ACADEMIC AFFAIRS COUNCIL
UC - Cardinal
October 28, 2015

ASSESSMENT RECAP

- Introductions around the room.

- David Onder, Director of Assessment
  - “Busting the Myths of Assessment” Power Point
    - Discussed myths/excuses for not doing assessment.
    - Institutional Structure for assessment
  - David posed two questions to the group for further discussion:
    - What are our institutional challenges around assessment?
    - How can we improve the culture of assessment on campus?

- Group A:
  - Idea of institutional effectiveness.
  - Assessment leaves people with a bad taste in their mouth.
  - External mechanisms
    - How to reach out to alums for feedback.

- Group B:
  - Challenges:
    - Diversity of units can make it difficult to use a common template or assessment process
    - The value of performing assessment is not clear
    - Assessment responsibilities are not clear
    - Assessment resources are not clear
    - The level of institutional support (staffing) for conducting and managing institutional assessment
  - Improvements:
    - Communication of assessment success, which fits with the 20/20 plan of celebrating our achievements
    - Reframing assessment to use positive terminology, such as “institutional excellence”
    - Providing faculty and staff who ultimately do the assessments a good reason why it is important and how assessment will make them better at what they do.

- Group C:
  - Challenges:
    - Data – when/who
    - Support – expertise to guide efforts to get what you need
• Compliance vs Operational
  o Feedback – closing the loop results/outcomes from effort communicated back
  o Understanding/Identifying Student Learning Outcomes – first step knowing what department SLOs are to determine data needed.
  o Collaboration & Communication between all constituents involved
    ▪ Sharing Best Practices – we need a mechanism for sharing
  o How do we assess SLO for operational units (i.e., advising influence on Student outcomes)?

• Improvements:
  o Do better job of sharing information with community (assessment results)
  o Share positive outcomes of assessment
  o Provide information relative/specific to unit.
    ▪ Disaggregate data (i.e., NSSE info broken down by school/college)
  o Provide some context/analysis of data – not just provide a data dump.
    ▪ Repeated requests = Catalytics report
  o Provide opportunities for campus to share methods, tools. Something similar to the QEP presentations (3 minute thesis).
  o This would also eliminate fears/anxiety

• Group D:
  • Challenges
    o Culture on campus does not support the desire to do assessment
    o Assumptions are made that people do not like to do assessment when in fact many faculty and staff enjoy it and are quite good at it
    o Changes in leadership has sent conflicting message and expectations about assessment making values of institution unclear
    o Some do not trust the assessment process
    o History of no feedback when much time spent on request assessment results
    o No awareness about resources that might be helpful for successful assessment
    o College have own level of assessment that might be different than university level expectations
    o Lack of expertise by some

• Improvements
  o Celebrate assessment; perhaps combine assessment celebration with faculty scholarship celebration
  o Start framing assessment as a positive thing, rather than a negative one across the board (ex: start out with benefits of assessments instead of excuses of why people don't want to do it)
  o Utilize new faculty associate of assessment
  o Workshops by those who are good at/experts in assessment to serve as resource for those who need help
  o Communication about assessment resources available
  o Assessment presentations for the program director and DH level
Celebrate/recognize administrators for providing feedback about assessment result turned in
Share how assessment is used/impacts day-to-day work of university; disaggregate data to show value for each program, etc.

If you have any questions or comments, please feel free to contact David Onder dmonder@email.wcu.edu or x.2580