



## Position Description

Position Title: Director of Institutional Effectiveness  
Department: Institutional Research  
Reports to: Provost  
Status: Full Time, Exempt  
Called Position: No  
Revised: November 2025

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### **Position Summary:**

The Director of Institutional Effectiveness (IE) at Wisconsin Lutheran College (WLC) leads the College's institutional research, accreditation compliance, and quality improvement efforts while advancing strategic priorities through data-informed decision-making. The Director oversees the collection, analysis, and interpretation of institutional, market, and competitor data to support strategic planning, budgeting, assessment, enrollment management, program development, student success, and mission advancement.

In partnership with academic and administrative leadership, the Director facilitates the evaluation of institutional effectiveness by developing and maintaining dashboards, key performance indicators, and reporting systems. The role ensures the accuracy, integrity, and timely submission of required data to state, federal, and accrediting agencies - including the Higher Learning Commission (HLC) - and leads compliance monitoring and accreditation reporting. The Director partners with the Provost, who serves as the Accreditation Liaison Officer (ALO) for HLC accreditation matters. The Director also supports the assessment of student learning outcomes.

The Director conducts market research using primary and secondary data to identify opportunities for growth, strengthen the WLC brand and value proposition, and support new program exploration. This position also provides competitive intelligence, segmentation analysis, and research-based recommendations to inform marketing, enrollment, and strategic initiatives.

Through robust analytical expertise, effective communication of insights, and strong cross-campus collaboration, the Director ensures that institutional research and planning processes support continuous improvement and drive the long-term success of Wisconsin Lutheran College.

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## **PRIMARY RESPONSIBILITIES**

### **General Market Research**

- Inform brand-building and enrollment growth strategies through market research and analysis on market segments, opportunities, key geographies, programs, and related initiatives.
- Conduct in-depth market analysis and synthesize quantitative and qualitative findings into actionable recommendations, including ongoing program reviews, segment assessments, and customer affinity insights.
- Utilize artificial intelligence (AI) and machine learning (ML) applications as appropriate to enhance institutional research, predictive analytics, and strategic planning.
- Ensure transparency, fairness, and compliance in all AI applications by monitoring outputs for potential bias, accuracy, and alignment with institutional policy.
- Perform competitive intelligence, including competitor assessments, profiles, trend analysis, and reporting on WLC's position, opportunities, and threats - particularly in southeastern Wisconsin and key market segments.
- Provide research and analysis on items of strategic importance to institutional operations and mission advancement.
- Conduct ad hoc research, data collection, and analysis to support strategic initiatives, program-level accreditations, grant proposals, and programmatic or departmental reviews.
- Offer technical assistance on survey design and administration.



- Maintain official College statistics.
- Ensure compliance with FERPA and institutional data governance policies.
- Maintain the department budget and records and coordinate the purchase of external surveys, assessment tests, and other tools required for department work.
- Serve as a member of appropriate committees.
- Monitor and participate in related professional networks such as the Association for Institutional Research (AIR), Wisconsin Association of Independent Colleges and Universities (WAICU), and the Higher Education Regional Alliance (HERA).
- Oversee and provide guidance to any potential future staff or student workers assigned to the Institutional Effectiveness department, including training, workflow oversight, and performance support.

### **Institutional Research, Data, and Reporting**

- Develop and maintain reports on key performance indicators (KPIs) and institutional dashboards to support College-wide decision-making. Annually update the WLC Balanced Scorecard.
- Support institutional and departmental accreditation efforts, including preparation of major accreditation reports and annual updates to the HLC and other accrediting agencies. Assume the role of HLC Data Update Coordinator.
- Ensure compliance for institutional data reporting, analysis, and assessment, including ongoing and strategic program review processes.
- Oversee required annual reporting and submission of official data files to federal, state, accreditation, and other agencies, including IPEDS, NC-SARA, HLC, NCAA, NACE, and WAICU. Assume the role of IPEDS Keyholder.
- Complete the Common Data Set and respond to information requests for surveys and rankings, including U.S. News & World Report, College Board, Peterson's, and others.
- Manage the individual components of the WLC Student Assessment Calendar.
- Coordinate predictive analytics projects, including retention modeling, and collaborate with the Dean of Student Success and the Persistence Committee to support student success initiatives.
- Utilize industry data and secondary sources to deliver marketing analysis and conduct additional data gathering through target-market surveys and student/consumer research.
- Create, analyze, and distribute market and competitive analytics reports with corresponding recommendations.
- Distribute key institutional and operational analytics and provide summaries and recommendations.
- Support strategic financial project analysis, including ROI and program evaluation, in partnership with financial leadership.

### **Enrollment and Growth Analysis**

- Evaluate, manage, and optimize market research vendors, ensuring that acquired data is actionable and supports strategic marketing and enrollment goals.
- Utilize internal student databases and external data to identify core strengths, perceived value, and opportunities or gaps affecting recruitment, conversion, and retention.

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## **QUALIFICATIONS**

### **Education and Experience**

- A bachelor's degree is required; a master's degree is preferred, ideally in marketing, business, analytics, or a related field.
- Minimum of seven years of successful experience in market research, analysis, or business intelligence, preferably within higher education.
- Minimum of five years of experience using secondary research tools, statistical analysis, and business analytics to produce conclusions, recommendations, and action plans through reports, executive summaries, and presentations.



- Demonstrated knowledge and experience in identifying market segments, trends, product/brand development, and strategic planning.
- Proven experience in financial and ROI analysis for products and programs.
- Prior experience in project leadership or project management.
- Demonstrated success as a goal-driven contributor with a collaborative, team-oriented approach.

### **Knowledge, Skills, and Abilities**

- Self-motivated and capable of managing multiple priorities effectively.
- Creative and efficient in developing solutions to complex, time-sensitive problems.
- Strong organizational, analytical, and leadership skills.
- Exceptional attention to detail and accuracy.
- Advanced proficiency with statistical software and reporting tools.
- Strong computer and data management skills.
- Experience with AI tools and methodologies, including the ability to apply AI/ML solutions to research, analytics, and decision-support workflows.

### **Physical Requirements**

- Prolonged periods of sitting at a desk and working on a computer.
- Occasional standing, walking, and movement across campus.
- Ability to lift and carry materials up to 25 pounds.
- Occasional evening or weekend hours for academic events, reporting deadlines, or meetings.

As is expected of all workers, this position requires the incumbent to perform his/her job responsibilities in a manner consistent with the overall mission and core values of Wisconsin Lutheran College, as defined through its affiliation with the Wisconsin Evangelical Lutheran Synod (WELS).