



University of Central Florida

Annual Report on Institutional Effectiveness

Pathway to Excellence

November 2, 2006





Overview

- institutional effectiveness at UCF
- enhancements made this year
- status report on program assessment
- national visibility
- next steps



UCF's Integrated Approach to Institutional Effectiveness



linkages

- share information
- inform budget process

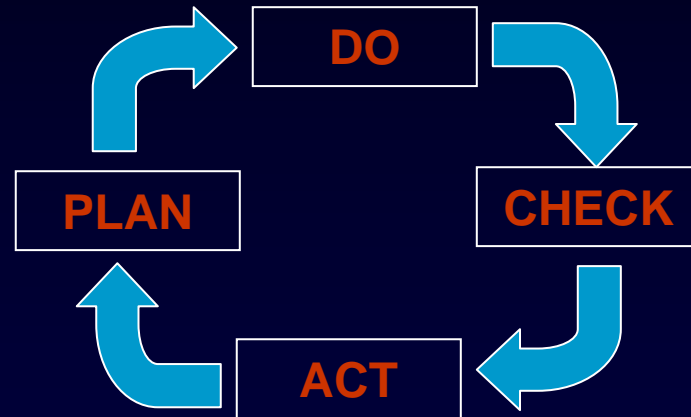
differences

- different cycles
- additional data elements
- different purposes
 - continuous improvement
 - evaluation
 - planning



Program Assessment

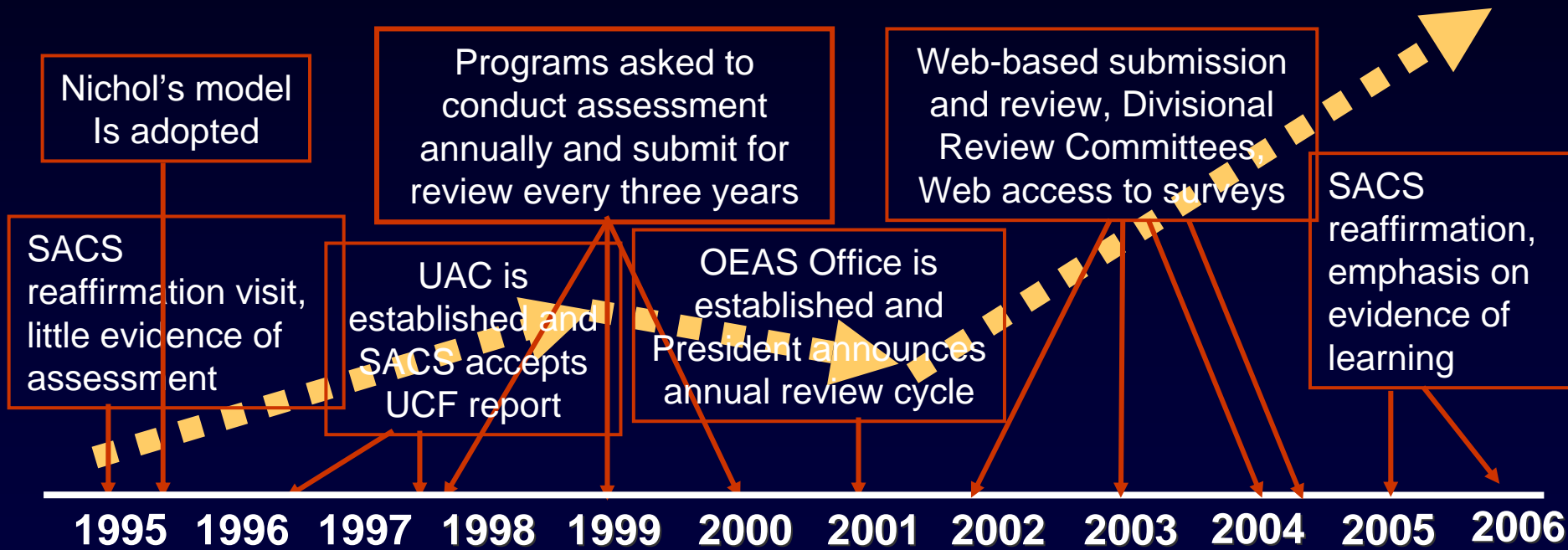
- *formative* evaluation process designed to support improvement
- continuous



- focused on improving
 - student-learning
 - student development
 - services and operations



Brief History of Assessment at UCF





2005-2006 Enhancements

- Academic Learning Compacts posted on Web
- SACS off-site and on-site Web access
- increased use of direct evidence of student-learning
- increased emphasis on closing the loop
- assessment training for coordinators and DRC members
- FCTL and OEAS assessment workshops
- interdisciplinary and inter-divisional collaborative presentations

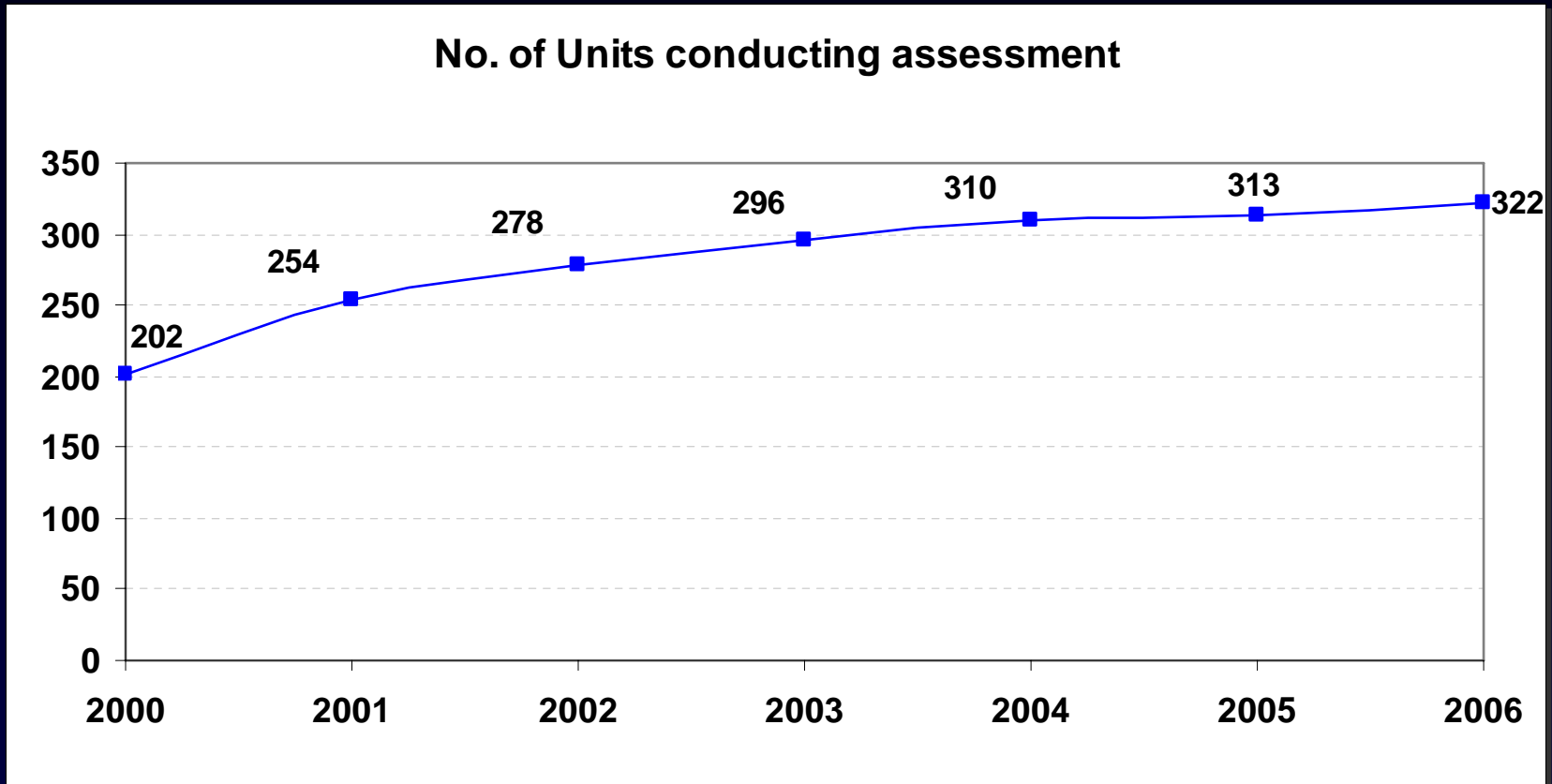


Status Report

- submissions
- methods of assessment
- changes made on the basis of assessment
 - academic programs
 - administrative units
 - implemented and planned changes
 - use of results for improvement
- efforts to enhance national reputation

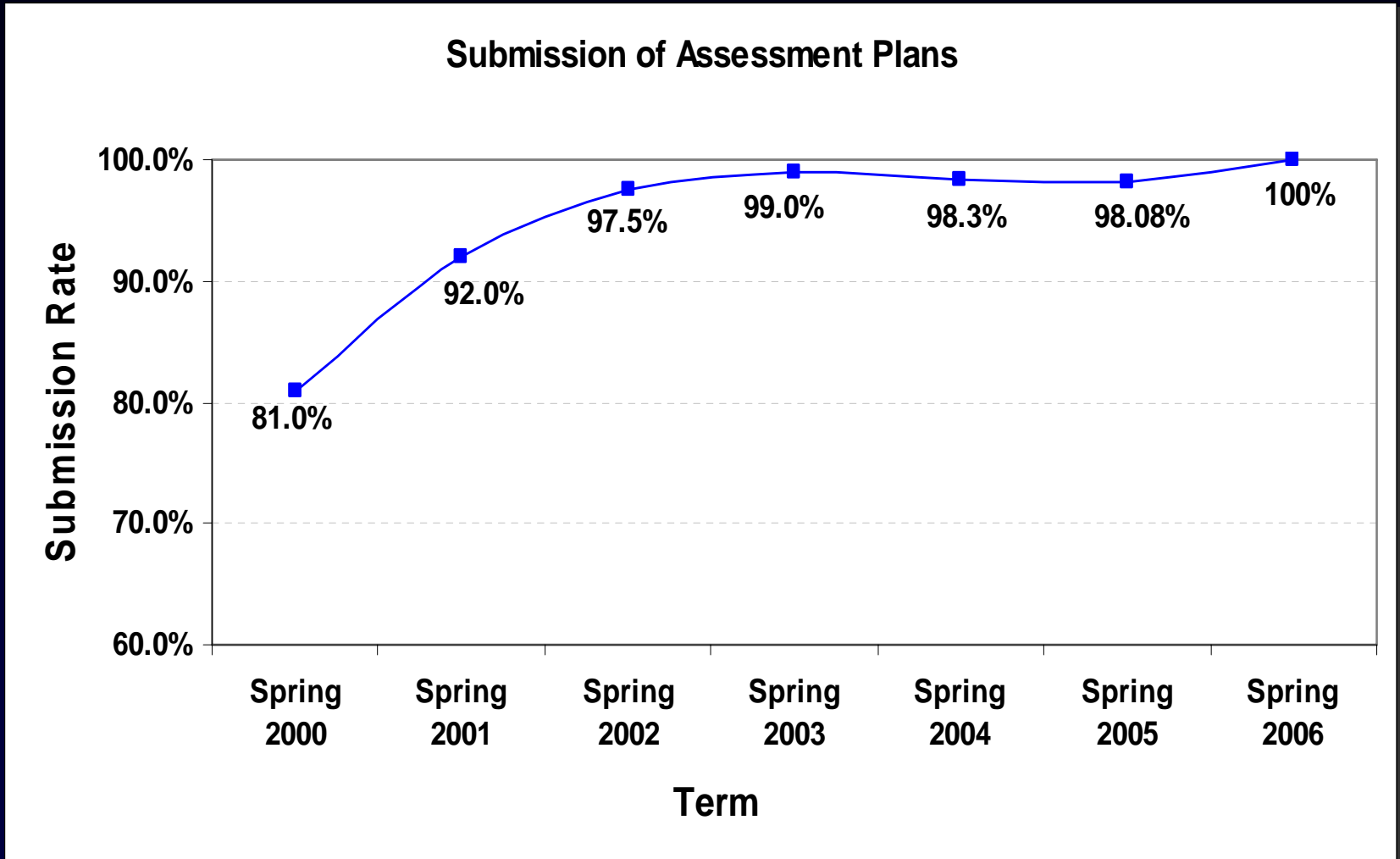


Number of Programs and Units Conducting Assessment



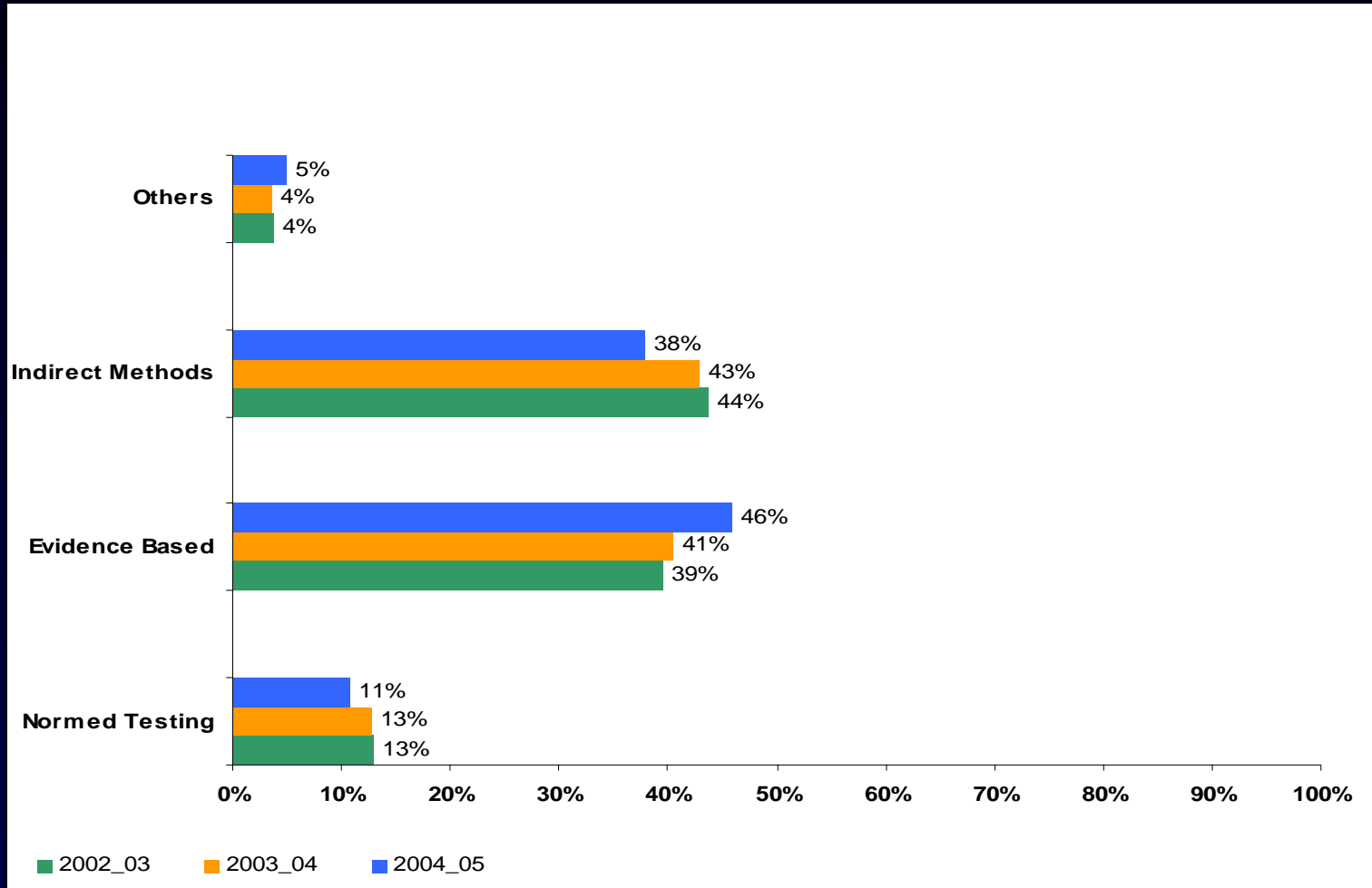


Submission of Assessment Plans



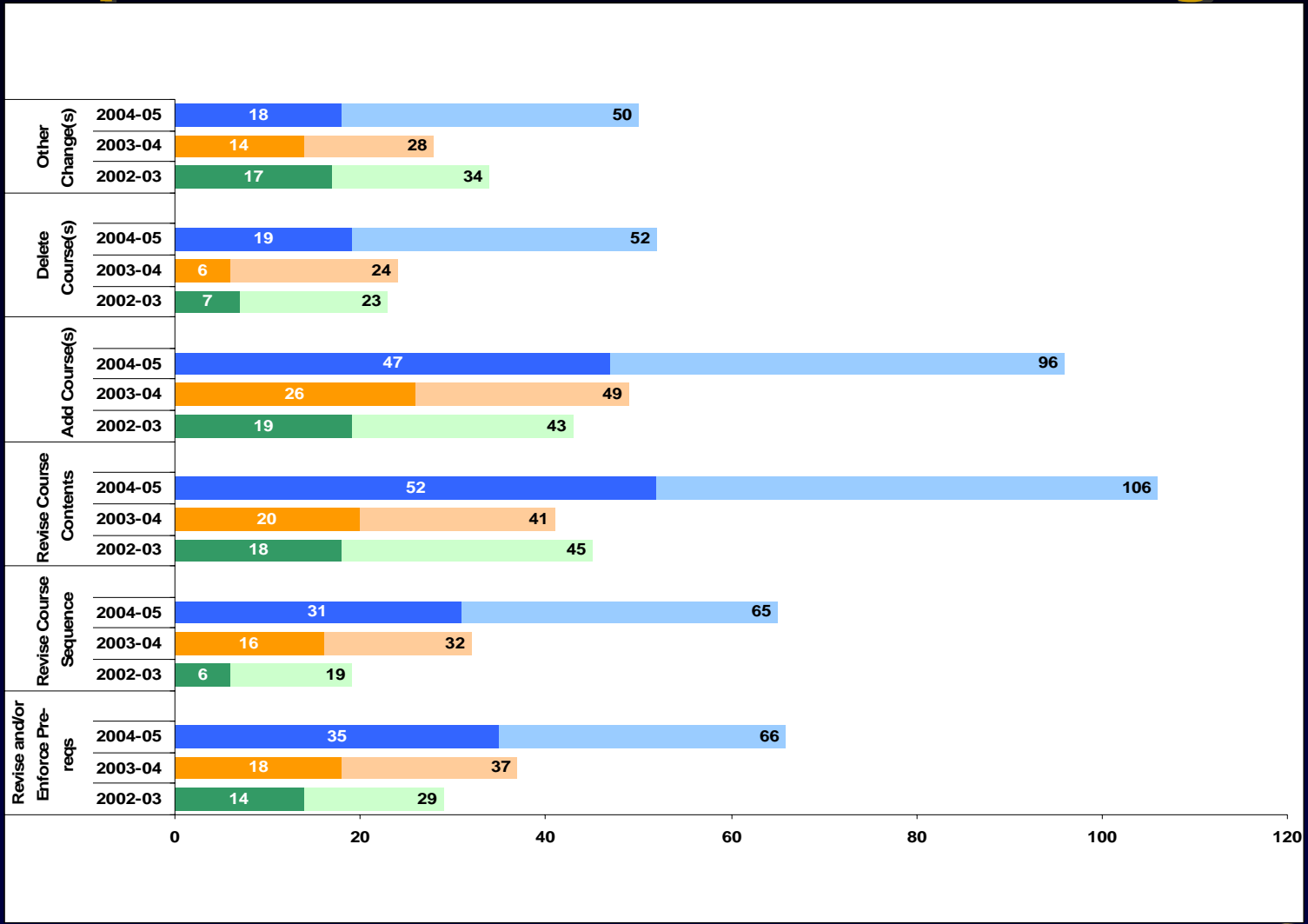


Assessment Tools Used by Academic Programs in 2004-2005



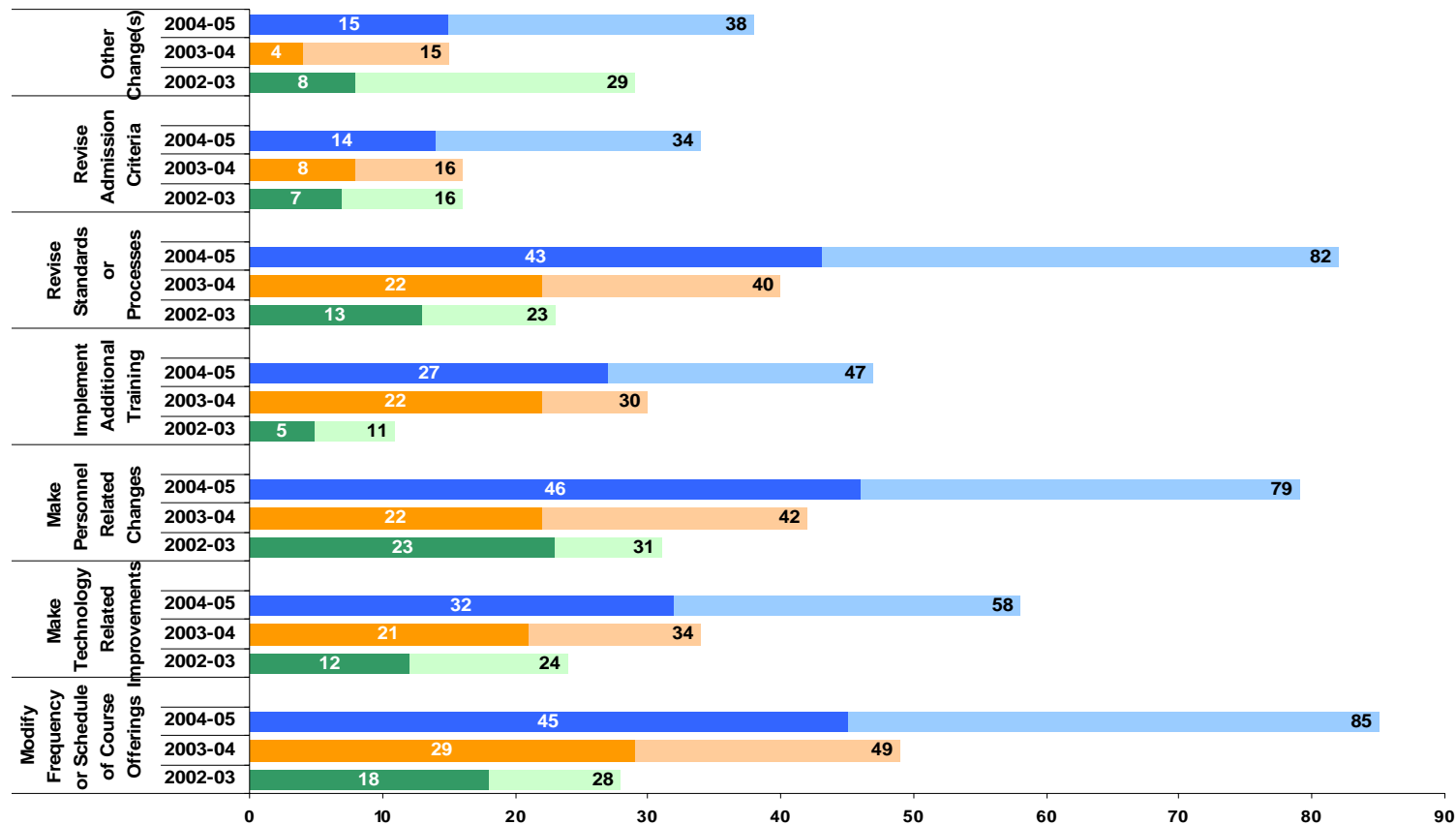


2004-2005 Programs' Planned or Implemented Curricular Changes



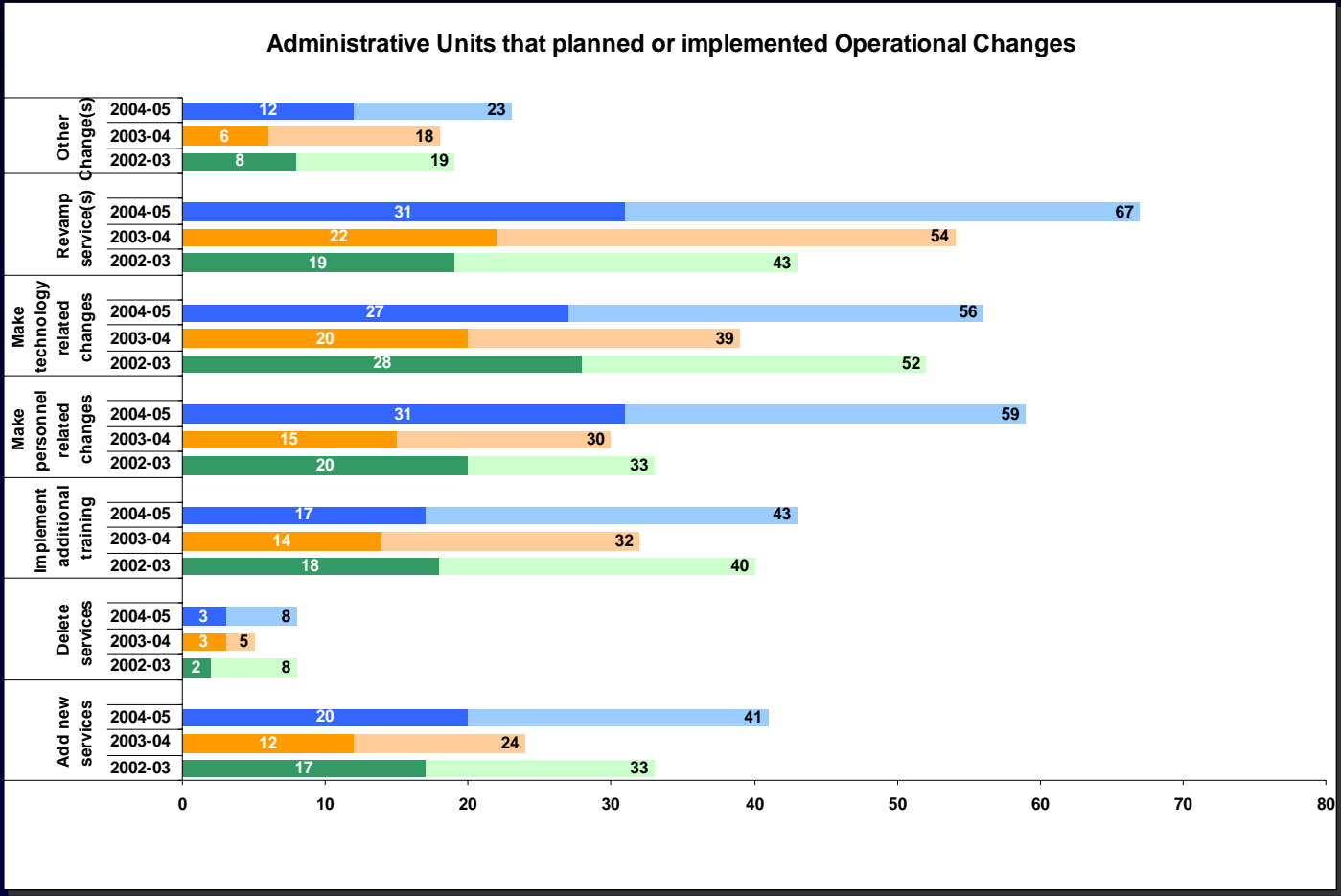


2004-2005 Programs' Planned or Implemented Process Changes





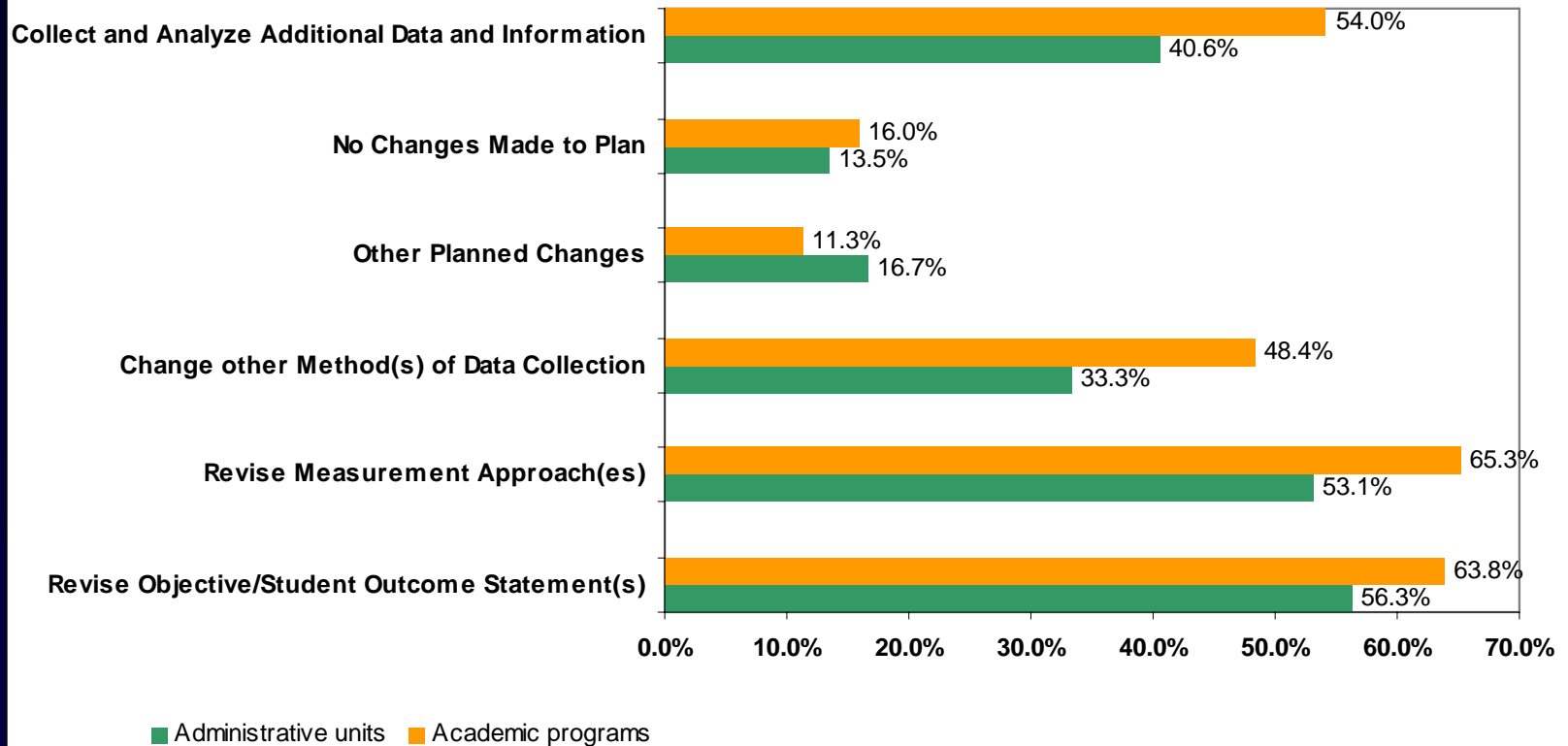
2004-2005 Administrative Units' Planned or Implemented Operational Changes





Academic and Administrative Programs Assessment Plan Changes for 2005-2006

Slide 14 and 17 - Changes to Assessment Plan
3-year Frequency Trend for Academic Programs





Examples of Quality Improvements in Assessment Development

College of Engineering and Computer Sciences

increased assessment activity among specific faculty,
including presenting at conferences

General Education Program

increased number of student-learning outcomes for each
course in the program

Ombuds Office

developed new measurement strategies and data collection
techniques to more effectively examine the program



Examples of Quality Improvements College of Education

Programs: undergraduate education programs in art ed., early childhood ed., elementary ed., English language arts, foreign language arts, math ed., music ed., physical ed., science ed., social sciences ed.

Outcome: graduates will meet all 12 Florida Educators Accomplished Practices standards

Assessment Method: observations, rubrics, surveys

Results: students performed well on FEAP 2 – 12, but only 27 percent achieved the target for FEAP 1



Examples of Quality Improvements

College of Education...*Continued*

Changes: faculty and curriculum focus shift to prepare students better for FEAP 1

Improvements:

- new course developed focusing on assessment in education
- program revisions underway to incorporate this new course and additional improvements
- curriculum and assessment maps designed for each program to document where core curriculum is addressed and assessed



Examples of Quality Improvements

College of Engineering and Computer Sciences

Computer Science, B.S.

Assessment Method: curriculum mapping of key learning outcomes across the curriculum

Results: some areas were not adequately addressed; other areas were overemphasized

Changes: curriculum changes, including elimination of courses, addition of courses, and combining courses

Improvements:

- curriculum delivered more efficiently
- assessment across the program better coordinated



Examples of Quality Improvements

College of Health and Public Affairs

Communication Sciences and Disorders

Assessment method: department competency exam

Results: AY 04-05, 56 percent of students scored 70 percent or better on “acoustic and perceptual analysis of speech and voice” section of 12-section competency exam

Action taken: Improved coordination of speech lab content and course instruction, revised presentation style based on FCTL peer evaluation feedback and provided students with learning “Tips for Success”

Improvement: AY 05-06, 75 percent of students scored at least 70 percent on this section of competency exam



Examples of Quality Improvements President's Division

Office of Diversity Initiatives

Assessment Method: Two survey instruments in pilot study:
Point of Service - immediately following workshops
Reflective Web-based - one week and one month following training

Results: Pilot study of 36 people attending 14 different sessions collected point-of-service responses and follow-up responses. Follow-up survey focused on awareness of behavior and potential changes in behavior. Frequency data indicate the usefulness of the training in changing behavior.



Examples of Quality Improvements President's Division

Office of Diversity Initiatives...*Continued*

Actions Taken:

- developed a rich source of data not typically captured (will launch fully in 2005-2006)
- expanded ODI Web based resources
- streamlined internal processing of training data
- enhanced collaboration between ODI and OEAS

Improvements:

- workshops impact increased with a follow-up *tickle*
- presented at National Association of Institutional Research Forum
- invited to present at SAIR Regional Conference



Examples of Quality Improvements

President's Division...*Continued*

Equal Opportunity and Affirmative Action Programs

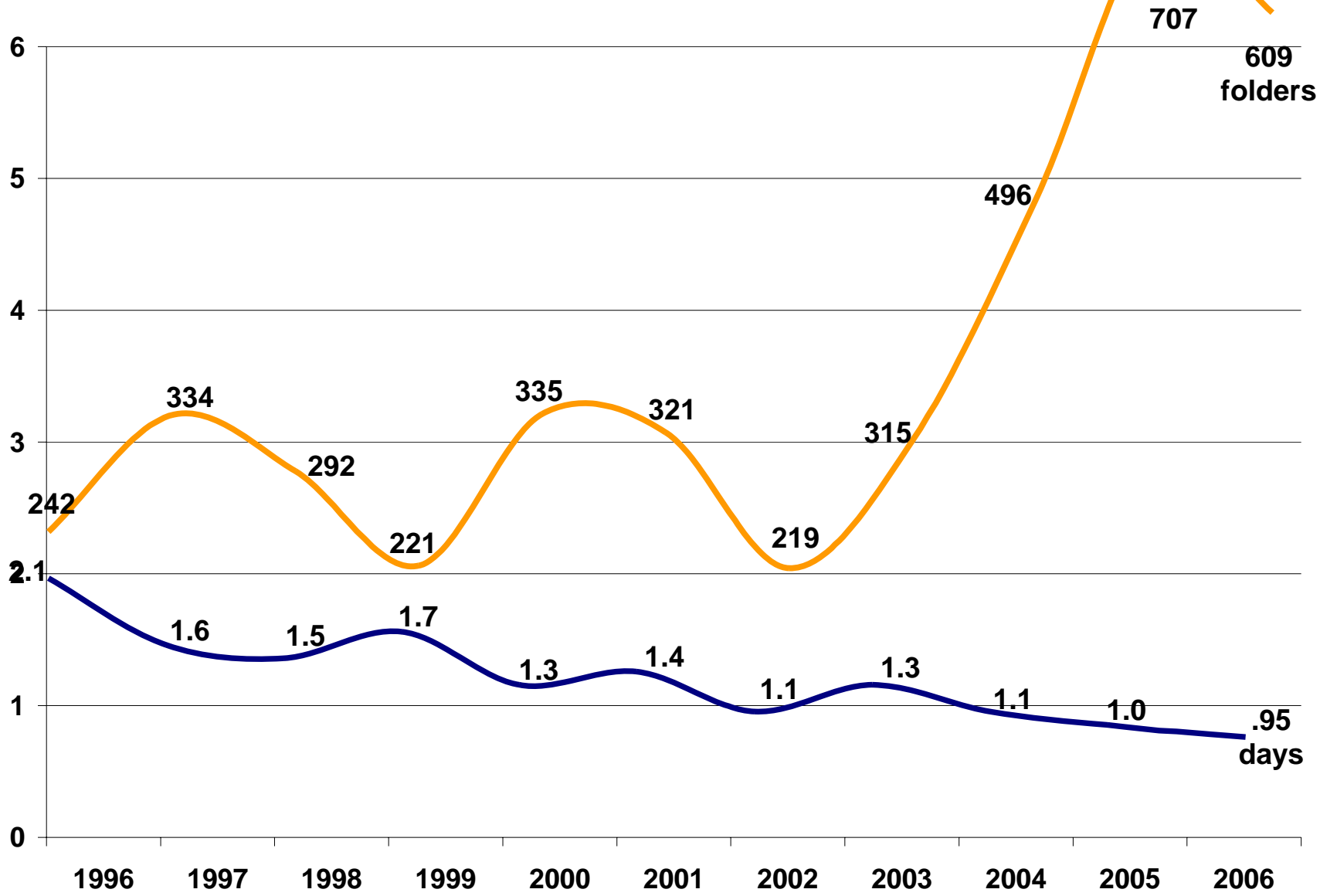
Assessment method: internal records assessing improvements in processing time for faculty and A&P hiring packets

Results: decreased review time, continuation of a 10-year trend

Action taken: established goal of two-day processing time as office priority; trained a second reviewer for this year

Improvement: decreased processing time this year to .95 days (from 1.0 last year)

UCF EO/AA Office: Hiring Review Efficiency, 1996-2006



■ # of Hiring Reviews Performed in Academic Year ending as shown

■ # of Processing Days





Examples of Quality Improvements

Office of Research and Commercialization

Arboretum

Outcome: provide employment search services that adequately prepare students for a successful job search

Assessment Method: review specific goals and targeted objectives

Results: lack of resources to pursue desired and necessary partnerships

Changes: establish an identity for the arboretum to promote diverse instructional and research use of faculty members, and involve faculty members in arboretum activities

Improvements:

- increase direct course involvement by 50 percent
- expand volunteer base by 25 percent
- complete revision of arboretum Web site



Examples of Quality Improvements

Student Development and Enrollment Services

Student Academic Resource Center

Outcome: 80 percent of students attending the 2004 Learning Fair or Learning Fair workshops will identify at least one learning strategy to improve their study skills

Assessment Method: two survey instruments

Results:

- 47 (81 percent) of the 58 students surveyed at the Learning Fair indicated they learned at least one strategy to improve their study skills
- 51 (96 percent) of the 53 students surveyed at the workshops indicated they learned at least one strategy to improve their study skills



Examples of Quality Improvements

Student Development and Enrollment Services

Student Academic Resource Center...*Continued*

Improvement:

- level of student satisfaction with academic workshops increased from 94 percent in 2003-2004 to 99 percent in 2004-2005
- student participation in Learning Fair almost doubled in 2005 (94 percent) and in 2006 (89 percent)
- student participation in Learning Fair academic workshops tripled in 2006 (175 students) compared to 2004 (53)
- maintain and monitor Learning Fair strategy development



Examples of Quality Improvements Student Development and Enrollment Services...*Continued*

Housing

Outcome: 85 percent of residents living in university-owned and -affiliated housing will indicate that they are satisfied with the computer connection in their room

Assessment Method: EBI survey, telephone survey

Results: residents were not as satisfied with in-room computer connections in on-campus housing or affiliated housing as desirable (target was 85 percent satisfaction)

Changes: infrastructure and equipment improvements were made to network connections (primarily on-campus); additional personnel were added

Improvement: 10 percent increase in Orlando campus satisfaction after improvements



Examples of Quality Improvements Student Development and Enrollment Services

Career Services and Experiential Learning Improving UCF Student Employment Readiness

Outcome: provide employment search services to adequately prepare students for employment

Changes: new, integrated, certificate program called *PRO* to enhance student employability skills

2004-05 Data and Results
Employer Ratings
of UCF Candidates





Examples of Quality Improvements Student Development and Enrollment Services

Career Services and Experiential Learning...*Continued*

Impact of Changes

- 1,650 *PRO* student contacts in 2004-2005
- 637 (+39%) students attended the semi-annual Employment Prep Conference
- 451 (+4.1%) students attended *PRO* Outreach presentations
- 310 (+52%) practice Interviews completed
- anecdotal employer feedback has noted improvements in student preparation for interviews.



Examples of Quality Improvements

Marketing, Communication & Admissions

University Marketing

Assessment method: During brand identity research phase, obtained feedback from external consultant and 12 constituent groups

Results: Consultant completed 9 months of pre-campaign research; Brand initiative was introduced to more than 25 groups, including each college.

Action taken: Developed strategy, creative direction, and media campaign. Rolled out campaign December 2005.

Improvements: Successful in developing UCF's brand identify, which did not exist previously. As of June 30, 2006, the brand identify campaign included 8 print ads, 7 radio spots, and 6 TV commercials.



Increasing Our National Prominence in Assessment

- conference presentations
 - 40 presentations (27 last year)
 - 18 different conferences (16 last year)
 - presented by 2 colleges (5 departments)
SDES, FCTL, and IAA personnel
- workshop presentations
 - 9 workshops (5 last year)
- collaborative presentations
 - OEAS and FCTL
 - OEAS and SDES



Conference Presentations

- AACTE (1)
- ABET TEI (2)
- AIR (4)
- FAIR: 2 Meetings (4)
- FATE (1)
- FPAW (1)
- ICFE: CS and CE (1)
- IEMS (2)
- LiveText Regional (3)
- LiveText National (2)
- Livetext State (1)
- NASPA (1)
- NASPA Assessment: IARC (2)
- NC State UAS (1)
- SACS (7)
- SAIR (6)
- TAMU (1)



Workshops Conducted

2005-2006 = 9

- AIR (2)
- FAIR (1)
- NASPA-IARC (2)
- SAIR (1)
- SACS (3)

2006-2007

Accepted or Proposed

- AIR (2)
- NASPA (1)
- SAIR (4)
- SACS (3)

Invited Presentations

- SACS Quality
Enhancement Institute



External Consultations and Site Visits

■ Consultations and Assistance in 2005-2006

- UNF
- FIU
- FAMU
- FSU
- FCCJ
- SACS Class 2006 Level VI Schools

■ Florida DOE

- state ad hoc committee to revise approval standards

■ Increased SACS Activities

- off-site team
- international off-site team
- on-site team chair



Planned Enhancements for Next Year

- increase emphasis on evidence-based measures of learning outcomes in assessment plans
- refine Academic Learning Compacts
- monitor university reorganization to include new offices in IE process
- maintain partnership with FCTL for work with academic departments
- increase collaboration with SDES assessment activities
- improve recognition for best assessment practices
- expand national reputation
 - increase leadership in student affairs assessment
 - peer reviewed assessment-related publications



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