

WILLIAM B. ZHANG, Ph.D.
Director of Institutional Research at the University of South Dakota

SUMMARY

Ten-year full-time experience as director of institutional research, assessment and planning, at community college, 4-year private college, and public research university. Expertise with higher education accountability, and dashboard of performance indicators. Experience supporting Strategic Planning, leading accreditation with SACS and NCA, supervising IR staff, and coordinating with Assessment, Enrollment Management and Information Technology Services. Ph.D. in higher education administration from the University of Texas at Austin. Current knowledge of national and international higher education data. Detailed knowledge of statistics and research methodology. Proficiency with SPSS, Excel, Access. Familiarity with Datatel, Banner, and SAS. A visionary leader, a passionate institutional researcher, a competent analyst, a team player, a humorous person, a family man.

WORK

2004- Present: Director of Institutional Research, University of South Dakota (USD), SD, currently reporting to VP of Academic Affairs

- Steering Committee Member of USD Self-Study for NCA Reaccreditation (2010)
- Supported executives' decision making by providing relevant information
- Benchmarked USD's national comparison peers and regional competitors.
- Set up USD's performance indicators.
- Collected data for President's Dashboard and Score Card of Performance Indicators
- Provided information for program reviews
- Maintained an Institutional Research data warehouse
- Supervised institutional reporting to IPEDS, College Board, U.S. News & World Report, South Dakota Board of Regents, etc.
- Designed, administered and reported on program evaluation surveys for Purchasing, Business Services, Accounting, Grant Accounting, and Budgeting.
- Researched and published regular reports: Fall Enrollment, Freshman Profile, Enrollment Projections, Fact Book, Retention Report, Faculty Salary Analysis, Faculty Workload, etc.
- Chair (2006-07) for Overseas Chinese Association for Institutional Research (OCAIR)
- Steering Committee member (2007-09) of Upper Midwest Association of Institutional Research (AIRUM)

2000- 2004: Director of Institutional Research & Assessment, Assistant Professor, reporting to President, Mount Marty College, SD

- Served on Assessment Committee, Marketing Committee, Student Retention Committee.
- Co-Chaired Self-Study for accreditation by NCA.
- Coordinated reporting to IPEDS, U.S. News, College Board, Princeton Review, etc.
- Designed, analyzed and reported on Student Satisfaction, Alumni, Infor .Tech surveys.
- Analyzed trends in student enrollment, staffing etc.
- Provided data for review of academic programs.
- Taught classes of Statistics & Research Methods.

1998-2000: Director of Institutional Research and Planning, reporting to Chancellor, Southern University at Shreveport, LA

- Served on SACS Self-Study Steering Committee, Strategic/Operational Planning Committee, Student Affairs Quality Improvement Committee, and Community Relations Committee.
- Represented the university in reporting to U.S. Department of Education, Louisiana Board of Regents, and Southern University System.
- Evaluated faculty performance.
- Conducted Senior Exit Survey, Student Course Evaluation, etc.

1996 – 1998, Graduate Research Assistant, University of Texas at Austin

- Analyzed student enrollment trends.
- Analyzed student studying patterns.
- Surveyed student satisfaction with University services.
- Researched on utilization of computer, Internet and other information resources by graduate students in education administration.
- Analyzed demographic trends in Texas higher education pipeline.

1979-1992, Lecturer, Dalian Institute of Foreign Languages, China

- Taught English as a foreign language
- Chaired at program/department levels.

EDUCATION

1994 – 1998, Ph. D. in higher education administration, University of Texas at Austin, dissertation: Academic Information Seeking Behavior for Graduate Students in Educational Administration.

1992 – 1994, Master of Public Administration, University of La Verne, California.

1984 – 1985, Graduate Diploma in Teaching English as a Foreign Language, Nanjing University, China.

1975 – 1979, B.A. in English as a Foreign Language, Dalian Institute of Foreign Languages, Dalian, China.

SELECTED STUDIES COMPLETED

Zhang, B. (2012). Factors Impacting First-time Full-time Retention at USD, 2005-2010.

Zhang, B. (2012). Factors Impacting Transfer & Readmit Retention at USD, 2005-2010.

Zhang, B. & IR staff (2007). Presidential Dashboard of Performance Indicators.

Zhang, B. & IR staff (2006). Fall Semester Retention Report.

Zhang, B. & IR staff (2006). Fall Semester Enrollment Report of University of South Dakota.

Zhang, B. & IR staff (2004). Fall Semester Entering Freshman Profile at U of South Dakota.

Zhang, B. & IR staff (2004). Statistical Fact Book for the University of South Dakota.

Zhang, B. (2003). Success Characteristics of 1st-Year Students at Mount Marty College.

Zhang, B. (2003). Findings from MMC Spring 2003 Graduating Senior Satisfaction Survey.

Zhang, B. (2002). A Report on Mount Marty College Fall 2002 Entering Students' Expectations Survey.

Zhang, B. (2001). A Report on the Findings of Mount Marty College 1999-2000 Graduate Survey.

Zhang, B. (2001). A Report of Mount Marty College Faculty Technology Survey.

Zhang, B. (2000). Mount Marty College Drop-out/Stop-out Study.

Zhang, B. (1999). A Report on Findings from Spring 1999 Exit Survey. Southern University at Shreveport.

Zhang, B. (1999). Fall 1998 Course Evaluation. Southern University at Shreveport.

Hanson, G. and Biao Zhang (1998). The Texas Education Pipeline. University of Texas at Austin.

Fuller, E. and Biao Zhang (1998). Comparing High School Advanced Placement Examination Performance: U.S. & Texas, 1992 – 1996. University of Texas at Austin.

Hanson, G. and Biao Zhang (1997). Pipeline, Preparation, and Performance Trends in College Student Characteristics. University of Texas at Austin.

Hanson, G. and Biao Zhang (1997). Trends in Minority Enrollment. University of Texas at Austin.