



Cañada College ♦ College of San Mateo ♦ Skyline College

GENERIC POSITION DESCRIPTION

Planning and Research Analyst

A Classified Professional Position

Grade 195S – Salary Schedule 40

A. General Statement

This is professional work at the action level involved in a variety of complex projects and assignments supporting the planning and research functions for a College. Under direction, the employee plans, organizes, controls, and directs operations and activities involved in the research, review, analysis, interpretation, and reporting of a variety of data and information used in assessing institutional effectiveness; assisting with College planning, accreditation, decision-making, program reviews, the assessment of student learning outcomes, and determining implications of College practices, policies, measures and procedures. Strong writing, communication, and analytical skills are required, requiring the capacity to exercise a high degree of independent judgment and creativity in order to develop and implement related projects, studies, surveys supportive of College planning and assessment of institutional effectiveness. The employee will support and create both Web-based presentation and traditional desk-top publishing of key institutional reports and documents used for all aspects of College planning and program review. The Planning and Research Analyst will play a key role assisting in the coordination, development, and maintenance of decision-making support and reporting systems and procedures according to College needs, goals and objectives. Extensive contact with College and District staff, faculty, and administrators is required, requiring the ability to communicate complex information to technical and non-technical audiences. The employee can supervise the work of paraprofessional, clerical and other staff as assigned.

B. Duties & Responsibilities

The duties below are representative of the duties of the classification and are not intended to cover all of the duties performed by the incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related, or a logical assignment to this classification.

1. Uses a variety of spreadsheet, database query tools, and other software to analyze complex statistical, financial, demographic, and other educational data in order to draw conclusions, develop proposals, and test research hypotheses
2. Develops and designs presentation graphics associated with complex statistical reports for a variety of non-technical and technical audiences
3. Prepares complex reports for broad dissemination using a variety of desk-top publishing applications

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4. Assists college staff in the identification and selection of appropriate quantitative and qualitative methodologies for purposes of evaluating, assessing, and improving college programs and services
5. Assists in the design, development and, and maintenance of a website and online tools that support a variety of key institutional research and planning activities and serves the needs of diverse audiences
6. Demonstrates and uses concepts, practices, technology, resources and procedures commonly used in developing and implementing web sites and web applications, including but not limited to: HTML, XHTML, ASP, JavaScript & PHP. Demonstrates knowledge of web usability, information architecture, navigation and design priorities associated with web sites, as well as familiarity with current web trends and the underlying technologies of both static and dynamic sites. (*Experience with education websites is a plus*)
7. Assists college staff in the selection, design, and validation of survey tools and other qualitative research instruments and methodologies, especially online surveys and focus group research
8. Conducts focus groups with students, faculty, staff, and members of the community; makes recommendations for communication and use of qualitative research results
9. Assists college staff with conducting database queries, including identification of appropriate variables
10. Exchanges information with a wide variety of college staff regarding data needs related to research and planning; provides technical information to other users as assigned; meets with ITS and other technical staff to analyze and resolve more complex problems as they occur; attends workshops, seminars and other meetings to obtain current information
11. Consults with College managers and staff to identify research and information needs
12. Analyzes survey results data, including frequencies, cross-tabulations, means tables, multivariate analyses, and tests of statistical significance
13. Uses databases to compile and analyze data; identifies or calculates statistically valid random samples, where necessary
14. Demonstrates knowledge of complex research and reporting methodologies, including development of and statistical validation of research instruments
15. Synthesizes data into various report formats, including summaries of statistical studies, narrative reports and research monographs for publication, including tables, graphs, and charts. Reads and comprehends technical reports and manuals related to the position
16. Prepares graphs and tables in Excel, Word, and other software as appropriate
17. Analyzes and resolves programming and database problems pertinent to issues associated with institutional research and planning
18. Consults with computer SMCCCD researchers, support staff, and database administrators regarding data integrity
19. Creates tests, verifies, debugs, revises and refines complex programs associated with the design and execution of database queries for institutional research and planning projects

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20. Uses software packages to retrieve, edit, and tabulate data from various databases and files and data sources; familiarity with a variety of programming languages, techniques and procedures. (*Experience with Hyperion, SPSS, STATA, and SAS a plus*)
21. Uses a variety of online survey software to conduct qualitative research and report findings
22. Trains and coordinates the work of office staff and student assistants as assigned
23. Possesses skill in oral communication, including writing clear and logical work instructions
24. Possesses skill in written communication, including composing of technical documentation
25. Possesses knowledge of applicable computer systems and their use for office procedures
26. Possesses skill in communicating respectfully and sensitively to people at various levels with an organization who are diverse in their cultures and language groups
27. Performs other duties as assigned

C. Requirements

This position requires a combination of education and experience equivalent to a Bachelor's or Master's degree in social science, public policy, statistics, higher education administration, or a closely-related field; and successful work experience of increasing responsibility involving statistical research, review, analysis, interpretation and reporting, including work with institutional research and planning functions and collaborating with others in determining educational and financial effectiveness, and operational efficiency of various institutional-level programs and services; demonstrated skill in the use and application of various programming languages; both qualitative and quantitative research methodologies, desk-top publication, development of websites, and database management.

D. Physical/Other Requirements

This classification requires abstract conceptualization, multi-level tasking; strategic planning; creativity in writing and presentation of ideas in both narrative and graphical formats; understanding of effective communication of data information in a Web-based format; attention to detail and organization of data; complex data analysis for creation of conclusions; active listening; individual to large-group communication; persuasive communication; good memory; tact, patience, flexibility; and the ability to drive a motor vehicle to off-site locations in order to perform the essential functions.

E. Knowledge, Skills & Abilities

1. Knowledge of and ability to use a variety of spreadsheet, database query tools, programming languages, and other software to analyze complex statistical, demographic, and other educational data in order to draw conclusions, develop proposals, and test research hypotheses, preferably in a higher education setting.
2. Knowledge of and ability to use presentation graphics associated with complex statistical reports for a variety of non-technical and technical audiences, including expertise with a variety of desk-top publishing programs for report preparation and dissemination.
3. Skill in conceptualizing, designing, developing, and evaluating and monitoring both qualitative and quantitative research projects and reporting strategies.
4. Ability to develop and maintain complex web sites and knowledge of information architecture,

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navigation, and design priorities, as well as familiarity with current web trends and the underlying technologies of both static and dynamic sites. (*Experience with education websites is a plus.*)

5. Knowledge of qualitative research methodologies, used in conjunction with quantitative research, to understand institutional and organizational phenomena, preferably in a higher education setting.
6. Skill in collaborating with technical and non-technical groups comprised of individuals from various constituencies and levels within an organization.
7. Skill in training, directing and evaluating the work of others.
8. Skill in oral and written communication, including public and persuasive speaking.
9. Ability to communicate respectfully with people at various levels in organizations who are of diverse cultures, language groups and abilities.
10. Ability to strategically-plan, organize, prioritize and implement multiple-tasked projects with similar timelines and anticipated outcomes.

(6/2015)