ASSESSMENT @ SHIPPENSBURG
JUNE 2019

Introduction

Dr. Sue Mukherjee
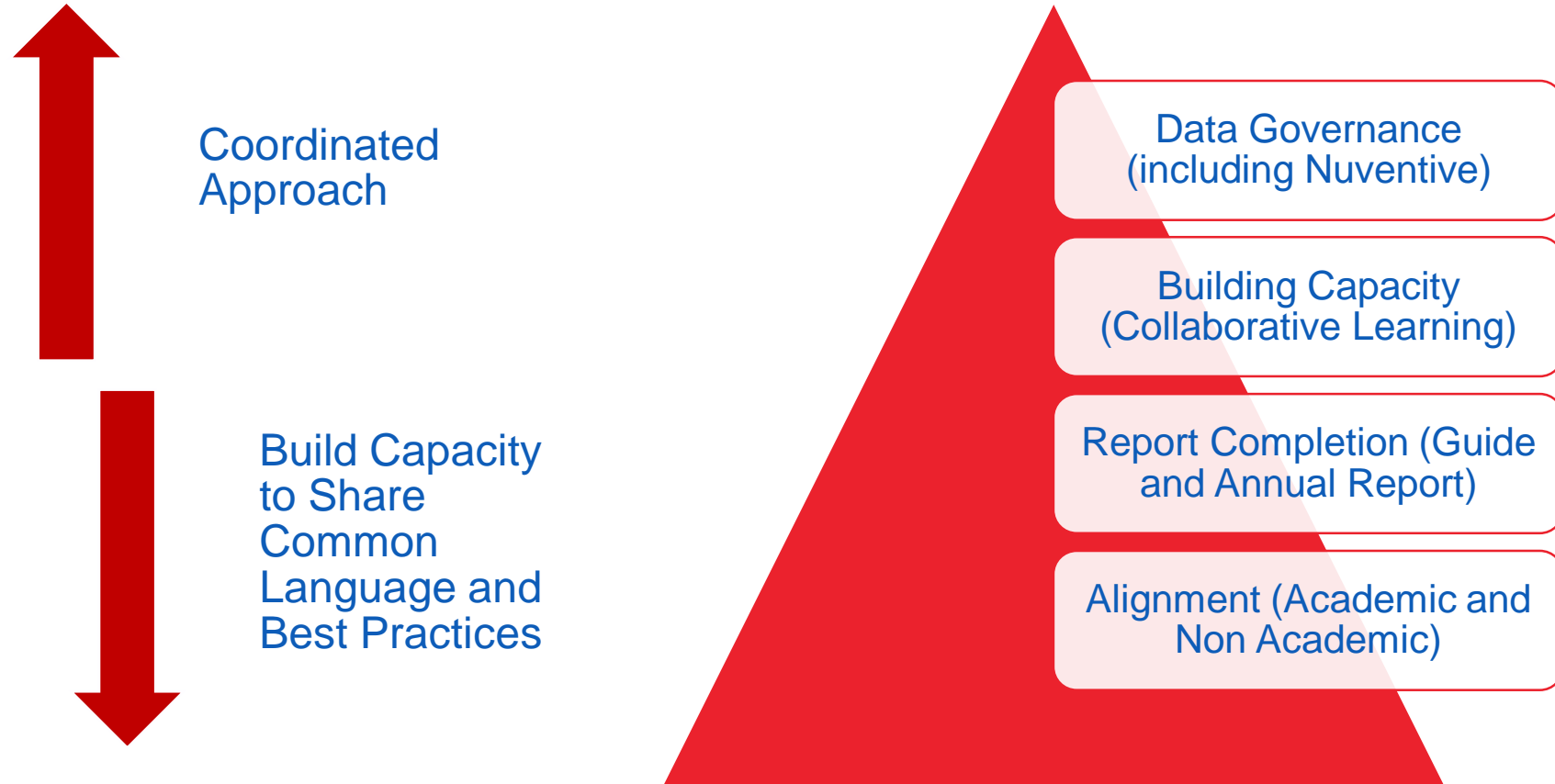
Institutional Effectiveness Team Approach to Campus-wide Assessment

Coordinated Approach

Build Capacity to Share Common Language and Best Practices

Data Governance (including Nuventive)

Building Capacity (Collaborative Learning)

Report Completion (Guide and Annual Report)

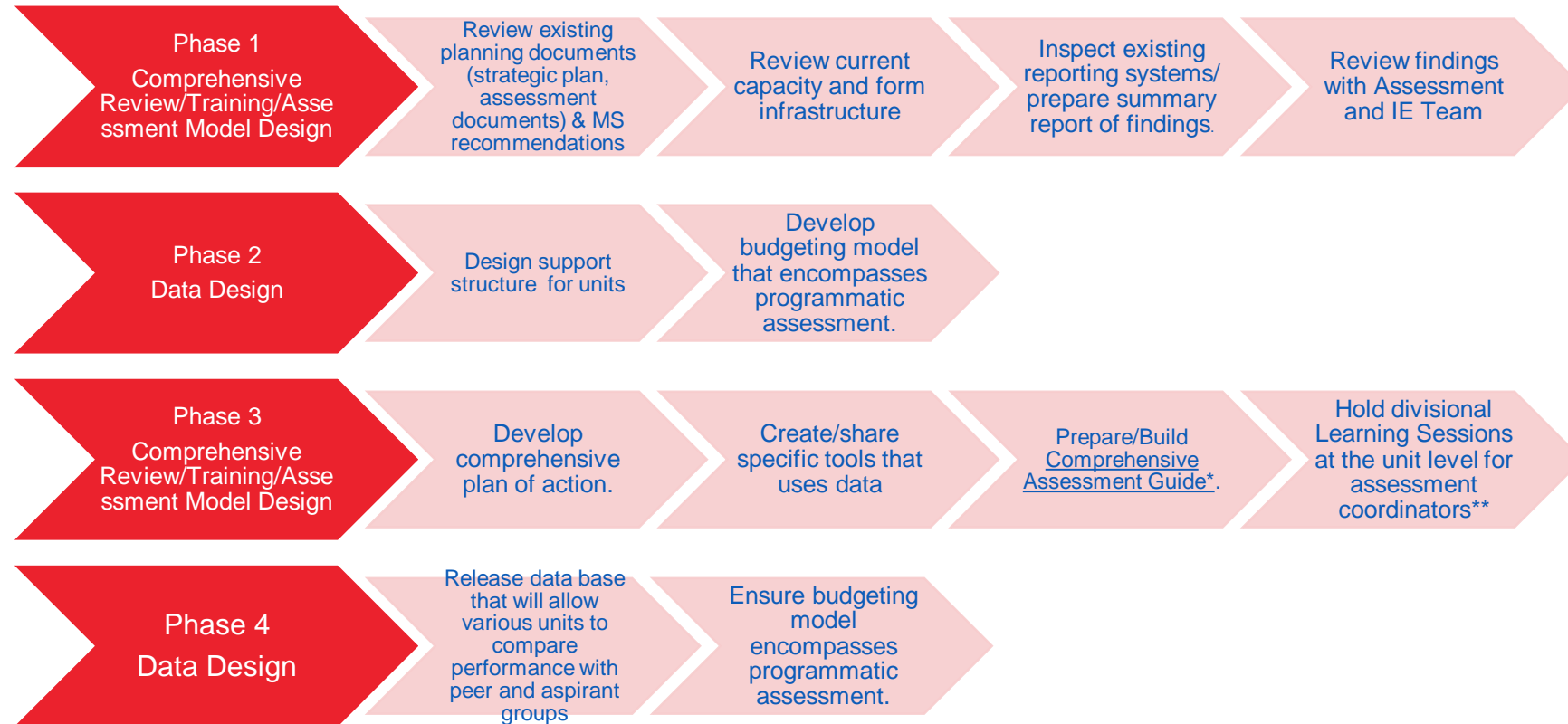Alignment (Academic and Non Academic)

Provide and coordinate support for reporting, assessment, decision-making, and planning activities for assessment and evaluation to help fulfill the stated mission and goals of Shippensburg University. Primary functions and roles include:

- Being source of current and historical university data needed for assessment related activities,
- Provide qualitative and quantitative data support and advice around use of Nuventive to assess,
- Ensures compatibility with guidelines for maintaining data security as is relevant,
- Ensures currency with best practices in field and requirements for accreditation and other compliance related matters.

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Overarching Scope of Work

Phase 1
Comprehensive Review/Training/Assessment Model Design

→ Review existing planning documents (strategic plan, assessment documents) & MS recommendations

→ Review current capacity and form infrastructure

→ Inspect existing reporting systems/ prepare summary report of findings.

→ Review findings with Assessment and IE Team

Phase 2
Data Design

→ Design support structure for units

→ Develop budgeting model that encompasses programmatic assessment.

Phase 3
Comprehensive Review/Training/Assessment Model Design

→ Develop comprehensive plan of action.

→ Create/share specific tools that uses data

→ Prepare/Build Comprehensive Assessment Guide*.

→ Hold divisional Learning Sessions at the unit level for assessment coordinators**

Phase 4
Data Design

→ Release data base that will allow various units to compare performance with peer and aspirant groups

→ Ensure budgeting model encompasses programmatic assessment.

Goal: Shippensburg University of Pennsylvania

*This document will include timelines and personnel designation/responsibility for the collection and review of assessment reports
**Using an approach that calls for two working sessions per day training could be concluded in two days

ASSESSMENT @ SHIPPENSBURG
JUNE 2019

Institutional Effectiveness Workgroup

Dr. Amy Diehl & Dr. Tracy Schoolcraft

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Assessment at Shippensburg Before Fall 2018

1. Student Learning Outcomes (SLO)
   1. Program level (including minors and concentrations)
      1. Reviewed through Academic Affairs Assessment Team (since 2007) except for General Education Assessment
      2. Reported and reviewed through Five-Year Program Review
         1. For programs not accredited by discipline-specific accreditation like AACSB
2. Program Outcomes (Goals)
   1. Reviewed/revised annually through Program Planning and Budget Process (each April/May)
      1. How unit's program goal is linked to University Strategic Plan Goal
      2. Was to be reviewed by unit supervisor(s)
      3. Moving forward, want a centralized review process by UAT (expand AAAT to UAT)
   2. Since before 1999, have reported to MSCHE that this process is used for making budget allocations
   3. Also Five-Year Program Review
3. Other ways assessment is used
   1. Tech Fee proposal process
   2. Faculty staffing process
   3. Graduate Assistant allocation process (previously)

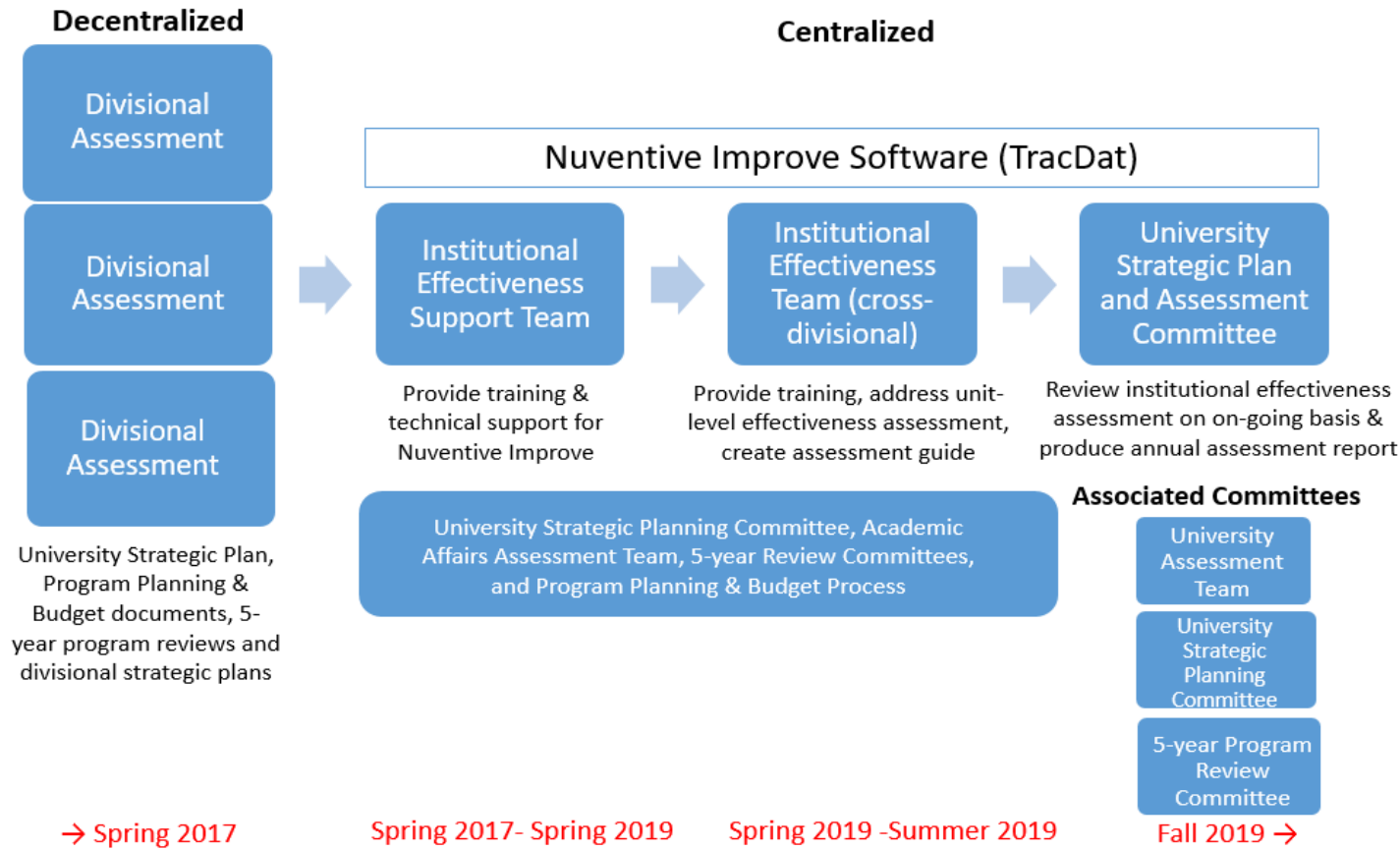## Assessment at Shippensburg Fall 2018-Spring 2019

1. Student Learning Outcomes (SLO)
   1. No changes
2. Program Outcomes (Goals)
   1. Refinement of assessment plans/reports in Nuventive
   2. Formation of Institutional Effectiveness Team and its evolution
      1. December-early Spring
      2. Early Spring through now

Institutional Effectiveness

Goal: Create infrastructure to support institutional effectiveness assessment for academic and non-academic areas

Governance

Decentralized

Centralized

Divisional Assessment

Divisional Assessment

Divisional Assessment

University Strategic Plan, Program Planning & Budget documents, 5-year program reviews and divisional strategic plans

Nuventive Improve Software (TracDat)

Institutional Effectiveness Support Team

Provide training & technical support for Nuventive Improve

Institutional Effectiveness Team (cross-divisional)

Provide training, address unit-level effectiveness assessment, create assessment guide

University Strategic Plan and Assessment Committee

Review institutional effectiveness assessment on on-going basis & produce annual assessment report

University Strategic Planning Committee, Academic Affairs Assessment Team, 5-year Review Committees, and Program Planning & Budget Process

Associated Committees

University Assessment Team

University Strategic Planning Committee

5-year Program Review Committee

Support
- Chief Strategy Officer responsible for institutional effectiveness assessment
- Office of Institutional Research & Assessment in collaboration taking lead to:
  - assisting w/ assessment data collection & analysis
  - supporting assessment activities (workshops)
  - coordinating assessment training & professional development
- Assist assessment support planning and creation of comprehensive guides for assessment and planning
- Produce annual report and disseminate results

→ Spring 2017   Spring 2017- Spring 2019   Spring 2019 -Summer 2019   Fall 2019 →

Goals for Today's Workshop

- Learn how to create an assessment plan
- Understand the assessment process
  - Alignment
  - Develop Unit Goals
  - Create Unit Objectives
  - Identify Assessment Metrics
- Enter plan into Nuventive

Identify Unit Goals

Create Unit Objectives

Gather Activities/ Strategies for Evidence of Implementation

Analyze and Interpret Data

Use of Results and Future Actions

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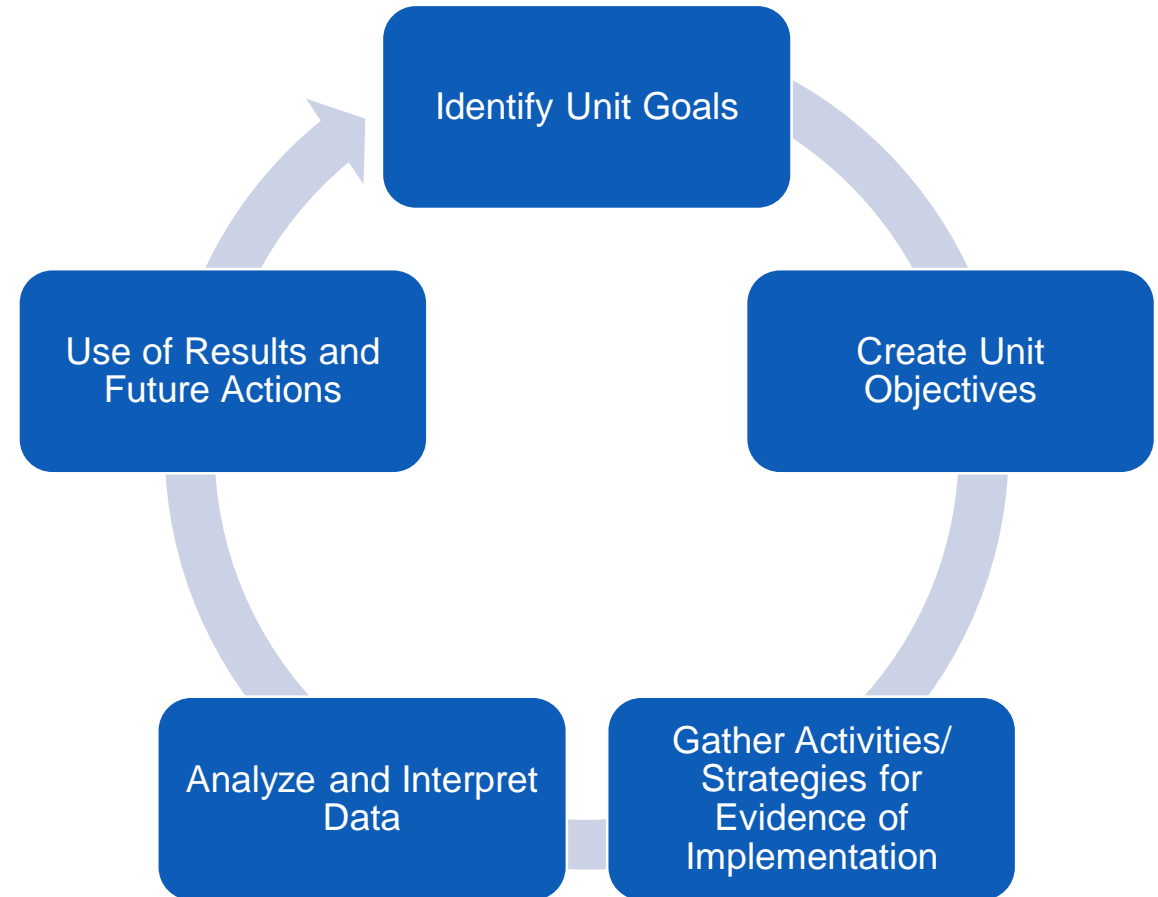
Pennsylvania State System of Higher Education

Shippensburg University

University Strategic Plan

Divisional Plans

Unit/Department (i.e. CMPDC)

How Alignment Works …

SU Mission/ Strategic Plan

Student learning and personal development through highly effective and innovative teaching, complemented by a wide variety of out-of-class experiences, continue to serve as the hallmarks of a Shippensburg University education.

Office of Inclusion, Innovation, and Investment

Help students negotiate their best educational experience;

Catalyze transformation (of Shippensburg) to an *Insight Driven Organization*, and

Assist Shippensburg assume its regional stewardship

Advance Shippensburg University's relationships with regional, national, and global partners

Advance Shippensburg University developed a structured approach towards assessment and institutional effectiveness.

Career, Mentoring, & Professional Development Center

Empower students/ alumni by providing personalized and innovative career development opportunities, experiential learning and mentoring to help achieve their individual career goals and (in doing so) contribute to the workforce competeveness of the region.

MISSION

Statement of Institutional Purpose:

Institutional Mission Reference:

Department Mission Reference:

Department or University Goal(s) Supported:

Unit Goal (s): 2 to 4 Unit Goals' preferred

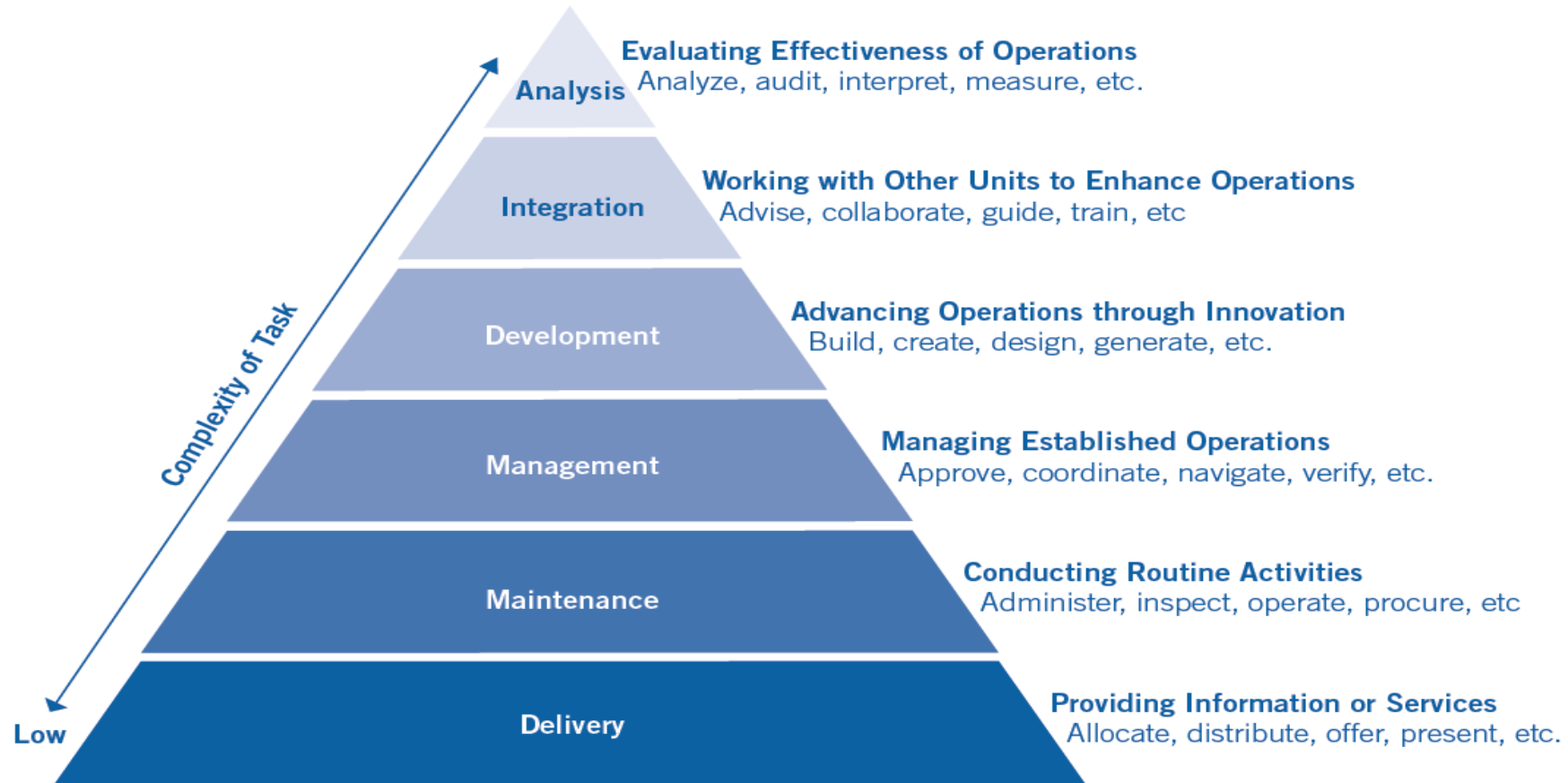| 1. |
| --- |
| |

2.

3.

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Identifying Performance Goals for Your Unit;
The Shults Dorime Williams (SDW) Support Taxonomy

Alignment: University Mission and Unit Goals

University Mission

- Student learning and personal development through highly effective and **innovative** teaching, complemented by a wide variety of **out-of-class** experiences, continue to **serve** as the hallmarks of a Shippensburg University education.

Career, Mentoring, and Professional Development Center Mission

- **Empower** students/ alumni by providing personalized and **innovative** career development opportunities, **experiential learning**, and mentoring to help achieve their individual career goals and (in doing so) contribute to the workforce competitiveness of the region.

Unit Goal 1: **Expand** career development programs and services to help **all** students and alumni obtain relevant employment and experiential opportunities (with a focus on inclusion and equity).

Unit Goal 2: **Grow** Shippensburg University's impact on the region's economic and workforce development (and regional competitiveness).

Unit Goal 3: **Strengthen** community-university relationships in a manner that helps students succeed and employers thrive.

Unit Goal 4: **Foster** career excellence and innovation through University Campus and Industry/Community partnerships.

Alignment: Strategic Plan and Unit Goals

SU Strategic Plan Goal 1: Student Learning & Engagement

Career Unit Goal:

Expand career development programs and services to help **all** students and alumni obtain relevant employment and experiential opportunities (with a focus on inclusion and equity).

SU Strategic Plan Goal 2: Excellence & Innovation

Career Unit Goal::

Grow Shippensburg University's impact on the region's economic and workforce development (and regional competitiveness).

Foster career excellence and innovation through University Campus and Industry/Community partnerships.

SU Strategic Plan Goal 3: Community & Regional Engagement

Career Unit Goal::

Strengthen community-university relationships in a manner that helps students succeed and employers thrive.

Unit Goal #1:

First Means of Assessment for Unit Goal Identified Above: 2 or more means of assessing the Unit Goal preferred

Unit Goal #1: Objective (s)

Unit Goal #1: Strategies/ Activities (Means of Program Assessment & Criteria for Success):

Unit Goal #1: Assessment Results (Summary of Assessment Data Collected):

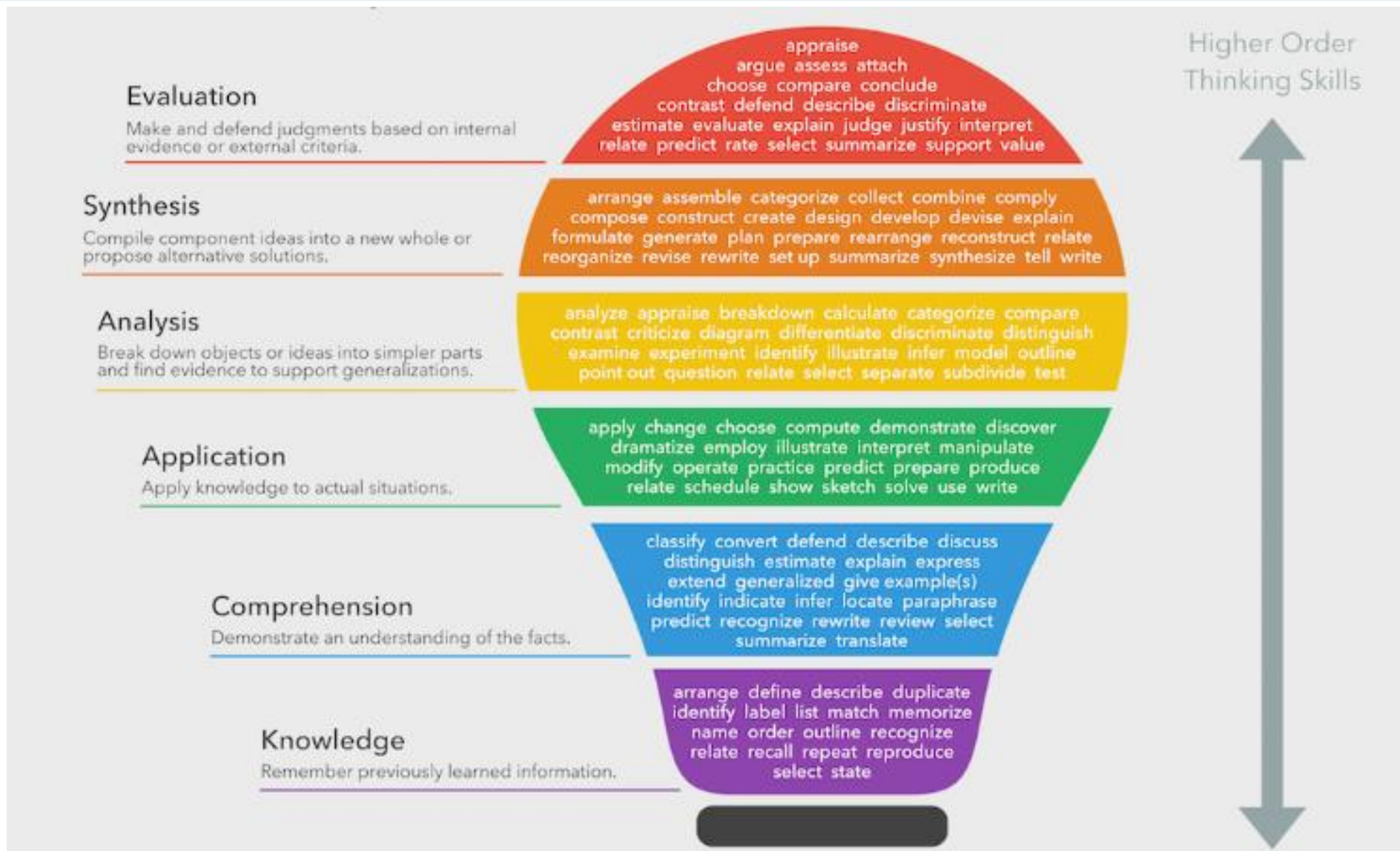**Unit Goal #1: Use of Results/ Future Actions to Improve Unit Goal:**
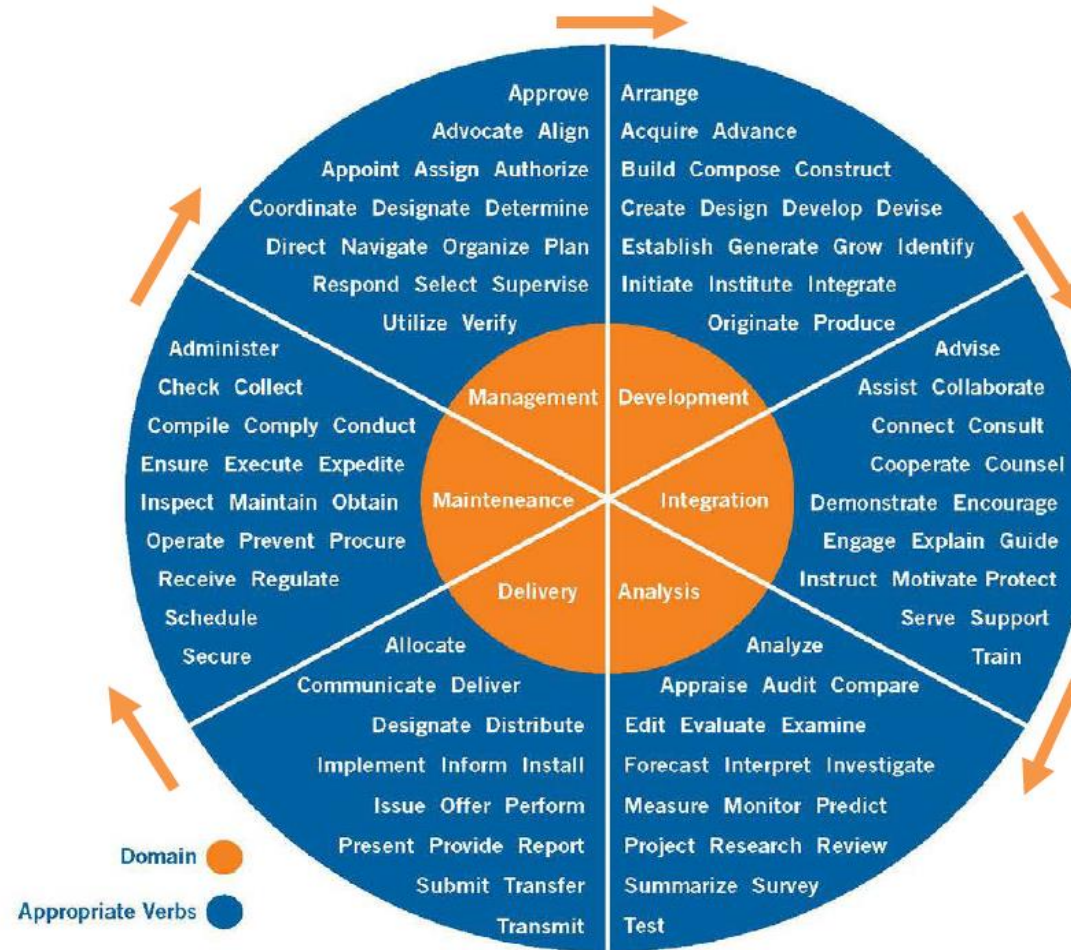
YOUR TURN

Support Outcomes

Support outcomes are:

- Detailed expectations of support provided by unit

- Focused on the delivery of services, processes, activities or functions to students, faculty or staff

- Related to the nature of the unit

- Succinct and to the point (3-5 are fine…you don't want too many!)

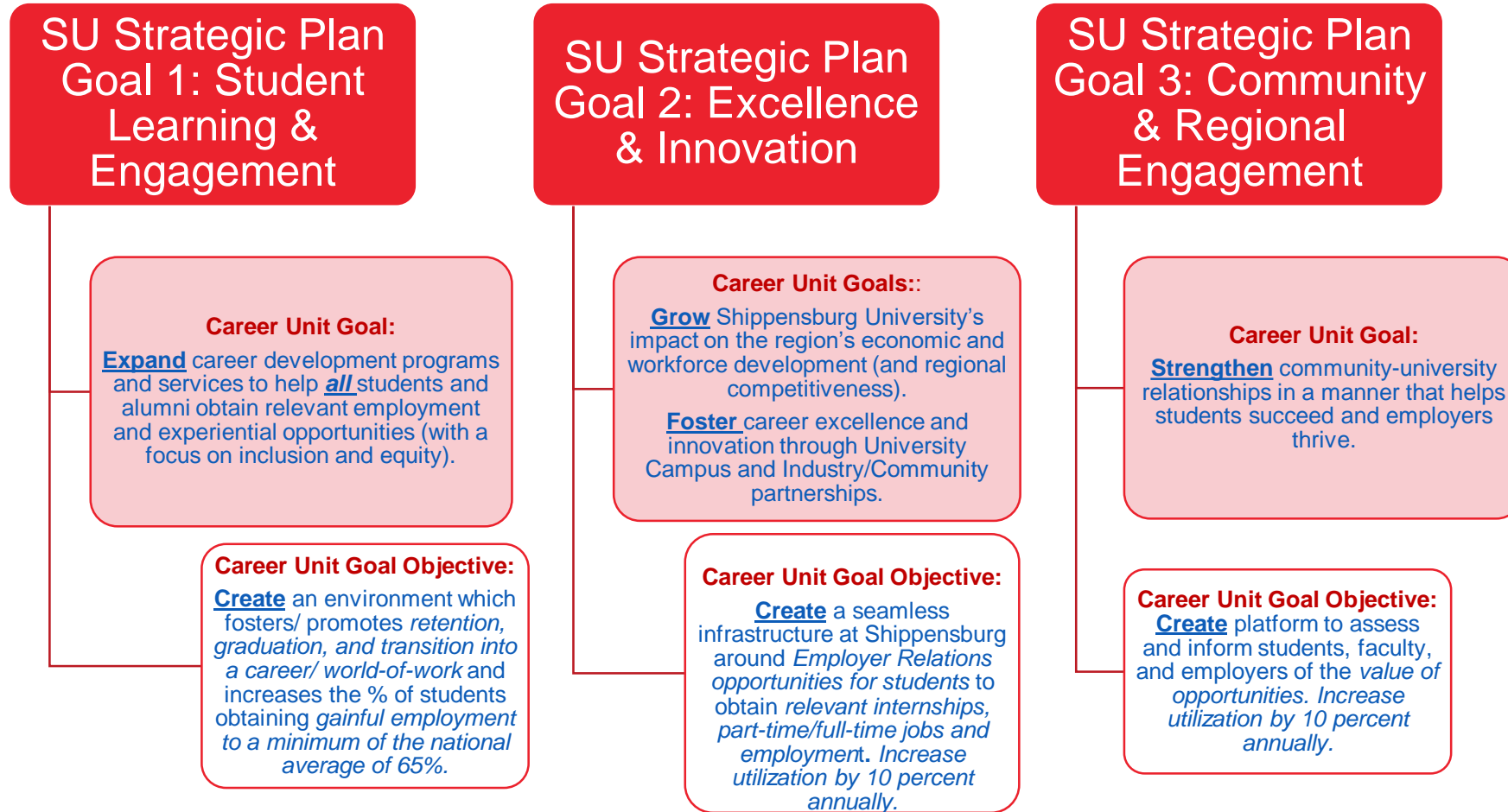- USE "Support Outcomes Verb Wheel" to create ACTION ORIENTED Outcomes

Specific	Measurable	Achievable	Realistic	Timely
S	M	A	R	T
G	O			S
	A	L		
What do you want to do?	How will you know when you've reached it?	Is it in your power to accomplish it?	Can you realistically achieve it?	When exactly do you want to accomplish it?

*Material from Jodi Levine Laufgraben

Bloom's Taxonomy Verb Chart

Taxonomy Verb Chart for Administrative Units

Alignment: Strategic Plan, Unit Goals, and Objectives

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SU Strategic Plan Goal 1: Student Learning & Engagement

Career Unit Goal:

Expand career development programs and services to help **all** students and alumni obtain relevant employment and experiential opportunities (with a focus on inclusion and equity).

Career Unit Goal Objective:

Create an environment which fosters/ promotes *retention, graduation, and transition into a career/ world-of-work* and increases the % of students obtaining *gainful employment to a minimum of the national average of 65%.*

SU Strategic Plan Goal 2: Excellence & Innovation

Career Unit Goals::

Grow Shippensburg University's impact on the region's economic and workforce development (and regional competitiveness).

Foster career excellence and innovation through University Campus and Industry/Community partnerships.

Career Unit Goal Objective:

Create a seamless infrastructure at Shippensburg around *Employer Relations opportunities for students* to obtain *relevant internships, part-time/full-time jobs and employmen*t. *Increase utilization by 10 percent annually.*

SU Strategic Plan Goal 3: Community & Regional Engagement

Career Unit Goal:

Strengthen community-university relationships in a manner that helps students succeed and employers thrive.

Career Unit Goal Objective:

Create platform to assess and inform students, faculty, and employers of the *value of opportunities. Increase utilization by 10 percent annually.*

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CMPDC Objective

Create an environment which fosters/ promotes retention, graduation, and transition into a career/ world-of-work and increases the % of students obtaining **gainful employment** to a minimum of the national average of 65%.

CMPDC Unit Goal

Empower students/ alumni by providing personalized and innovative career development opportunities, experiential learning, and mentoring to help achieve their individual career goals and (in doing so) **contribute to the workforce competitiveness of the region**.

Office of Inclusion, Innovation, and Investment

Help students **negotiate their best educational experience** and advance Shippensburg University **structured approach towards assessment and institutional effectiveness.**

SU Strategic Plan

Student Learning & Engagement

Unit Goal #1:

First Means of Assessment for Unit Goal Identified Above: 2 or more means of assessing the Unit Goal preferred

Unit Goal #1: Objective (s)

Unit Goal #1: Strategies/ Activities (Means of Program Assessment & Criteria for Success):

Unit Goal #1: Assessment Results (Summary of Assessment Data Collected):

Unit Goal #1: Use of Results/ Future Actions to Improve Unit Goal:

YOUR TURN

Assessment Measures

Direct Measures *Capture results*	Indirect Measures *Capture perceptions*
Activity volume	Surveys (attitudes / expectations / satisfaction)
Pre and Post Tests	Focus Groups
Log data	Programming Events
Transactions	

*Material from Jodi Levine Laufgraben

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Assessing Unit Goals, Objectives, Strategies

Unit Goal 1: Expand career development programs and services to help _all_ students and alumni obtain relevant employment and experiential opportunities (with a focus on inclusion and equity).

Objective 1a: Create an environment which fosters/ promotes retention, graduation, and transition into a career/ world-of-work and increases the % of students obtaining gainful employment to a minimum of the national average of 65%.

Strategy/ Activity 1a (Indirect Measure): First Destinations Survey (Survey sent within 45 days post graduation)

Objective 1b: Integrate and increase career readiness throughout the Shippensburg University campus and employer community through the student body/alumni utilizing the department. Increase utilization by 10 percent annually.

Strategy/ Activity 1b (Direct Measure): Center Usage Statistics of Individual 1:1 appointments, including reasons why students are utilizing the Center

Objective 1c: Integrate and increase career readiness throughout the Shippensburg University campus community through workshop/presentation requests. Increase utilization by 10 percent annually.

Strategy/ Activity 1c (Direct Measure): Center Usage Statistics of campus, community, club, and classroom workshop and presentation requests. Diversity Colleges and Organizations.

Other Examples of Possible Unit Goals, their Objectives, and their Activities

Unit Goal	Objective	Activity
1). **Produce** an up-to-date program for our majors.	**Evaluate** curriculum to reflect changes in the discipline	Conduct a *focus group* of employers who hire our graduates and submit UCC proposals as needed.
2). **Demonstrate** connections with alumni.	**Devise** a plan to increase the number of alumni who interact with the department by 5 each year.	*Track the number* of interactions/outreach events at conferences, events, etc. and develop a follow-up plan.
3). **Identify** and diversify the enrollment of students within majors.	**Outline** and increase the number of underrepresented minority students who apply to major.	Conduct a *hands-on activity* during a school visit with students who could be interested in major

Unit Goal #1:

First **Means of Assessment for Unit Goal Identified Above:** 2 or more means of assessing the Unit Goal preferred

Unit Goal #1: **Objective** (s)

Unit Goal #1: **Strategies/ Activities** (Means of Program Assessment & Criteria for Success):

Unit Goal #1: **Assessment Results** (Summary of Assessment Data Collected):

Unit Goal #1: **Use of Results/ Future Actions to Improve Unit Goal:**

Data Collection and Analysis

- Collect the data, gather your evidence, and apply your method

- Analyze the data, evidence, and methods

- Summarize the collected data in a meaningful way

| Collect and Gather Data | Analyze the Data | Summarize Findings |

Unit Goal #1:

First Means of Assessment for Unit Goal Identified Above: 2 or more means of assessing the Unit Goal preferred

Unit Goal #1: Objective (s)

Unit Goal #1: Strategies/ Activities (Means of Program Assessment & Criteria for Success):

Unit Goal #1: Assessment Results (Summary of Assessment Data Collected):

Unit Goal #1: Use of Results/ Future Actions to Improve Unit Goal:

YOUR TURN

Use of Results/Future Actions; Why it is Important to Use

- **Increase Student Success & Enrollment**
  - Retention
  - Persistence
  - Graduation
- **Increase Student Achievement/Engagement**
  - Improve Learning/Skill Sets
  - Campus/ Community Engagement
- **Enhance Unit's Performance**
  - Identify strengths and weaknesses
  - Provide clarity on programs, services and overall unit function

Entering Assessment Plan/Data into Nuventive

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Non-Academic Unit Assessment Review Form

Division: _____

Reviewers: _____

	Met	Partially Met	Not Met
Goal Statements and Objectives/Outcomes:			
Clearly articulated goals	☐	☐	☐
Goals linked to the University's Strategic Plan	☐	☐	☐
Objectives and outcomes support the goals	☐	☐	☐
Objectives and outcomes are assessable	☐	☐	☐
Report includes input from all departments and offices within division	☐	☐	☐

Comments:

	Met	Partially Met	Not Met
Analysis of Effectiveness:			
Appropriate analysis conducted for each outcome and objective	☐	☐	☐
Evidence of critical evaluation of division's effectiveness relative to the goals and objectives	☐	☐	☐
Clear analysis-driven recommendations for improvement	☐	☐	☐

Comments:

	Met	Partially Met	Not Met
Supporting Documentation			
Sufficient information/evidence to understand analysis	☐	☐	☐
	☐	☐	☐

Comments:

Overall Comments and Suggestions:

Does the report need to be revised?

☐ No   ☐ Yes → If yes, please describe in detail the additional material and analysis that are being requested
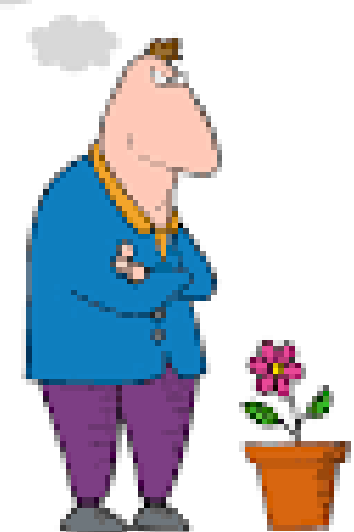
Questions?

The Purpose of...

assessment is to **INCREASE** quality.

evaluation is to **JUDGE** quality.

Too short and not enough leaves. C-