University of Central Florida

Assessment Toolkit for Academic, Student and Enrollment Services

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Agenda

- **Background**

- **Purpose**

- **Content of the reviews**

- **General process**

- **Deadlines**

- **Questions**

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University of Central Florida
Fast Facts

- **Location:** 13 miles east of downtown Orlando
- **Construction began:** January, 1967
- **Date of first classes:** October, 1968
- **Original enrollment:** 1,948 students
- **Fall 2005 enrollment:** 45,400
- **Fall 2005 FTICs Enrolled:** 4,208
- **Summer 2005 FTICs Enrolled Fall 2005:** 2,135
- **Average SAT Total:** 1176
- **Average H.S. GPA:** 3.6
- **Fall 2004 FT FTIC Retention Rate:** 84%

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Department Performance Reviews at UCF: Historical Perspective

- Started in Spring 2003

- Originated with Student Development and Enrollment Services area (SDES)

- Programs go through review process every three years

- Satisfies need for summative evaluation of department

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Objectives of
Department Performance Review

- Conduct comprehensive review of the department
- Develop historical perspective of department
- Identify primary areas for improvement:
  - services offered
  - processes used
- Discuss programs with the division directors, vice presidents, other administrators
- Complement accrediting efforts

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Department Performance Review: Components of Self- Study

- Examine elements related to the key programs services or activities of the department

- Evaluation of:
  - Centrality
  - Quality
  - Demand
  - Distinctiveness & competitive advantage
  - Cost

Department Performance Review: Components of Self- Study *continued*

Individual departments within a division

- develop recommendations:
  strengths, weaknesses, opportunities

- reach resource decisions:
  eliminate, review, maintain, or enhance

Department Performance Review
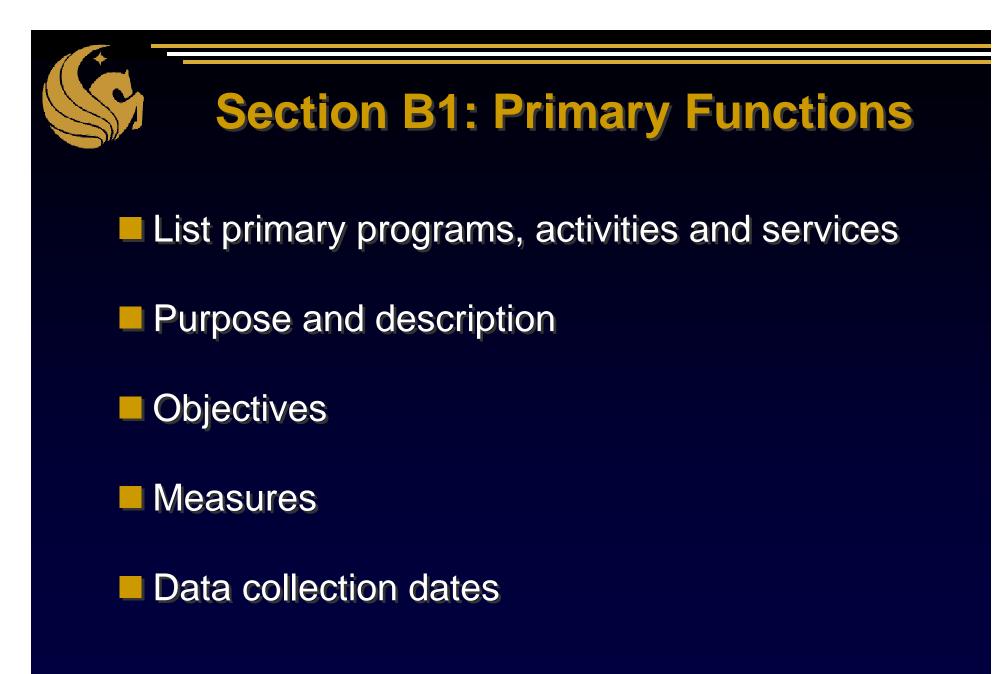## Template

- Web based
- Provides for permanent storage
- Allows easy access for updates and reviews
- Department and Reviewers templates
- Department template consists of three sections which address 5 evaluation areas:
  - Section A – Centrality to the university mission
  - Section B – Quality, Demand, Cost, and distinctiveness & competitive advantage
  - Section C – Action Plan and Recommendations

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Section A: Centrality of Department

- General contact information

- Department Mission

- Strategic planning goals of the department

- Alignment of department mission with the university mission and vision

- Alignment of department mission with the division mission and vision

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Section B1: Primary Functions

- List primary programs, activities and services

- Purpose and description

- Objectives

- Measures

- Data collection dates

Sections B2 and B3: Cost

- Expenditures for each program, activity or service

- Budget comparisons (past, present, future)

- Number of staff: headcount and FTE

- Special facilities, equipment, etc. required for each activity specified for the department

- Specialized delivery requirements
  - partnerships with other areas
  - off-site travel

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Sections B4 and B5:
Demand for Each Service

■ Target market: who are you trying to reach?

■ Number of constituents you serve

■ Ability to meet demand

■ Comments about future anticipated demand

Section B6: Distinctiveness & Competitive Advantage

- Regional & national reputation

- Unique features of department

- Results from benchmarking with other colleges

- Strategic niche

Sections B7 and B8: Impact on Student Outcomes

■ Level of impact on:

  ▪ First year retention

  ▪ Student learning and development

Section B9: Assessment Results

■ Results of assessment and or evaluation for each program, activity or service:

- Effectiveness

- Efficiency

- Quality

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Section B10: Recommendations

- **Recommendations by program, activity or service:**

    - Influence demand

    - Improve competitiveness

    - Achieve productivity gains

    - Achieve efficiencies

    - Reduce cost

    - Improve quality

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Section C: Action Plan and Recommendations

- **Action plan**
  - Expand, Reduce, Maintain, Eliminate
  - Outsource, Reorganize, Re-engineer, Study further

- **Overall comments and recommendations**

- **Planned and implemented changes**

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Phases of a Department Performance Review

- Department self-study and department level information completed by department
- Review and recommendations completed by the unit head
- Optional: review of the program completed by an external consultant
- Review of unit head (summary and department review) by appropriate administrators

DPR Process Schedule

March (early) - First consultation

> Review, agree on Primary functions, goals, objectives, and measures.

May - Second consultation

> Section B2 and B3

July - Third consultation

> Section B4 - B5

September - Fourth consultation

> Section B6 - B8

November - Fifth consultation

> Section B9, B10 and Section C

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DPR Process Schedule *continued*

December 1 - Department Performance Review completed

December - Revision Check consultation

December - February

Unit head reviews Department Performance Review

January & February

Revisions to DPR Self- Study per Unit Head

March

Unit Head summaries reviewed by Vice President

What We Learn!

- Are departments providing the services they should be providing?
- Do departments have the resources they need to achieve their mission and goals?
- Are they effective in achieving their goals?
- Should programmatic efforts be revised, expanded or eliminated?
- Is there overlap among departments that can be consolidated?

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Quality of Department

- student learning and development objectives
- department objectives
- students' and other constituents' satisfaction
- impact on retention
- impact on student learning and development
- adequacy and quality of space and facilities
- service optimization

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Organizations to Support and Assure Quality of Process

Support offices

- Assessment and Planning, SDES
  - DPR process guidance
  - data collection and analysis support
- Operational Excellence and Assessment Support
  - DPR process guidance
  - survey support
  - website support, templates
- Institutional Research
  - provide data

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Continue the Conversation

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