Transforming the Assessment Culture: One University's Story



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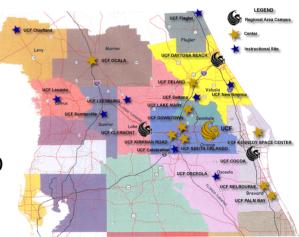
Overview of Presentation

- Changing organizational culture
- Characteristics of assessment SUCCESS
- UCF's early years
- Process and organizational changes that transformed UCF's assessment culture
 - Committees to conduct quality assurance
 - Assessment submission and review cycle
 - Establishment of the Operational Excellence and Assessment Support (OEAS) office



The University of Central Florida

- Established in 1963 in Orlando Florida (first classes in 1968), Metropolitan Research University
- Grown from 2,600 to 39,000 students in 34 years
 - 32,500 undergraduates and 6,500 graduates
- Doctoral intensive
 - 76 Bachelors, 62 Masters, 3 Specialist, and 20 PhD programs
- Second largest undergraduate enrollment in state
- Approximately 1,000+ faculty and 2,800 staff
- Six colleges and two schools
 - Arts and Sciences, Business Administration,
 Education, Engineering and Computer Science,
 Health and Public Affairs, Honors, Optics, and
 Hospitality Management





Organizational Culture

• "A pattern of <u>shared basic assumptions</u> that the group has learned as it solved its problems of external adaptation and internal integration, that has <u>worked well enough</u> to be <u>considered valid</u> and, therefore to be taught to new members as the <u>correct way</u> that you perceive, think, and feel in relation to those problems."

(Schein, http://www.tnellen.com/ted/tc/schein.html)



Organizational Culture Is...

- Everything one needs to know to function in a society, group, or organization
- What we take for granted about how to act and think
- A sense of how one is doing
- A sense of knowing what is going on
- The capacity to choose from acceptable alternative lines of action
- A "repertoire" or "tool kit" for knowing how to act and think

(DiTomaso, http://www.accounting.rutgers.edu/raw/faculty/ditomaso/ob9-4/sld004.htm)



Organizational Culture is NOT!

- Climate (attitude surveys)
- Groupthink
- Social structure
- Metaphor
- Not necessarily key to success

(Trice & Beyer, from DiTomaso, http://www.accounting.rutgers.edu/raw/faculty/ditomaso/ob9-4/sld011.htm)



Changing Organizational Culture

- Capitalize on propitious moments
- Understand leverage points
- Understand resistance to change
- Maintain some continuity
- Select, modify, and create appropriate cultural forms
- Modify socialization tactics
- Find, cultivate, and reward innovative leadership
- Recognize importance of implementation

(Trice & Beyer, from DiTomaso, http://www.accounting.rutgers.edu/raw/faculty/ditomaso/ob9-4/sld014.htm)



Key Characteristics of Success

- Sincerity and integrity
- Usefulness
- Clarity of purpose
- Commitment and leadership
- Enthusiasm for improvement
- Systemic and Sustainable
- Support infrastructure



Evidence of Sincerity and Integrity

- People trust the process
 - Voluntarily set stretch targets
- The assessment measures are meaningful
 - Identify improvement opportunities
- Assessment results are genuinely used to improve programs and processes
 - Meaningful changes
- Accepted as not being optional
 - Little resistance



Evidence of Usefulness

- People use the assessment process as a management tool
- The results are valued and used for multiple purposes
 - Primary--process or program improvement
 - Secondary--support for
 - Accreditation
 - Program review
 - Strategic planning



Evidence of Clarity of Purpose

- Assessment is viewed as a means for selfimprovement
 - Even if targets are met, the results are used to develop further improvements
- Assessment is viewed as a continuous activity
- Assessment is not viewed as an evaluation or accountability process
 - People are not afraid if they do not reach their target



Evidence of Commitment and Leadership

- Advocates
 - President and Provost are advocates
 - The Deans and VPs are advocates
- Committed resources
 - University-level
 - College, department, and unit-level
- There is genuine interest in also improving the assessment process
 - People make suggestions



Evidence of Enthusiasm for Improvement

- Skeptics are converted to champions
- People are asking to be involved or volunteering to help
- Programs and units are developing presentations and papers about their successes
- People are not complaining about the workload



Evidence of Systemic Involvement and Sustainability

- All levels of institution
 - Understand the assessment process
 - Promote and support assessment
 - Value assessment
- Participation is at all levels
 - Conducting assessment
 - Evaluating the assessment process
- Use of results is pervasive
- Assessment is integrated into normal academic and business processes



Evidence of Support Infrastructure

- Support for doing assessment
 - Training workshops
 - Direct assistance through consultations
 - Help with survey design and analysis
 - Help with analyzing processes
- Management and coordination support
- Information storage and retrieval support
- Support for evaluating the quality of the assessment process
- Expertise



Evidence of SUCCESS

- Sincerity means people trust the process
- Usefulness means the process helps people
- Clarity means people understand the process
- Commitment means people believe the process works to their advantage
- Enthusiasm means the people want to do it
- Systemic and Sustainable means everyone is continuing to use it
- Support means people are not on their own



1994-1995: Our Beginnings in Assessment

Assessment	1994-5
Sincerity	D
Usefulness	D
Clarity	D-
Commitment	D+
Enthusiasm	D-
Systemic and Sustainable	D
Support	D-

- No formal assessment process or organization
- Self-study year (SACS)
 - Institutional effectiveness was a new concept for UCF
- New President
 - SACS Commissioner
- Associate VP to coordinate self- study



1995-1997: UCF Establishes an Assessment Process

- SACS site visit in Fall 1995
- UCF required to submit follow-up report in 1996
 - Demonstrate compliance with the assessment component of Institutional Effectiveness (IE)
- Nichols' assessment model adopted in January 1996 and training conducted
- President established the University Assessment Committee (UAC) in 1997
 - Management review and assistance
- UCF submits second follow-on report in Fall 1997



1997: UCF Reaffirmed ©

Assessment	1997-8
Sincerity	C+
Usefulness	C-
Clarity	C-
Commitment	С
Enthusiasm	C-
Systemic and Systemic	B-
Support	C+

- Accepted by SACS in January 1998
 - Demonstrated complete implementation of IE
- Plans for continuing assessment
 - Programs and units directed to continue assessment annually
 - 1/3 of programs and units to be reviewed each year by UAC



1998-1999: The Next Two Years 🙂



-		
Assessment	1998-9	1999-0
Sincerity	C+	C+
Usefulness	C-	C-
Clarity	C-	C-
Commitment	С	С
Enthusiasm	C-	C-
Systemic and Sustainable	B-	C+
Support	C+	C+

- "Pressure" was off and reviews were only required every three years
 - Late submissions were becoming more frequent
 - Measures were not as meaningful as they could be
 - Lack of evidence that assessment was ongoing during "between years"
 - Lack of evidence that results were being used
 - Confusion about assessment process



Where is UCF Assessment Today?

- Effective organizational structures in place
 - University-level committee that provides quality assurance of the assessment process
 - College- and Division-level committees that evaluate the quality of assessment planning and use of results
 - University office that provides support to units and programs
- An assessment process that is coherent and has comprehensive participation
 - 197 academic programs and 87 administrative units
- A growing appreciation for the value of assessment
 - Improved understanding of assessment process
 - Becoming part of the institutional culture



UCF's Assessment Score Card Today

Sincerity	B+
Usefulness	B+
Clarity	B+
Commitment	A-
Enthusiasm	В
Systemic & Sustainable	A-
Support	A-

- "Graded" on absolute scale, not relative to other institutions
- We have room to improve
- We have come a long way

How did UCF get here?



How Did We Move Forward?

- Assessed the state of current organization
- Identified opportunities for improvement
 - Instituted quality assurance process
 - Refined assessment process
 - Clarified assessment timeline
 - Developed support systems for assessment
- Took advantage of incremental assessment initiatives
 - Walk before you run
- Took a "systems" perspective



How to Change the Assessment Culture

- Understand where you are today
- Understand where you would like to be
 - Assessment process
 - Assessment organization
 - Assessment support
 - Assessment attitude
- Understand the barriers
- Take advantage of personnel changes
- Take a continuous quality improvement approach



UCF Strategies for Changing the Assessment Culture

- University Assessment Committee (UAC) reorganization
- Establishment of Divisional Review Committees
- Refinement of assessment plan submission and review process
- Establishment of assessment support
 - Support for the QA
 - Support for the doers
 - Use of technology: survey and documentation support



Changes to the University Assessment Committee

- Committee membership expanded from 8 members (mostly academic) to 15 members (balanced with both academic and support services)
- Emphasis changed from management review of assessment plans to quality assurance of the assessment process
 - Primary focus is on ensuring that the assessment process is working (i.e., programs and units are using the process to improve)
- Moved from a technical assistance role to recommending policy and providing oversight



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Divisional Review Committees (DRCs): Creating Greater Buy-in

- DRCs established for colleges and major administrative divisions
 - Initially in the colleges, followed by the administrative divisions
- DRCs promote active involvement within units and conduct the reviews of assessment plans and assessment results within their area
- DRC chairs are members of the UAC
 - They present reviews of selected assessment plans to the UAC
 - They present recommendations for UAC approval



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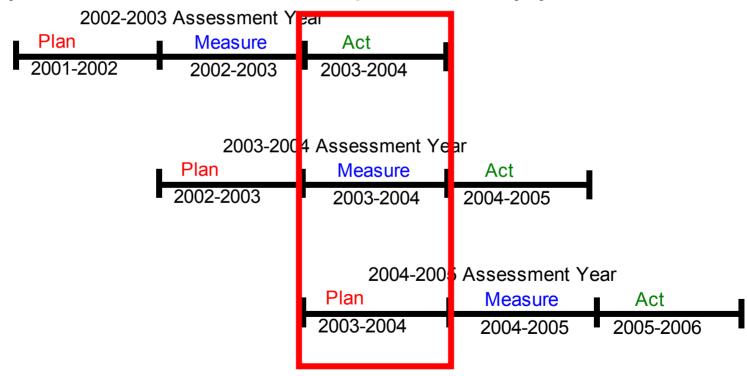
Submission and Review Process

- An effective assessment culture requires "constant pressure"
 - Requires regular evaluations of the process
- Moved from three-year review cycle to annual reviews
- Excerpt from Letter from the President
 - "...Upon recommendation of the UAC, I ask all units to submit assessment plans and assessment results to the UAC on an annual basis as delineated in the attached new schedule. In order to ensure that the process will be fully implemented, I also ask the UAC members and the newly established office of Operational Excellence and Assessment Support to provide assistance in meeting this requirement."



Had to Establish a Parallel View of Assessment

If you want measures completed every year



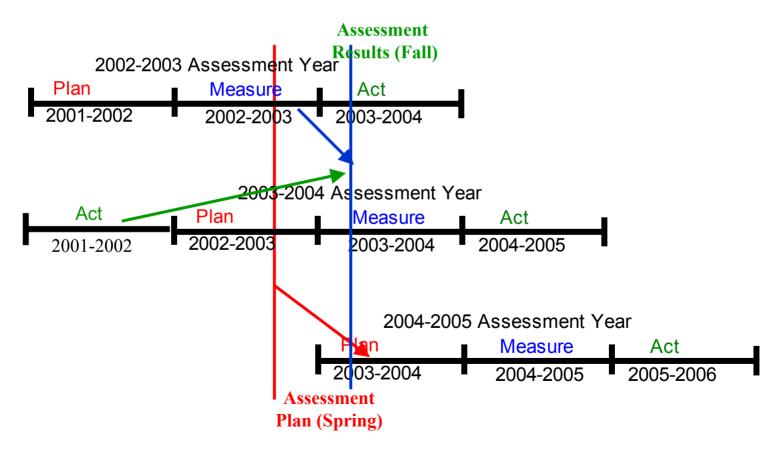


Parallel Schedule for Conducting Annual Assessment

- In any given year (three activities in parallel)
 - Develop assessment plan for next year
 - Measure and analyze the results for the current year
 - The measures document the impact of the changes made the prior year(s)
 - Act on the results from a prior year and implement changes
- It is important to close the loop
 - Use the results of assessment to implement changes
 - Then measure impact of changes to affect your next plan



Established Two Submissions Per Year for Review by the UAC





Major Change—New Assessment Review Process

- Annual submission of assessment documentation to UAC to be preceded by divisional reviews
 - February: Assessment <u>plans</u> for following year
 - Mission of program or unit
 - Objectives and intended outcomes of program or unit
 - Measurement plan (assessment instruments attached)
 - October: Assessment <u>results</u> for previous years
 - Measurement results from previous year
 - Planned use of these results to improve program or unit
 - Implemented changes and effects from prior year(s)



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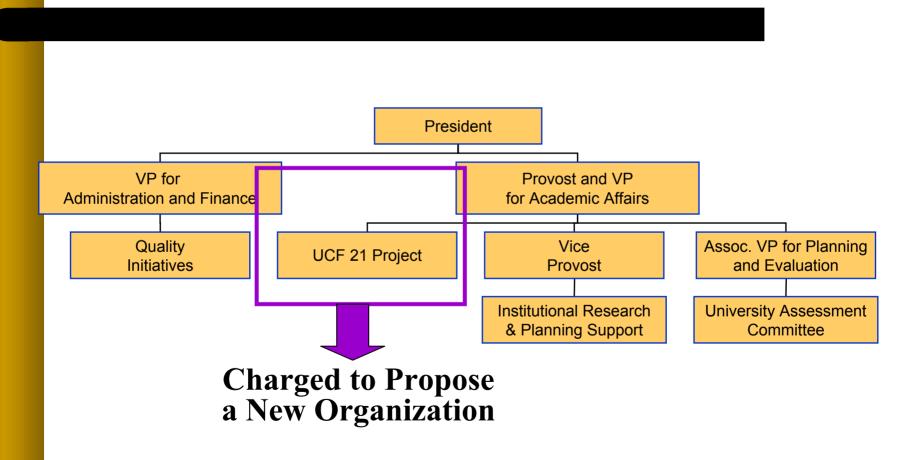


Assessment Support is a Key Enabler

- To transform the assessment culture, it is essential to make it easier for people to do the work
 - Create assessment plans
 - Collect and analyze data
 - Create and analyze surveys
 - Archive and retrieve prior plans and results
 - Conduct evaluations of the assessment process



Organizational Relationships in 2000



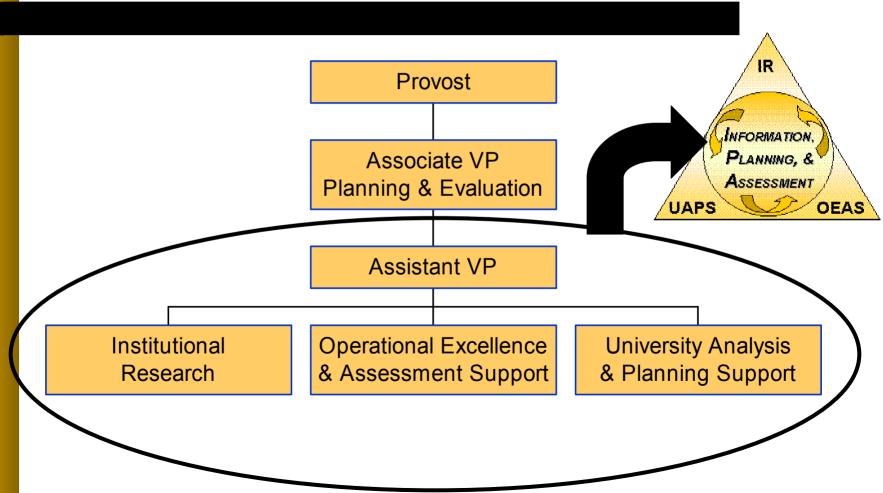


The UCF 21 Project (circa 1998)

- University's Customer Focus for the 21st Century
 - Systems analysis of student services
- Recommendations to Provost and President
 - Information office for students
 - Operational Excellence office to support surveys and process analysis studies
- Charged to develop plan to identify capabilities required in an Operational Excellence office (Fall 1999)
 - Consider relationships with Institutional Research (IRPS) and Quality Initiatives (QI) offices
- Serendipity: Impending vacancies in leadership positions
 - IRPS Director announces intent to leave in 9/99
 - QI Director announces intent to leave in 1/00



Reorganization (March 2000)





Operational Excellence and Assessment Support

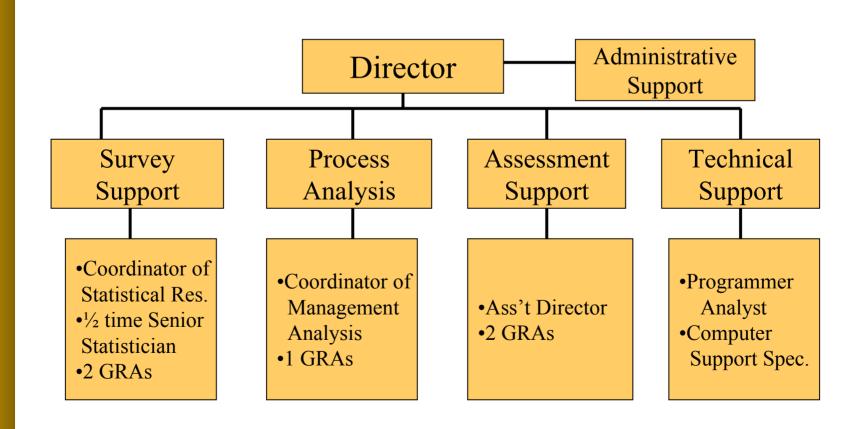
 The Mission of the UCF Office of Operational Excellence and Assessment Support is to improve the quality of University operations and academic programs by providing support to administrative and academic units in a broad range of activities, spanning from preparing for regional and program accreditation to conducting and analyzing surveys.



- Goals/Objectives
 - Assessment Support
 - Survey and Statistical Studies Support
 - Process Analysis and Special Studies Support

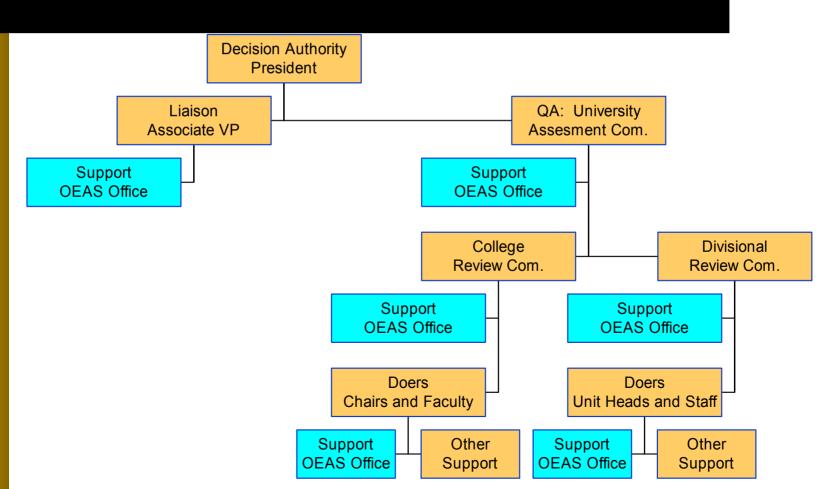


OEAS Staffing (today)





Assessment Organization at UCF





Support for the UAC and DRCs

- Training of new and old DRC and UAC members
- Clerical support for the UAC meetings
- Development of guidelines and submission forms
- Development of DRC and UAC review forms
 - Assessment plan
 - Assessment results documentation
- Consultations, workshops, and clinics
- Archival storage of assessment documents
- Technical support
 - Web-accessible dynamic databases

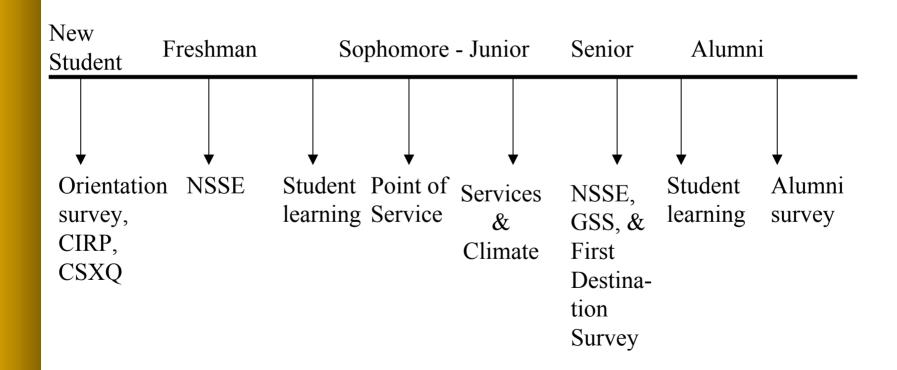


Improved Assessment Assistance for the "Doers" by OEAS

- Assessment clinics (like office hours)
- Assessment workshops (two types)
 - Academic program assessment
 - Administrative unit assessment
- Individual consultations on developing assessment and reviewing plans with a strategic planning focus
- Consultations on assessment result documentation
- Analyses of administrative processes



In the Life of an UG Student at UCF





Survey Support

- Developed in-house capability to design, generate, and analyze Scantron surveys
 - Faster turn-around and more frequent distribution
- Revised the institutional surveys to include program and unit-specific questions
 - Currently providing relevant survey results to every program and administrative unit
- Conduct other ongoing paper and web-based surveys



Spring 2000: Old Version



SPRING 2000 GRADUATING SENIORS QUESTIONNAIRE

PLEASE CIRCLE THE NUMBER OR LETTER THAT BEST REFLECTS YOUR EXPERIENCES AT THE UNIVERSITY OF CENTRAL FLORIDA (UCF)

- A. WHEN YOU REFLECT UPON YOUR TIME AT UCF, HAVE YOU BEEN CHALLENGED TO DO THE VERY BEST YOU COULD DO? (12
- 1. Most of the time

Seldom

Sometimes

- 4. Never
- B. WOULD YOU RECOMMEND UCF TO A FRIEND OR RELATIVE CONSIDERING COLLEGE?
- No, under no circumstances
- No, probably not
- 3. Yes, with reservations
- 4. Yes, without reservations
- C. DID YOU DEVELOP A PROFESSIONAL RELATIONSHIP(S) WITH FACULTY THAT IS CLOSE ENOUGH THAT YOU COULD ASK FOR EACH TYPE OF ASSISTANCE LISTED BELOW?

		Yes	No
1.	A letter of recommendation	1	2
2.	Advice about career decisions	1	2
3.	Advice about personal decisions	1	2

G. HOW WOULD YOU RATE EACH OF THE FOLLOWING AT UCF?

(Please circle each rating.)

(27-26)

1.	Your academic experience	E	G	F	P
	Your social experience	E.	G	F	P
	The quality of other undergraduates		G	F	P
	Safety measures on campus				
5.	Responsiveness to student academic problems	E.	G	F	P
	Responsiveness to student support services				

E = Excellent G = Good F = Fair P = Poor

H. PLEASE CIRCLE THE LETTERS THAT REFLECT YOUR OVERALL RATING FOR EACH AREA. (2)

SA*	Strongly agree	A = Agn	99
	SD = Strongly disag	gree !	NS = Not sure

IN MY MAJOR

1.	My professors were good teachers	\$A	Α	.D	SD	NS.
2.	My classes were too large	SA	Α	.D	SD	NS
3.	My professors were available outside of class to help me	SA	Α	.D	SD	NS
4.	The courses I needed were available	SA	Α	.D	SD	NS.
5.	There was a good range of courses	\$A	Α	.D	SD	NS.

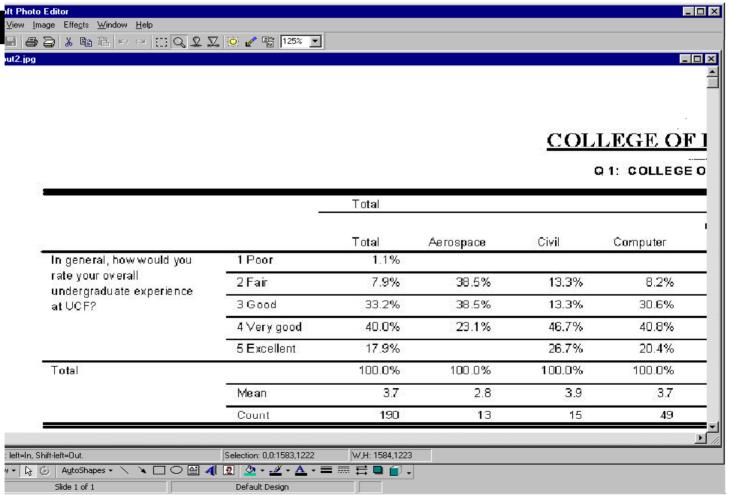


2001-2002: New Version

					alim i		Term Graduating Summer 2001 Fall 2001 Spring 2002
GR	ADUATI				R	S	
SE BLUE OR BLACK INK PEN	2001-2002	Questio	nna	ire			
OR							
ase fill-in the rectangle next to the an	swer that best reflec	ts your expe	rien	es at	the U	niversi	ity of Central Florida (UCF).
In general, how would you rate your overall undergraduate experience at UCF?	Would you red a friend or reli college?					time were	en you reflect upon your e at UCF, would you say you e challenged to do the very t you could do?
□ Excellent	☐ Yes, wit	hout reservatio	ns				Yes, always
□ Very good	☐ Yes, wit	h reservations					Yes, most of the time
Good	□ Neutral						Sometimes yes, sometimes no
□ Fair	The second secon	lo, probably not					No, seldom
□ Poor	□ No, und	er no circumsta	nces				No, never
How would you rate each of the following	at UCF?	Excellent	Very good	Good	Fair	Poor	
4.1. Your academic experience		Œ	(73)	(0)	Œ	020	
4.2. Your social experience		Œ	Wal	1003	Œ	Œ	
4.3. The quality of other undergrad	uates	10 ED.	(570)	120	Œ	œ	
4.4. Safety measures on campus		10	(S/G)	CG0	on)	Œ	and the department of the same
	arlemic problems	-	0760	100	Œ	(P)	
 4.5. Responsiveness to student ac 4.6. Student support services 	adding probable	The second second	(5/6)	[G]	Œ	E	



F2002: Disseminated the Results to University, Colleges, and Programs





Fall 2003: Providing Access to Results Via the Web



OEAS HOME

CONTACT US

UCF HOME

Graduating Senior Survey Results

The online *Graduating Senior Survey Results* offers two search levels. Please read the descriptions below and select the search most appropriate for your needs.

Search 1:	Provides <i>Graduating Senior Survey Results</i> by question and term for the University and comparisons across the Colleges. Click Here To Access:
Search 2:	Provides <i>Graduating Senior Survey Results</i> by question and term within a College, within a Program and for Programs with Program Specific Survey results.
	To Access: Click Here

This site is best viewed with Microsoft Internet Explorer (4.0 or higher)
Last Modified: 05/06/2003

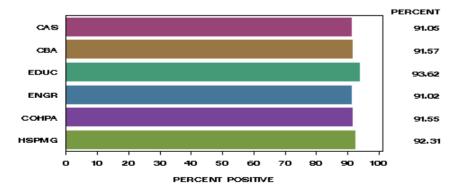
This site is maintained by Operational Excellence & Assessment Support.
E-mail: oeas@mail.ucf.edu



With Drill-down Capability to College and Programs

Question: 1. In general, how would you rate your overall undergraduate experience at UCF?

College	Percent Positive	Count
College of Arts and Sciences	91.1%	1609
College of Business Administration	91.6%	510
College of Education	93.6%	188
College of Engineering and Computer Science	91.0%	557
College of Health and Public Affairs	91.5%	426
Rosen school of Hospitality	92.3%	13
University	91.0%	4004





Spring 2000: Developed WORD Assessment Plan Templates

—Institutional Effectiveness Assessment Plan Academic Programs— Assessment Plan for Summer 2001, Fall 2001, and Spring 2002

"The evaluation of academic programs should involve gathering and analyzing both quantitative and qualitative data that demonstrate student achievement ... Use the results of these evaluations to improve educational programs, services and operations." SACS 1998

Date Submitted: [Click here and type] **Program Name:** [Click here and type]

Program IE Coordinator: [Click here and type]

Faculty Participating in IE Process: LAST NAMES OF PARTICIPATING

FACULTY, SEPARATED BY COMMAS

CIP Code: [Click here and type] HEGIS Code: [Click here and type]

Bachelors, Masters, PhD or other: [Click here and type]

Program Mission Statement [Click here and type]				
Intended Outcomes or Objectives Planned Procedures for Measuring Outcomes or Objectives				
(include success targets) 2001-2002 (ATTACH ALL ASSESSMENT INSTRUMEN				
[Click here and type]	1.a. [Click here and type] 1.b. [Click here and type] 1.c. [Click here and type]			
2. [Click here and type]	1.d. [Click here and type] 2.a. [Click here and type] 2.b. [Click here and type] 2.c. [Click here and type] 2.d. [Click here and type]			
3. [Click here and type]	3.a. [Click here and type] 3.b. [Click here and type] 3.c. [Click here and type] 3.d. [Click here and type]			



...and WORD Assessment Plan Review Template

Review Date:

<u>Instructions:</u> Please type/select, then press TAB to move forward through shaded fields. Press SHIFT+TAB to move backward through fields, or, click among fields. Upon completion, **Unprotect** form, spell check, then SAVE AS. After saving review, **Reprotect** form. This will refresh the form and ERASE ALL FIELDS!!!

	ACADEMIC			ADMINISTRATIVE		
College:	Program:			DIVISION:		
DEGREE: TRACK? (X=YES)	CIP CODE: HEG	SIS CODE:	UNIT:			
MISSION STATEMENT	OUTCOMES/OBJECTIVES	Measures		UAC RECOMMENDATIONS		
Please note: "Checked" box indicates item is acceptable. Concise Lists stakeholders States purpose States primary functions, learning outcomes, and/or operations Supports institution's mission Distinguishes program or unit from others Uniquely related to Academic Program/Admin Unit	Please note: "Checked" box indicates item is acceptable. Relates important elements to the unit/program mission At least 3 objectives Objectives are measurable Lists individual objectives States what the unit/program will accomplish States intended outcomes (what clients will think, know or do) Includes targets and timeframes (in the outcomes/ objectives or procedures) Will help identify areas to improve	Please note: "Checked" indicates item is acceptabl applicable. Multiple measures or measurement approad objective Assessment instrumer attached Instrument appropriate feasible for objective Indicates when each objective/outcome will measured A sampling method is described Sampling methods are appropriate Includes sub-scores the back to components of functions	ches per nt e and be	For approved plans: Approved Approved with conditions (Please specify.)		



Fall 2000: Developed WORD Assessment Results Template

—Institutional Effectiveness Assessment Results Academic Programs— Assessment Results for 2000-2001

"The evaluation of academic programs should involve gathering and analyzing both quantitative and qualitative data that demonstrate student achievement... Use the results of these evaluations to improve educational programs, services and operations." SACS 1998

Date Submitted: [Click here and type] **Program Name:** [Click here and type]

Program IE Coordinator: [Click here and type]

Faculty Participating in IE Process: LAST NAMES OF PARTICIPATING FACULTY,

SEPARATED BY COMMAS
CIP Code: [Click here and type]
HEGIS Code: [Click here and type]

Bachelors, Masters, PhD or other: [Click here and type]

Changes That Were Implemented During the Past Three Years

What changes were implemented between 1998-2001 that were based on your assessment results? Changes may include but is not limited to the following: Curricular action, program attributes, new measurement instruments, revised statement of the intended outcome, or conducted deeper analysis.) Provide a detailed (but brief) narrative of each change. [Click here and type]

Measured Outcomes and Results (List each outcome measured during 2000-2001 and the results obtained. For each outcome, include timeframe of data collection, baselines for measures, if data is longitudinal describe trends, subscores, relevant subscores, how survey was distributed, targets of objective and if targets were met. Also, provide a brief explanation of what you learned from this assessment.)	Planned Use of Results (For each outcome, indicate how you plan to make use of the results during the upcoming year; what are your planned curricular changes, assessment process changes, etc.)
Outcome #1 [Click here and type] Results [Click here and type]	Use of Results [Click here and type]
Outcome #2 [Click here and type] Results [Click here and type]	Use of Results [Click here and type]



Spring 2002: WEB Assessment Plan and Results





Demonstration

URL for demonstration site:

website demonstration

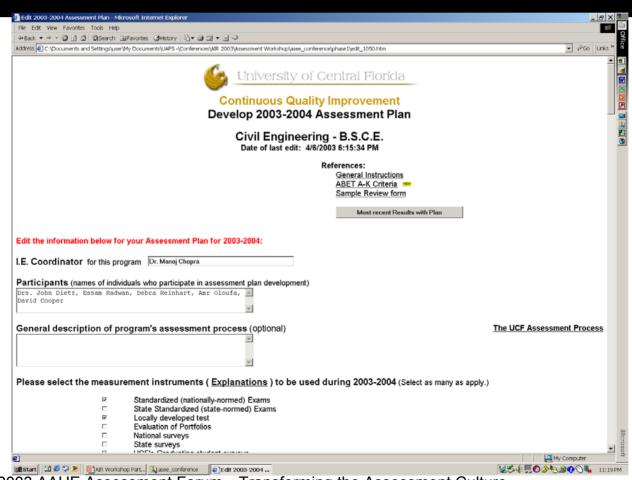


Selection Menu



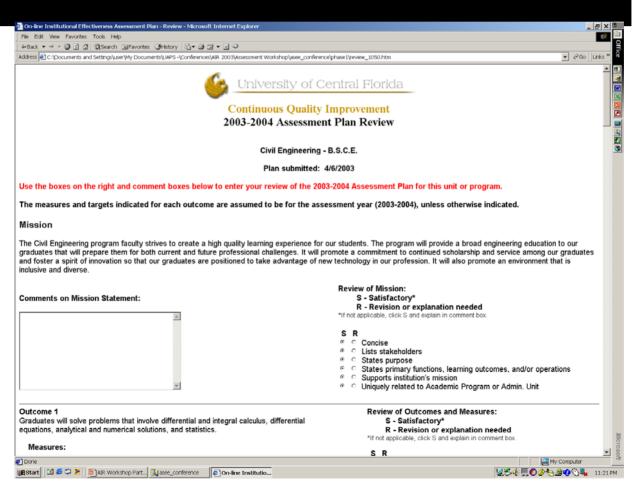


Assessment Plan Template



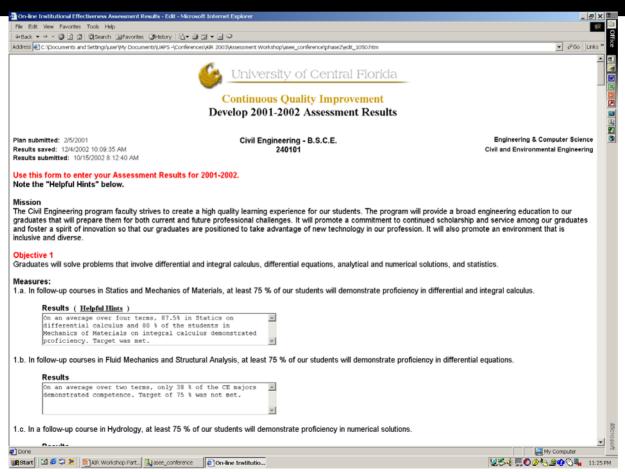


Assessment Plan Divisional Review Template



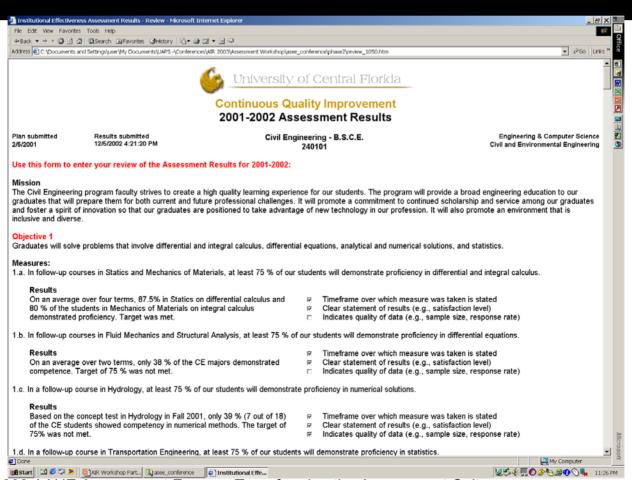


Assessment Results Template





Assessment Results Divisional Review Template





To Transform the Assessment **Culture**

- Examine your assessment process
 - Clarity of purpose: quality improvement
 - Timelines
- Examine your assessment organization
 - Systemic (who does assessment)
 - Quality assurance (are we doing it right?)
- Examine what you are doing to help people
 - Consultations
 - Workshops and training
 - Survey support
 - Documentation and review support



Key Things to Remember

Flexibility

- Take a continuous improvement view of the assessment process
- The possible versus the perfect

Leadership

- From the top is essential
- Through all levels of the organization is essential
- Support and technology
 - Primary enablers for transforming the assessment culture



Questions

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