**My Love Letter to Institutional Research and Reporting**

Without you . . . there’d be more spin, less fact

Without you . . . there’d be more guessing, less knowledge

Without you . . . there’d be more unsubstantiated theory, less truth

More than any other function at the University, you help us understand

Where we’ve been . . . our history

Where we are . . . the present

Where we are going . . . what our future can be

You are so much more than keepers of statistics.

You embody the critical functions of the university which include but are not limited to

preserving the university record,

reporting,

data governance involving data protection and appropriate uses of data and

strategic planning.

You are underappreciated, but you quietly continue to drop everything when administration calls

to run the report, help analyze the data, or create the dashboard.

You are my heroes. You are our heroes.

Please remember this, even when you don’t get thanked enough and appreciation is running low:

**What you do has great purpose, and you carry this purpose out with integrity and honor.**

So on behalf of OU’s administration and each of your administrations . . .

thank you for serving the institutions, the faculty, staff and students with transparency and faithfulness!

-Matt Hamilton, Senior Associate Vice President and Registrar, The University of Oklahoma