



◦ Institutional Effective Assessment Web Application:
Characteristics and Benefits

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Overview

- UCF Institutional Effectiveness assessment process
- Modeling the business process
- UCF Web application
 - Structure & design
 - Functionality
 - Benefits
 - Challenges

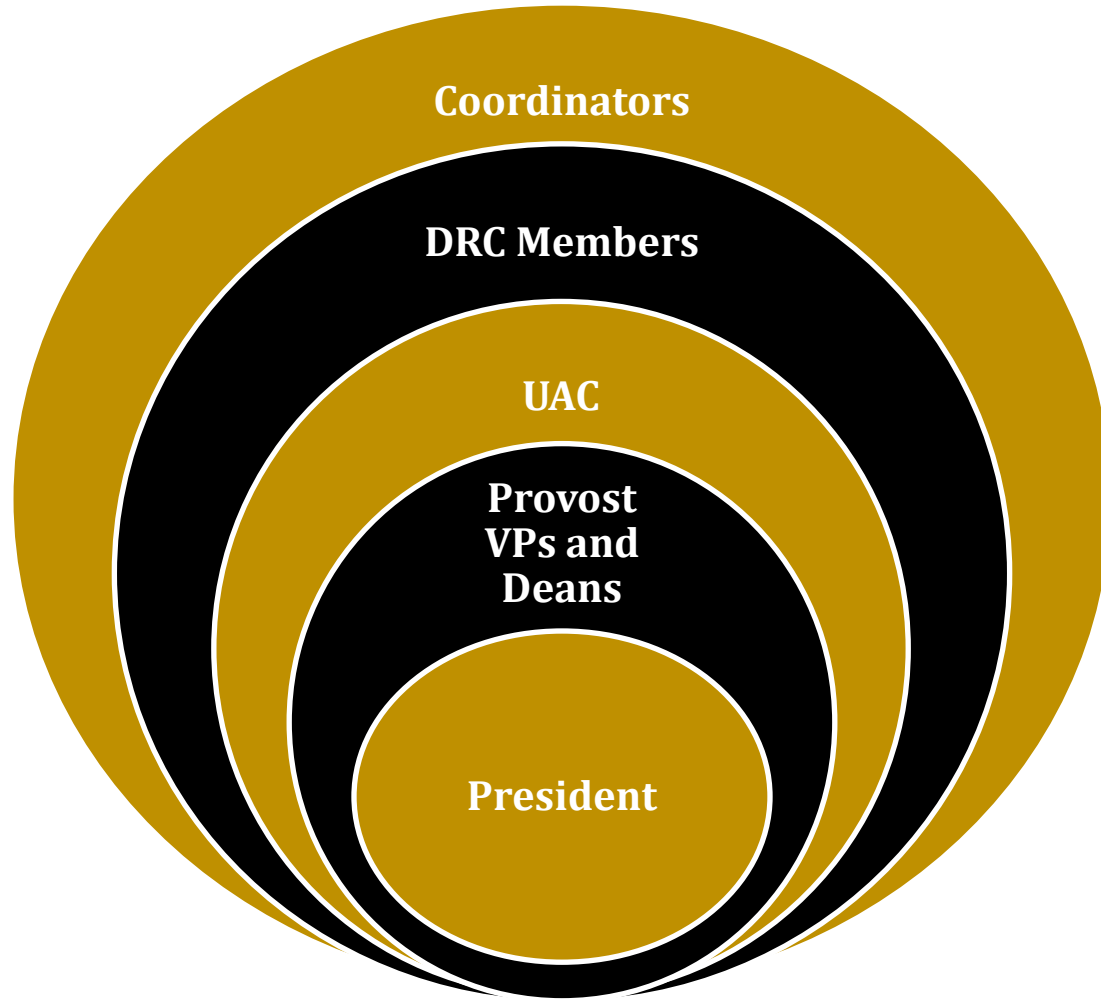
University of Central Florida

- Basic Carnegie classification: research universities (high research activity)
- UCF also achieved Carnegie Community Engagement Classification
- 2nd largest university in U.S. with 60,821 students
- 9 regional campuses and numerous other instructional sites
- 12 colleges, including a medical college
- 210 degree programs (92 bachelor's, 83 master's, 3 specialist, 31 doctoral, 1 professional)

Integrated Approach



Assessment Leadership



Assessment Scope and Schedule

- 380 programs and units report
 - Year round process
 - Centralized online reporting system
 - Ongoing reviews and feedback by DRC
- Over 800 users involved in conducting assessment organization chart
- September – Coordinators submit final results and plans
- October – DRCs review results and plans
- November to December – UAC final review



Structure and Design of Institutional Effectiveness Assessment Web Application

UCF IE Assessment Web Application: Structure and Design

- Step 1: Understand the business process
 - Identify extraneous and/or redundant steps
 - Identify checks and balances needed for regulatory compliance
- Step 2: Conduct activity analysis
 - Identify the users and different levels of access to the data
 - Identify the information that would help the users do their job effectively

UCF IE Assessment Web Application: Structure and Design

- Step 3: Develop Requirements Document
 - Should be as specific as possible
 - Should be outline in an easy to understand format
 - Take into consideration the limitations of time, experience, database, programming language to be used
 - Sign-off from key stakeholders, especially the developers
 - Original flow chart
 - Final flow chart

UCF IE Assessment Web Application: Structure and Design

- Step 4: Database Design and Development
 - Microsoft SQL 2005 (Now 2012)
 - Based on relationships between DRCs, program/units, users and their roles
 - Assessment Coordinators
 - Divisional Review Committee Members
 - Divisional Review Chair
 - Assessment Support Staff
 - Parameters collected for the assessment plan/results and their reviews
 - Additional parameters collected for strategic planning and accreditation

UCF IE Assessment Web Application: Structure and Design

- Step 5: Application Design and Development
 - Microsoft ASP.net/VB.net 2.0 Framework (Now 3.5)
 - Master Page containing global variables
 - Based on Requirements Document
 - User Roles and Security
 - Collection of Assessment Plan/Results and Reviews
 - Validation and verification
 - Additional parameters collected
 - Reports
 - Staff management functions

UCF IE Assessment Web Application: Structure and Design

- Step 6: Testing
 - Workflow
 - Functionality
 - Validation of data
 - Design, development and testing
- Step 7: Deployment
 - Turnover
 - Documentation
 - Support

UCF IE Assessment Web Application Template

Program/Unit: *name of the program/unit*

DRC Chair:

Year:

DRC:

Due Date:

Coordinator:

URL: *web site address*

Coordinator: *coordinator for the program/unit*

Participant(s): *all the participants in the assessment process*

Mission: *A brief statement of the primary purpose of the academic program or unit that includes the following elements: name of program/unit, purpose, primary functions and activities, and stakeholders (who benefits?).*

Process: *Elaborates on mission and assessment strategy. Tells more about the delivery of the main services of a program or unit. Briefly describes how the assessment process is managed by the program/unit.*

Outcome: *The objectives of the program/unit that can be defined based upon the stated goals of that program or unit. There are two kinds of outcomes: 1) Student Learning Outcomes: Statements that describe specific abilities, knowledge, values, and attitudes that the program/unit would like students, staff and faculty to possess; 2) Operational Outcomes: Statements that improve program/unit operations and processes (i.e., efficiency measures, demand, and satisfaction). See SMART Rubric.*

Measure: *The research methods and evaluation tools used for collecting evidence of how well the expected outcome is met. Each outcome is required to have at least two measures. See MATURE Rubric.*

Results: *Actual data or other findings from when the measure was assessed. Often includes numbers, percents and ratios. May also include tables of data.*

Reflective Statement: *The evaluation, interpretation and/or analysis of the results reported for all measures of a specific outcome. Included in the "reflective statement" are program/unit "actions" that have been implemented or plan to be implemented relating to the stated outcome and its measures.*

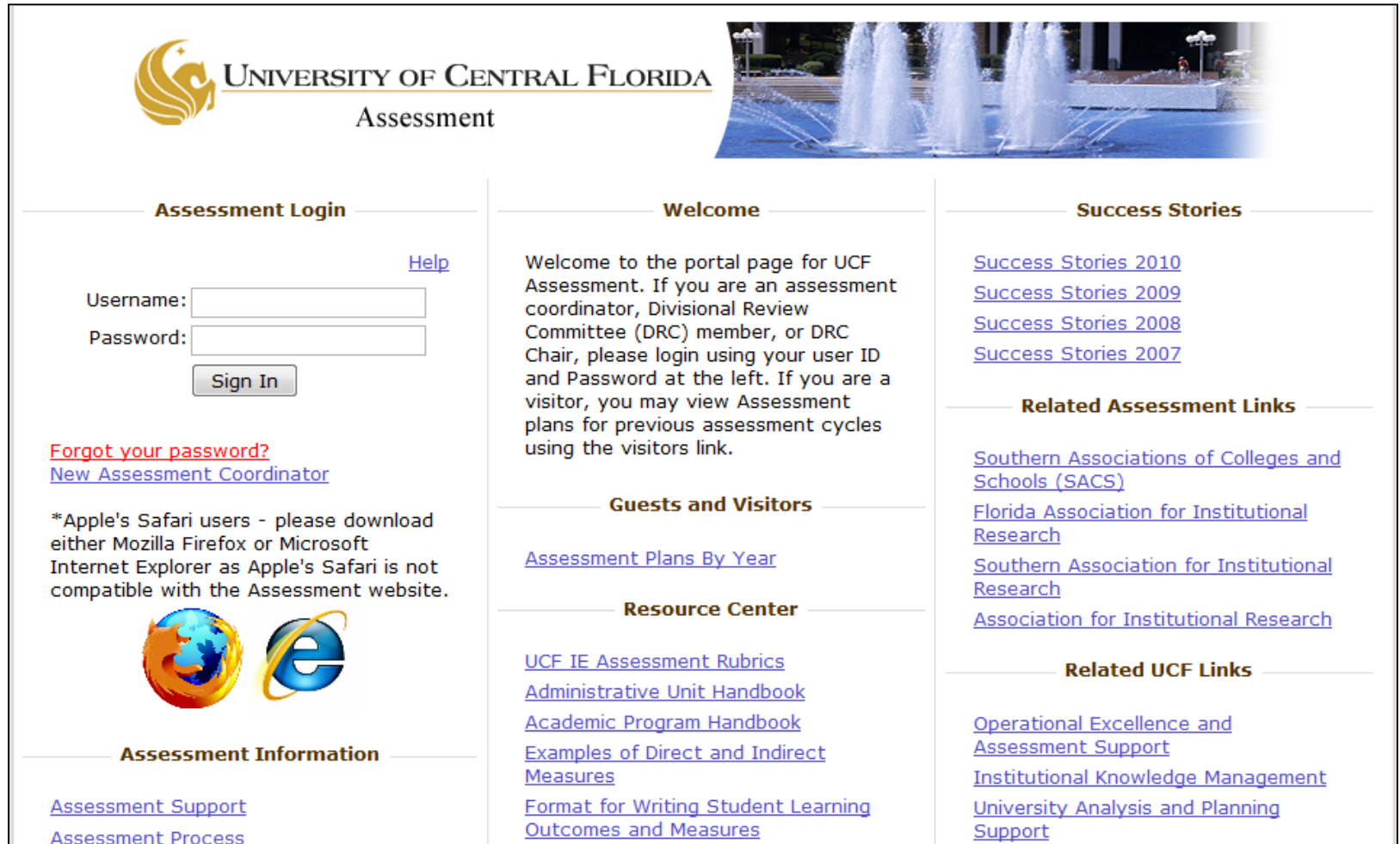
Attachments: *Any evidence supporting the results stated above.*

Implemented and Planned Changes: *Actions that have been completed or are planned to be completed by the program as a result of the assessment process.*

Recommended number of outcomes and measures:

Undergraduate: 8 to 12 outcomes and 2 measures per outcome

UCF IE Assessment Web Application: Structure and Design



The screenshot displays the UCF IE Assessment web application interface. At the top left is the UCF logo and the text "UNIVERSITY OF CENTRAL FLORIDA Assessment". To the right is a photograph of a fountain. The page is organized into three main columns. The left column contains an "Assessment Login" section with fields for "Username:" and "Password:", a "Sign In" button, and a "Help" link. Below the login section are links for "Forgot your password?" and "New Assessment Coordinator", followed by a note about browser compatibility and icons for Firefox and Internet Explorer. The bottom of the left column has an "Assessment Information" section with links for "Assessment Support" and "Assessment Process". The middle column features a "Welcome" message, a "Guests and Visitors" section with a link to "Assessment Plans By Year", and a "Resource Center" section with links to various documents and guides. The right column includes a "Success Stories" section with links for the years 2010, 2009, 2008, and 2007, a "Related Assessment Links" section with links to SACS, Florida Association for Institutional Research, and Southern Association for Institutional Research, and a "Related UCF Links" section with links to Operational Excellence and Assessment Support, Institutional Knowledge Management, and University Analysis and Planning Support.

UNIVERSITY OF CENTRAL FLORIDA
Assessment

Assessment Login


[Help](#)

Username:

Password:

[Forgot your password?](#)
[New Assessment Coordinator](#)

*Apple's Safari users - please download either Mozilla Firefox or Microsoft Internet Explorer as Apple's Safari is not compatible with the Assessment website.



Assessment Information

[Assessment Support](#)
[Assessment Process](#)

Welcome

Welcome to the portal page for UCF Assessment. If you are an assessment coordinator, Divisional Review Committee (DRC) member, or DRC Chair, please login using your user ID and Password at the left. If you are a visitor, you may view Assessment plans for previous assessment cycles using the visitors link.

Guests and Visitors

[Assessment Plans By Year](#)

Resource Center

[UCF IE Assessment Rubrics](#)
[Administrative Unit Handbook](#)
[Academic Program Handbook](#)
[Examples of Direct and Indirect Measures](#)
[Format for Writing Student Learning Outcomes and Measures](#)

Success Stories

[Success Stories 2010](#)
[Success Stories 2009](#)
[Success Stories 2008](#)
[Success Stories 2007](#)

Related Assessment Links

[Southern Associations of Colleges and Schools \(SACS\)](#)
[Florida Association for Institutional Research](#)
[Southern Association for Institutional Research](#)
[Association for Institutional Research](#)

Related UCF Links

[Operational Excellence and Assessment Support](#)
[Institutional Knowledge Management](#)
[University Analysis and Planning Support](#)

UCF IE Assessment Web Application: Structure and Design

Menu ▾ | Home > Assessment Plan and Results User: dbhati | Role: Coordinator | Help | Logout | X


Assessment Plan and Results

Plan Year:	2010-2011 ▾	Status:	Results in Progress
Program/Unit:	Office of Operational Excellence and Assessment Support ▾	Last Updated:	10/5/2011 10:48:39 AM

We strongly recommend not copying directly from Microsoft Word or Excel to the rich text boxes as the text being copied may contain html and/or xml code which may hinder how the document is viewed. We suggest to first paste the text to notepad, then copy the text from notepad to the rich text box.

[IE Assessment Rubrics](#)
[Assessment Coordinator Instructions](#)

Attachments | **Results and Reflective Statements** | Implemented and Planned Changes | View/Submit Results | 2009-2010 Results Review

Program/Unit: Office of Operational Excellence and Assessment Support **DRC:** Strategy, Marketing, Communications, and Admissions 
Year: 2010-2011 **DRC Chair:** Linda Sullivan
Due Date: 09/30/2011 **Coordinator(s):** Divya Bhati, Patrice Lancey
Reviewer(s): Zenaida Gonzalez Kotala

Mission:
The mission of the UCF Office of Operational Excellence and Assessment Support (OEAS) is to support efforts to improve the quality of student learning outcomes through assessment and the effectiveness and efficiency of University operations. OEAS will accomplish this by providing support to all academic programs and administrative units through integrated processes that include continuous quality improvement, survey development, data collection, analysis, and guidance in assessment.

Assessment Process:
THE OEAS ASSESSMENT PROCESS: The OEAS assessment plan consists of integrated objectives that address the three primary functional areas within OEAS: Assessment Support, Statistical and Survey Analysis Support, and Management Analysis and Special Studies Support.

UCF IE Assessment Web Application: Structure and Design

The screenshot shows the 'Assessment Plan and Results' page. At the top, there is a navigation bar with a 'Menu' dropdown, a breadcrumb trail 'Home > Assessment Plan and Results', and user information: 'User: dbhati | Role: Coordinator | Help | Logout | X'. The main content area is titled 'Assessment Plan and Results' and contains a form with the following fields:

Plan Year:	2011-2012	Status:	Plan in Progress
Program/Unit:	Office of Operational Excellence and Assessment Support	Last Updated:	8/22/2011 4:45:59 PM

Below the form, there is a blue text warning: 'We strongly recommend not copying directly from Microsoft Word or Excel to the rich text boxes as the text being copied may contain html and/or xml code which may hinder how the document is viewed. We suggest to first paste the text to notepad, then copy the text from notepad to the rich text box.' Below this warning are two red links: '[IE Assessment Rubrics](#)' and '[Assessment Coordinator Instructions](#)'.

At the bottom of the page, there is a navigation bar with tabs: 'Mission and Process', 'Participants', 'Outcomes and Measures', 'Attachments', 'View/Submit Plan', and '2010-2011 Plan Review'. The 'Mission and Process' tab is selected. Below the tabs, there is a section for 'Program/Unit: Office of Operational Excellence and Assessment Support' and 'DRC: Strategy, Marketing, Communications, and Admissions'. To the right of this section is a red information icon. Below this are the following details:

Year: 2011-2012
Due Date: 09/30/2011
DRC Chair: Linda Sullivan
Coordinator(s): Divya Bhati, Patrice Lancey
Reviewer(s): Zenaida Gonzalez Kotala

Below this section is a horizontal line. At the bottom, there is a 'Mission' section with a link to 'Edit Mission'. The mission statement reads: 'The mission of the UCF Office of Operational Excellence and Assessment Support (OEAS) is to support efforts to improve the quality of student learning outcomes through assessment and the effectiveness and efficiency of University operations. OEAS will accomplish this by providing support to all academic programs and administrative units through integrated processes that include continuous quality improvement, survey development, data collection, analysis, and guidance in assessment.'

UCF IE Assessment Web Application: Structure and Design

2010-2011 Plan Rubric Indicator/Level Distribution

Report generated on 10/6/2011 9:29:04 PM

Program/Unit Status	Strategy, Marketing, Communications, and Admissions		UCF	
Total number of programs/units Plan that are not yet approved by the DRC Chair(s)		0		0
Plan not created	0		0	
Plan in progress	0		0	
Plan submitted to DRC	0		0	
Plan review process has begun, but the review has not been approved	0		0	
Total number of programs/units in status Plan approved by the DRC Chair		8		354
Total number of programs/units doing assessment		8		354

The table below includes only programs/units in status Plan approved by the DRC Chair.

Program/Unit	Indicator									Level
	1	2	3	4	5	6	7	8	9	
News and Information	X	X	X	X	X	X		X	X	Accomplished
Office of Institutional Research	X	X	X	X	X	X	X	X	X	Exemplary
Office of Operational Excellence and Assessment Support	X	X	X	X	X	X	X	X	X	Exemplary
Office of Student Financial Assistance	X	X	X	X	X	X		X	X	Accomplished
Student Outreach Programs	X	X	X	X	X	X		X	X	Accomplished
Undergraduate Admissions	X	X	X	X	X	X		X	X	Accomplished
University Analysis and Planning Support	X	X	X	X	X	X			X	Accomplished
University Marketing	X	X	X	X	X	X	X	X	X	Exemplary

UCF IE Assessment Web Application: Structure and Design

Menu ▾ | Home > Implemented and Planned Changes Five Year Report User: carlos | Role: Staff | Help | Logout | X

Implemented and Planned Changes Five Year Report i

Select Year: 2010-2011 ▾

DRC: Strategy, Marketing, Communications, and Admissions ▾

Program/Unit: Office of Operational Excellence and Assessment Support ▾

Administrative:

	2006-2007		2007-2008		2008-2009		2009-2010		2010-2011		Total	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Revamp Services or Modify Processes	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Make Technology Related Improvements	1	100.00	1	50.00	1	50.00	1	50.00	0	0.00	4	57.14
Make Personnel Related Changes	0	0.00	1	50.00	0	0.00	0	0.00	0	0.00	1	14.29
Implement Additional Training	0	0.00	0	0.00	1	50.00	1	50.00	0	0.00	2	28.57
Add new service(s) or program(s)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Delete service(s) or program(s)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Other implemented or planned change(s)	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00



Functionality, Characteristics and Benefits of IE Assessment Web Application

UCF IE Assessment Web Application: Functionality

- Primary medium used to:
 - submit assessment plans and results
 - review and provide feedback
 - capture user information
 - monitor progress
 - platform for reviewer intervention to increase the quality of assessment plans and results
- Able to copy over from previous year's assessment plan
 - whole or components
 - edit

UCF IE Assessment Web Application: Functionality

- Provides “n” number of results or plan submissions after review and feedback
- Password protected
 - users involved in the assessment process must login to use it
- Automated verification process and feedback to the user
 - number of outcomes and measures
 - academic learning compacts
 - implemented and planned changes
 - results and reflective statement
 - results to be submitted before plan

UCF IE Assessment Web Application: Characteristics

- Multi-rater reviews
- Collaboration
 - automated email notification
- Reporting and queries
 - UAC, DRC member and staff
- Document use of data and next steps
- Resource center within the application by role
- Administration of the DRCs
 - users and roles
 - names of the units and programs
 - merges and splits

UCF IE Assessment Web Application: Characteristics

- Easy navigation
- Help button for each tab
 - definitions of terms and instructions to complete the tasks
- Enhanced text box – cut and paste and other Microsoft tool bar capabilities
- Upload attachments linked to student learning outcomes
- Archiving
- Security
 - use of best practices to prevent attacks

UCF IE Assessment Web Application: Benefits

- Focuses on assessing what is:
 - meaningful
 - manageable
 - measureable
- Assists users to embrace change as a process
- Tracks health over time
 - academic program or unit
 - college or division
- Integrates processes
 - accreditation
 - strategic planning

UCF IE Assessment Web Application: Benefits

- Customizable
- Transportable
- User friendly
- Time management
- IT compliant
- Data mining
- Build reports depending on need

Proposition of Building vs. Buying

- Quality improvement in real time
 - Reports for external accreditation agencies
 - Log in for external reviewer and university official
- Continue to customize
- Maps to business process
- Flexibility to produce report to deepen the quality of work
- Cost effective
- Responsiveness to external requests

UCF IE Assessment Web Application: Challenges

- Stakeholder buy-in
- Realistic timeline
- Resources to build and maintain
- Commitment of staff time
 - requirements document
 - testing
 - help content and instructions
- Iterative roll out
 - adjust user expectations

Contact Information

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Operational Excellence and Assessment Support

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