



Institutional Research is developed primarily in two areas within the institution:

- a) Institutional Research and Evaluation, and
- b) Institutional Effectiveness Office.

a) Institutional Research and Evaluation (**IYEI**)

The research and evaluation area is created in 2002 in coordination with the Marketing office at a system wide level (now the office of institutional promotion and development), to respond to information and statistical needs for decision making for strategic planning and marketing.

The area currently works under a coordinator, an assistant and operational responsible, and a student intern scheme. Occasionally, an information gathering service is hired, or for specific studies, local external research providers are hired.

The purpose is to generate qualitative and quantitative information for decision making.

Annual studies and activities:

1. Student Satisfaction Study (criteria and variables) :

Function: evaluates and deeply explores variables relating to education and services, and specific variables such as Blackboard, networks, library, e-books, etc.

Application: Annually in may for high school, undergraduate and graduate students of the CETYS system.

Actions: Planning, structure and application, final results analysis, statistics and further analysis such as improvement workshops in the three campuses.

2. Evaluation study for new programs.

Function: Structure and documentation of the process, providing information according to attractiveness, pertinence and potential of new programs suggested for launch.

Application: Review of new program planning and review process annually each march. The execution of these studies is according to the needs and requests of the academy as well as the academic planning strategy.

Actions: Follow up meetings, documentation, hiring of external service providers, reports and final presentations.



3. Statistical information analysis.

Function: To have adequate and opportune information for analysis and decision making.

Application: Generated according to internal client requirements.

Actions: Development of comparative analysis, statistical data and special reports.

4. Analysis of Market Participation.

Function: Based upon the information provided by the state of Baja California, this department analyzes and generates statistical documents that are used to analyze tendencies and for decision making.

Application: For high school undergraduate and graduate levels, annually in the month of April.

Actions: Reports, (general, by department, by program).

5. Competitor analysis and educational offering in the state.

Function: To have adequate and opportune information for analysis and decision making.

Application: System wide. Comparative analysis of tuition: annually in the months of August. University profiles and competitor workshop: every two years.

Actions: Comparative reports, hiring of external service providers, design, coordination and reports for workshops with the participation of academia.

6. Student satisfaction study (with fixed variables).

Function: Service variables, needs and environment; administered in November to high school undergraduate and graduate students of the CETYS system.

Application: Annually in November to high school undergraduate and graduate students of the CETYS system.

Actions: Planning, structure and coordination for application, final analysis, statistics and follow-up analysis.

7. Parent satisfaction study.

Function: Sale process, service variables, needs, pride and environment.

Application: Annually in September for parents of high school and undergraduate students of the CETYS System.

Actions: Planning, structure and coordination for application, final analysis, statistics and follow-up analysis.

8. Institutional Image study of CETYS University

Function: Measuring and exploration of distinguished attributes, grading of various aspects, positioning, prestige, value, among others.

Application: Every three years in the three cities: Ensenada, Mexicali and Tijuana, to 7 internal and 22 external publics.



Actions: Planning, structure, hiring of external service provider, final analysis, statistics, reports and final presentations.

9. Study of new students.

Function: Evaluate sale process, expectations measurement, initial satisfaction, etc.

Application: Annually in September to high school, undergraduate and graduate students of the CETYS System.

Actions: Planning, structure and coordination for application, final analysis, statistics and follow-up analysis.

10. Socio-economic level study of new students.

Function: Measurement of socio-economic level of new students.

Application: Annually in September to high school, undergraduate and graduate students of the CETYS System.

Actions: Structure, definition, coordination for application, final analysis and reports.

11. Consulting for specific studies for other institutional areas.

Function: Support for various service and academic areas in the gathering and analysis of specific information for improvement purposes.

Application: All year by request.

Actions: Planning, application, development of results by request (Examples: foreign market, cafeteria, College English, Employers, Cultural Diversity, etc.)



b) Institutional Effectiveness Office

This area is responsible for long term and short term development plans, annual operational plans, work plans and control tables; responsible for establishing a measurement and follow-up system, evaluation of effectiveness, studies and projects to support decision making, information systems, among others.

Studies and activities:

1. Alumni follow-up studies.

The goal is the analysis of information regarding alumni development and their participation in the economic, political and social development of the region, so the institution has relevant information regarding the support for curricular planning, accreditation processes in which the institution participates in, as well as the continuous improvement of the institution.

This study is done periodically every five to six years with the participation of the schools and colleges.

2. Employment study after one year of graduation.

The objective is to know and analyze the employment situation after one year of graduation of alumni of the various academic programs at the undergraduate level that CETYS University offers.

This study is done annually, in the months of May and September, with the participation of alumni and the results are reported to the Schools and Colleges.

3. Study of employment after graduation.

To know the employment situation of undergraduate students that are candidates for graduation in June/July of each year, as well as the characterization of type of employment and employers, analysis of unemployment causes and expectations of future studies and employment perspectives.

This study is done annually in the months of May and September with the participation of the Schools and the results are reported to the academic areas.



4. Employer satisfaction studies.

The objective is to describe the general characteristics that employers demand of CETYS University alumni to determine the values employers seek in professionals, with the goal being to identify areas of opportunity to improve the curriculum and institutional pedagogy.

This study is done annually in the months of May and September with the participation of alumni and the results are reported to the Schools and Colleges.

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