chair- Non-academic Assessment Council (2016-2017)
- Chair- Academic Assessment Coordinators Council (2015-2017)
- Team lead- General Education Assessment system (2016-2017)
- Ex-officio- General Education Committee (2015-2017)
- Ex-officio- Academic Program Review (2016-2017)
- Early Enrollment Accreditation (NACEP) team member (2016-2017)
- University Course Evaluation team member (2018-2017)

University of New Mexico:

- Student Affairs Student Success committee (2012- 2014)
- Chair Research Workgroup for NSSE administrations (2008-2014)
- Provost's *Survey Strategic Management* committee (2013)
- Gardner Institute *Foundations of Excellence* Implementation team member (2012)
- Self-study HLC Reaffirmation team member- Criterion 4 (2009)
- New Mexico Higher Education Department Assessment Task Force Committee (2008-2014)
- *Mission Graduate of Central New Mexico Data Coalition* (2013-2014)
- Chair-Provost's Retention and Graduation Metrics Workgroup (2012-2014)
- Rocky Mountain Association of Institutional Researcher State Reporter (2010 – 2012)
- Staff Council Student Success committee
- Transfer Articulation Task force

PROFESSIONAL DEVELOPMENT

Institute for Student Learning and Assessment, November, 2014, Kansas State University

Adventure WV: Impact of an Outdoor Education the First Year Experience

Presenters: Vicky Morris-Dueer, Jessica Michael

- **New Mexico Higher Education Assessment and Retention conference**, February 2014, New Mexico
Collective Impact: Creating a Culture for a Cross-Discipline Database Collection,
Presenters: Renee Riley-Delgado, Carolina Aguirre, Tim Schroeder, Vicky Morris-Dueer
- **New Mexico Higher Education Assessment and Retention conference**, February 2014, New Mexico
Stop, Switch, or Stay: Research into STEM Persistence at the UNM
Presenters: Tim Schroeder, Vicky Morris-Dueer, and Patrick Coulombe
- **New Mexico Association of Student Affairs Professions**, January 2014, New Mexico
Providing a Model of Collective Impact across Divisions,
Presenters: Renee Riley-Delgado, Carolina Aguirre, Tim Schroeder, Vicky Morris-Dueer, Kiran Kirtan
- **Alliance of Hispanic Serving Institution Educators**, October 2012, New Jersey
STEM Persistence and Graduation at UNM
Presenter: Vicky Morris-Dueer
- **Association of Institutional Research (AIR) Forum**, June 2012, New Orleans
Poster session to illustrate the use of mixed methods in a research study using the Study of the 12th Grade -
conducted with the Center for Educational Policy Research (CEPR)
Presenter: Vicky J. Morris-Dueer
- **Association of Institutional Research (AIR) Forum**, June 2012, New Orleans

Presentation to discuss the inclusion of a collective impact approach as a necessary component to creating a - collaborative environment across many different stakeholders

Presenters: Vicky J. Morris-Dueer & Kevin Stevenson

- **Family and Community Education Graduate Student Research Forum**, November 2011, New Mexico
Poster presentation of the *Educational Impact of Dual Credit Programs Statewide*
Presenter: Vicky J. Morris-Dueer
- **Rocky Mountain Association of Institutional Research**, October 2011, New Mexico
Presented quantitative findings of the Study of the 12th Grade *in New Mexico*
Presenters: Tenley Ruth & Vicky Morris-Dueer
- **Rocky Mountain Association of Institutional Research**, October 2011, New Mexico
Presentation illustrating the impact of qualitative data on quantitative results - *Study of the 12th Grade*
Presenters: Tenley Ruth & Vicky J. Morris-Dueer
- **New Mexico Higher Education Assessment and Retention Conference**, February 2010, New Mexico
Focusing on Student Engagement: Using Findings from NSSE and FSSE at UNM
Presenter: Vicky J. Morris-Dueer
- **New Mexico Higher Education Assessment and Retention Conference**, February 2010, New Mexico
Using NSSE to Encourage and Support Writing across the Curriculum
Presenters: Chuck Paine, Karen McGilvray, and Vicky Morris-Dueer
- **Rocky Mountain Association of Institutional Research**, October 2009, Denver, Colorado
Panel discussion focused on implementation of the Voluntary System of Accountability
- **Multicontextuality: Unity, and Diversity in a Pluralistic Society Conference**, Sept 2004, Seattle, Oregon
Member of student panel discussant on applying Multicontextuality Theory in an academic setting.
- **National Institutes of Health Bridges to PhD Program Annual Conference**, July 2004 Denver, Colorado
First author poster representing our approach using a Multicontextual framework to engage graduate students from rural NM institutions to apply for the PhD Biomedical program.
- **American Association of Physics Teachers Summer conference**, June 2003 Austin, Texas
Participated in poster session with attitude survey results from fall 1997 Introductory Physics attitude survey.
- **American Association of Physics Teachers**, Spring 2002 Conference Philadelphia, Pennsylvania
Presented poster session on results of the Astronomy Diagnostic Test.

MANUSCRIPTS & CHAPTERS

Morris-Dueer, V. Chapter Seventeen: Summary in *Valcik, N. and J. Johnson – Editors, (Forthcoming, 2017) Institutional Research Initiatives in Higher Education*. ISBN: 978-1-4987-1179-1, Routledge/Taylor and Francis, New York, New York

Michael, J., Morris-Dueer, V. & Reichert, S. (2017). Differential effects of participation in a wilderness education program for incoming students. *Journal of Outdoor Recreation and Education Leadership*, v9 (1), 42-55.

Zeilik, M. & Morris, V. (2004). The impact of cooperative quizzes in a large, introductory astronomy course for non-science majors. *The Astronomy Education Review*, 3(1).

Zeilik, M. & Morris, V. (2004). What are essential concepts in “Astronomy 101”? A new approach to find consensus from two different samples of instructors. *Astronomy Education Review*, 3(1).

Zeilik, M. & Morris, V. (2003). An examination of misconceptions in an astronomy course for science, mathematics, and engineering majors. *The Astronomy Education Review*, 2(1).

UNIVERSITY SERVICE

West Virginia State University (WVSU):

President Jenkin’s Inauguration – (March 2017)

- Greet alumni and donors for on-campus event and evening formal dinner

Day at the Legislature- (March 2017)

- Represent institution at March legislature day

West Virginia Outdoor Recreation Days- (Feb 2017)

- Promote the school through support for the annual WV Boy Scouts event to obtain new leadership badges

Multicultural Fest- (summer 2016)

-Represent WVSU at an annual festival aimed at promoting cultural music, food, and art in Charleston WV

Student Move-in Day- (Fall 2016, Spring 2017)

-Assist parents with navigating the campus and unloading into the residence halls

University of New Mexico (UNM):

-*Fall Freshman Family Day* – (2008, 2010, 2011, 2012, 2013)

-Annual fall event for entering freshmen and their families that introduces them to the campus environment.

New Student Orientation evaluator (Fall 2013)

-Team program evaluator to restructure the content and focus of the program.

Educational Psychology Graduate Student Council – Elected representative

Vice-President 2001 -2002, 2002 - 2003, 2003 - 2004, 2004 – 2005 & Secretary 2000 – 2001

Staff Council Annual Staff Appreciation Breakfast- coordinator- (2012, 2013, & 2014)

PROFESSIONAL INTERNSHIP

University of New Mexico: *Center for Educational Policy Research (CEPR)* – Spring 2011

Supervisor: Peter Winograd, PhD. Emeritus Director

Three month internship for Educational Psychology doctoral program that required the following: study design, literature review, student transcript analysis, survey and interview analyses for principals and superintendents, and high school course taking pattern analyses for students in the 12th grade across the state of New Mexico.

PROPOSAL REVIEWER

- Association for Institutional Research annual forum proposal reviewer (2017, 2018)
- UNM Student Resource Allocation Contract Grant Reviewer selected (2002- 2003, 2012- 2014)
- Association for Institutional Research- *Policy Special Interest group* ad hoc reviewer (2009 – 2012)
- Rocky Mountain Association of Institutional Research- Annual conference ad hoc reviewer (2009-2012)

- APA Annual Conference - *Division 15* ad hoc reviewer (2009 – 2013)
 - AERA Annual Conference - *Measurement division* ad hoc reviewer (2008 – 2013)
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NOMINATIONS & AWARDS

- Merit Scholar- West Virginia University awardee (2016)
 - University of New Mexico President's Community Service Award Nominee (2014)
 - National Federation for the Blind Academic Scholarship Awardee (2014)
 - Provost's Committee for Outstanding Workgroup awardee (2014)
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PROFESSIONAL AFFILIATIONS

- Association of Institutional Researcher (AIR) 2012 – 2015 & 2017-18, 2018-19
 - Texas Association of Institutional Researchers (TAIR) - 2017, 2018
 - West Virginia Higher Education Data Policy Advisory Council- 2015-2017
 - West Virginia Higher Education Assessment Council – 2015-2017
 - Rocky Mountain Association of Institutional Researchers 2007 - 2016
 - New Mexico Association of Institutional Research 2007 - 2015
 - New Mexico Higher Education Department Assessment Task Force 2007 - 2014
 - American Education Research Association 2000 – 2013
-