# Plan — Research — Assess!

## Welcome

Welcome to the second spring 2009 issue of **Plan — Research — Assess!** This newsletter is published by the Planning, Research and Assessment Office (PRA) at Penn State Berks.

The purpose of the PRA newsletter is to disseminate information on current assessment, institutional research, and planning projects at the College.

The PRA office is grateful for the student workers who make the PRA newsletter possible. This issue features three students.

**FYI**: Go directly to articles by clicking on article titles listed below *Inside This Issue*. Comments on the newsletter? Email: PRA Office

### Planning, Research & Assessment

Strategic Planning

Results

Results

Research    Assessment

Adopted from Baldrige Education Criteria for Performance Excellence, 2008

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## Inside This Issue

## Amro Fadel,  Business Major

Amro Fadel is a senior Business major with a focus in Marketing and Management and he also has a minor in Communications, Arts and Sciences. Amro is nearing the end of his time with the Planning, Research and Assessment Office and feels the experience gained by working in the office has enhanced his research skills tremendously. "From the surveys that I have helped conduct while working in Planning, Research and Assessment, to the analysis and number crunching of data has allowed me first hand experience of research and assessment." He also was able to present data as well as learn new software programs such as SPSS, Zoomerang, and RedDot.

After graduating, Amro hopefully plans to work for Lockheed Martin as a Research Analyst. He also plans to return to school within the next five years and earn his MBA. Amro says he has "enjoyed the professors and endless opportunities" during his four years at Penn State Berks and feels very prepared to move onto the next phase of his career. He is looking forward to graduating next month and is excited to see where his education will take him and how many opportunities await him.

## Mayra Tucunduva,  Marketing Major

Mayra Tucunduva is an international student from Brazil majoring in Marketing with a minor in International Business. She is completing her second year at Penn State Berks and will be transferring to University Park in the fall.

As a student worker in the Office of Planning, Research and Assessment, Mayra has had the chance to work with different software applications used in analyzing data and evaluating information which she feels will assist her in her marketing career. She also enjoys the office atmosphere and how completing assignments and tasks have given her a "sense of accomplishment."
Mayra plans to complete her marketing degree in three and a half years and return to Brazil after graduation to earn an International Management degree.

She then looks forward to entering Anheuser-Busch InBev trainee program and enter their marketing department as a junior manager.

Mayra has enjoyed the two years spent at Penn State Berks taking classes and working with many different professors. She also appreciates the fact she was able to take more than half the credits needed to graduate here at Penn State Berks.

## Linda Penny,  Occupational Therapy Assistant Major

Linda Penny, an Occupational Therapy Assistant major is in her second semester at Penn State Berks. She is an adult learner who chose to attend Penn State Berks because it is close to home and offers degree programs applicable to today's demanding job market.

Working in the Office of Planning, Research, and Assessment has given her the opportunity to learn more about Penn State Berks, and how the faculty and staff use strategic planning, campus surveys, and other evaluation methods to make sure students are given the best possible educational opportunities.
Linda has enjoyed her classes at Penn State Berks this year and has found the professors to be very supportive and willing to provide help when needed. She looks forward to completing her degree and entering the workforce in her chosen field.

### Data Warehouse Requests

Number of Data Warehouse Requests

| Year | Requests |
|------|----------|
| 2002-03 | 37 |
| 2003-04 | 27 |
| 2004-05 | 33 |
| 2005-06 | 47 |
| 2006-07 | 49 |
| 2007-08 | 95 |
| 2008-09 (as of 04/16/09) | 72 |