

**Confidentiality:** The Office of Institutional Effectiveness protects the privacy of WNCC students, faculty, and staff, and ensures the security of the data it collects, analyzes and maintains.

**Excellence:** The Office of Institutional Effectiveness strives to deliver superior quality in the data it provides. Reported information will always be complete, correct, and timely to the best of our abilities.

**Integrity:** The Office of Institutional Effectiveness fully embraces the [Association for Institutional Research Code of Ethics and Professional Practice](#). We strive to conduct our work with accountability, dependability, neutrality, reliability, and transparency.

**Learning:** The Office of Institutional Effectiveness is a learning “organization”. We seek continuous professional development and learning as we advance our understanding of Institutional Effectiveness, Research, and Planning.

**Respect:** The Office of Institutional Effectiveness cultivates a respectful working environment that is welcoming in addition to valuing diversity, mutual respect, and teamwork.