

2007-2008 Institutional Effectiveness Assessment Annual Report

August 4, 2008



Overview

- ❑ UCF Institutional Effectiveness assessment process
- ❑ brief history of assessment at UCF
- ❑ top 10 ways to improve assessment
- ❑ assessment results for 2006-2007
- ❑ planned and implemented changes in assessment 2007-2008 and 2008-2009

UCF's Integrated Approach to Institutional Effectiveness



linkages

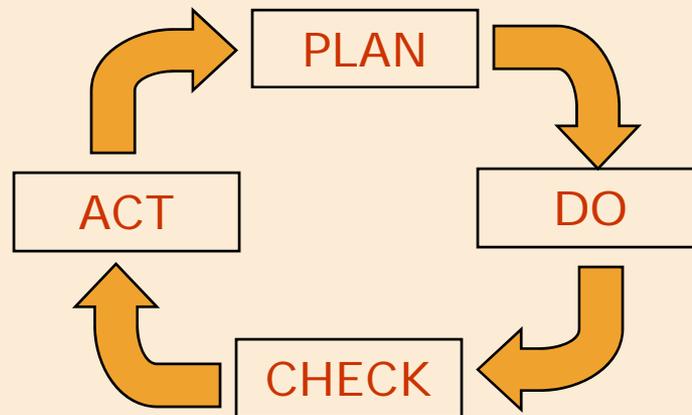
- share information
- inform budget process

differences

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

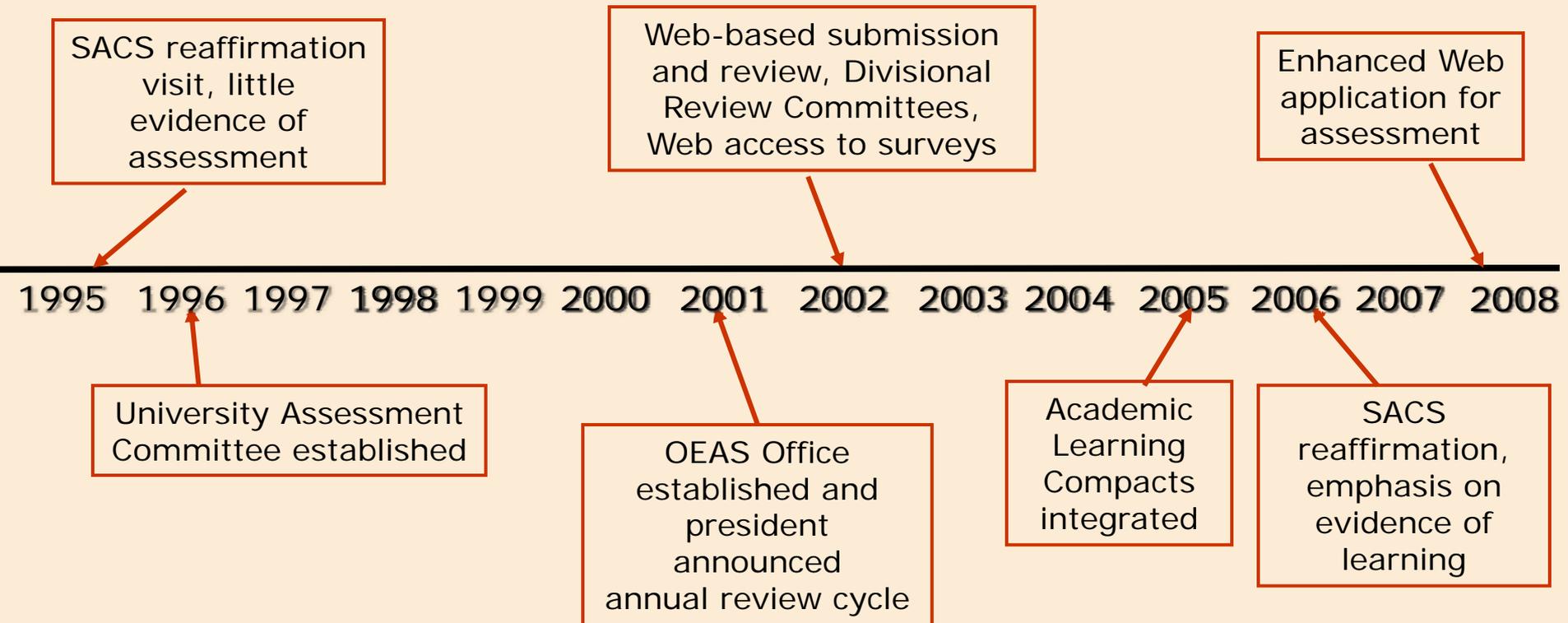
Program and Unit Assessment

- ❑ *formative* evaluation process designed to support improvement
- ❑ close the loop

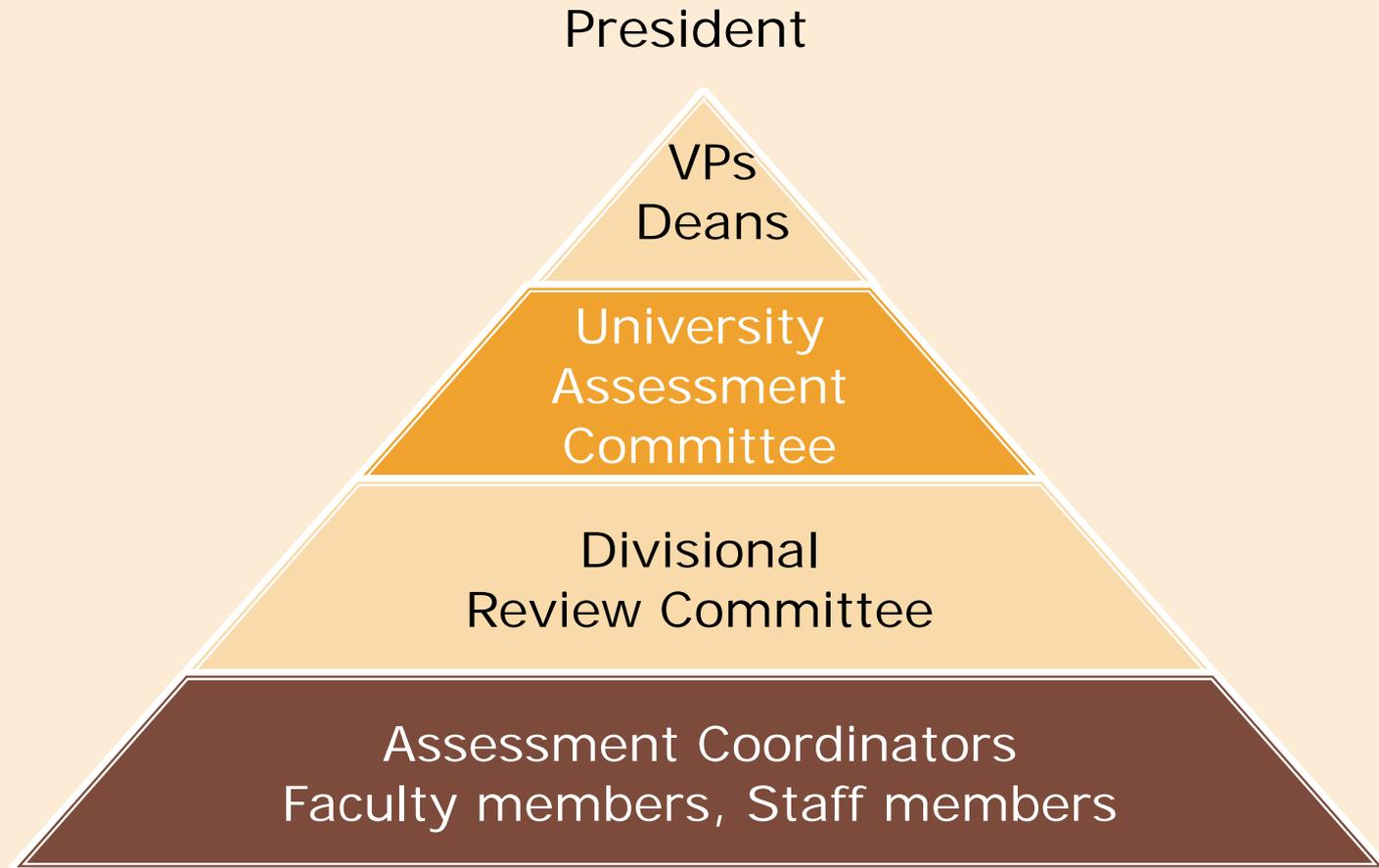


- ❑ focus on improving
 - ❑ student learning
 - ❑ student development
 - ❑ services and operations

History of Assessment at UCF



UCF Institutional Effectiveness Assessment Process



Top 10 Ways to Improve Assessment

10. report hard data
9. keep mathematical consistency
8. save action items for *implemented and planned changes* section
7. avoid *showcase* measures
6. link changes to assessment results
 - ❑ do identify other contributing factors
 - ❑ do not report changes not influenced by assessment

Top 10 Ways to Improve Assessment

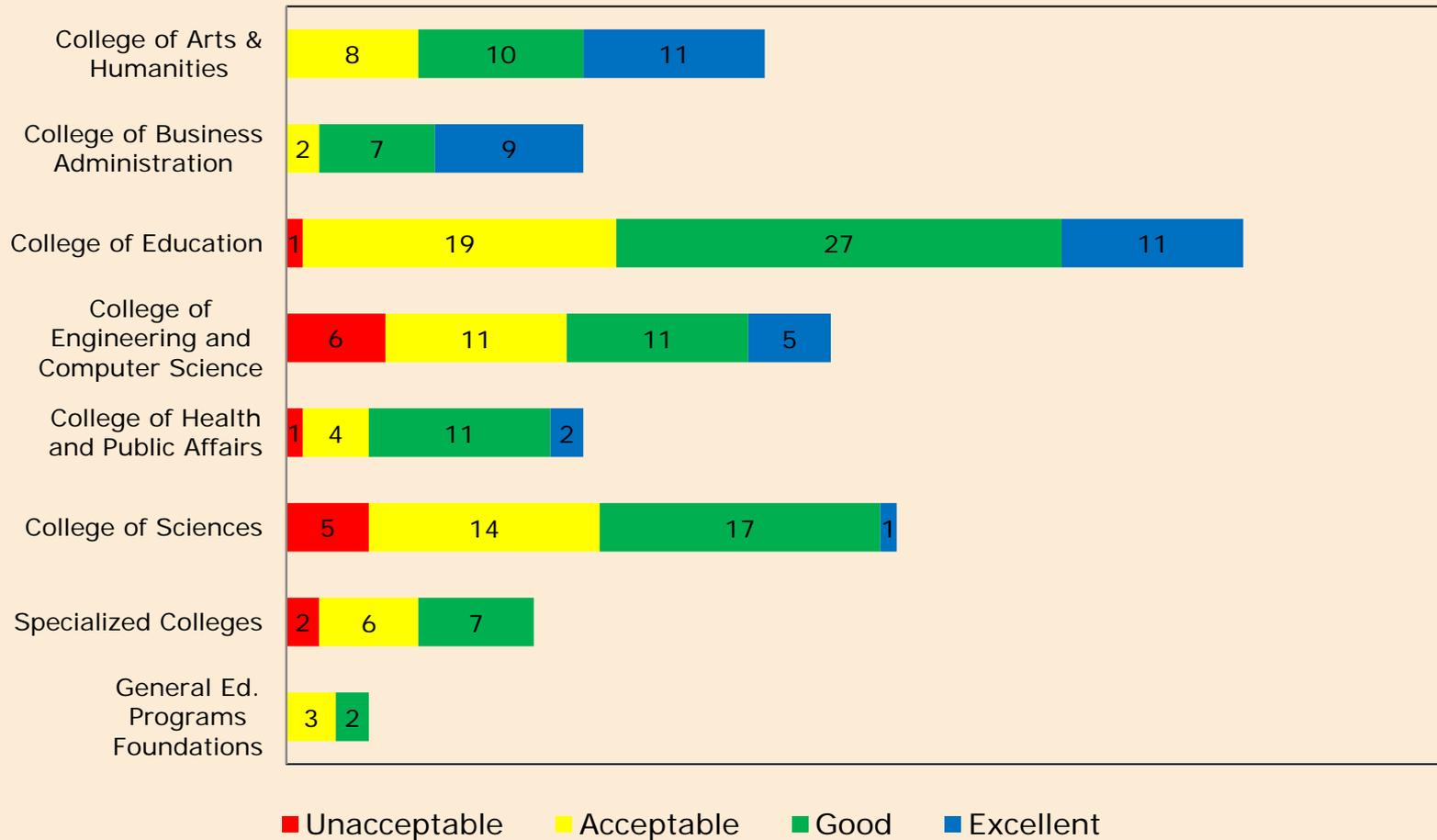
5. relate assessment to strategic planning
4. honor the data cost-value rule
3. embrace change as a process, not an event*
2. write an informed and focused plan
1. think 3M
 - meaningful
 - manageable
 - measureable

*from Fullan, M., with Stiegelbauer, S. (1991). The new meaning of education change. New York: Teachers College Press, p. 49.

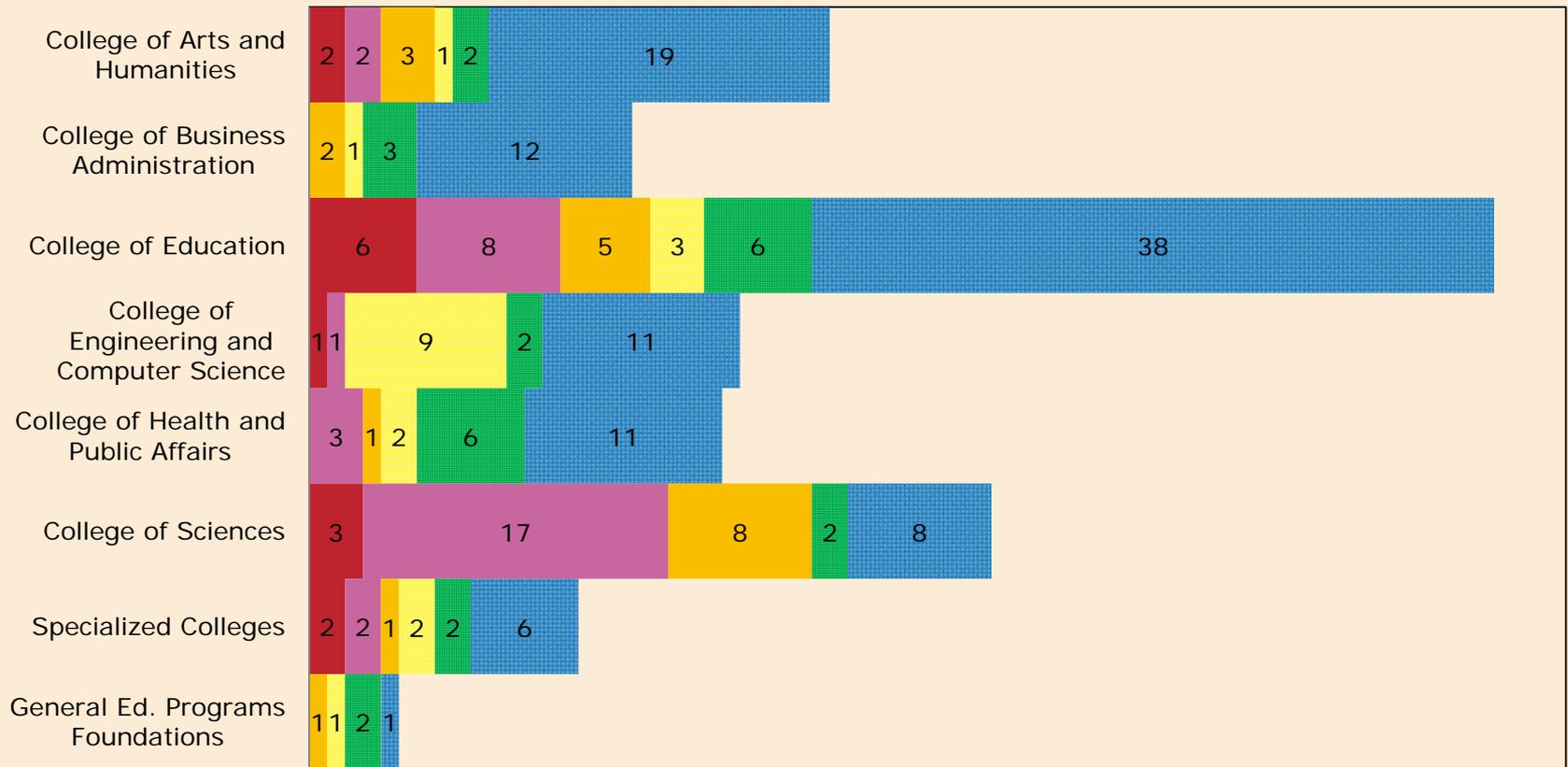
Acknowledgement and Appreciation

- ❑ assessment coordinators, faculty members and staff members
- ❑ Divisional Review Committee members
- ❑ University Assessment Committee
- ❑ Operational Excellence and Assessment Support staff
- ❑ all UCF team members

DRC Rating of Academic Assessment Results (06-07)

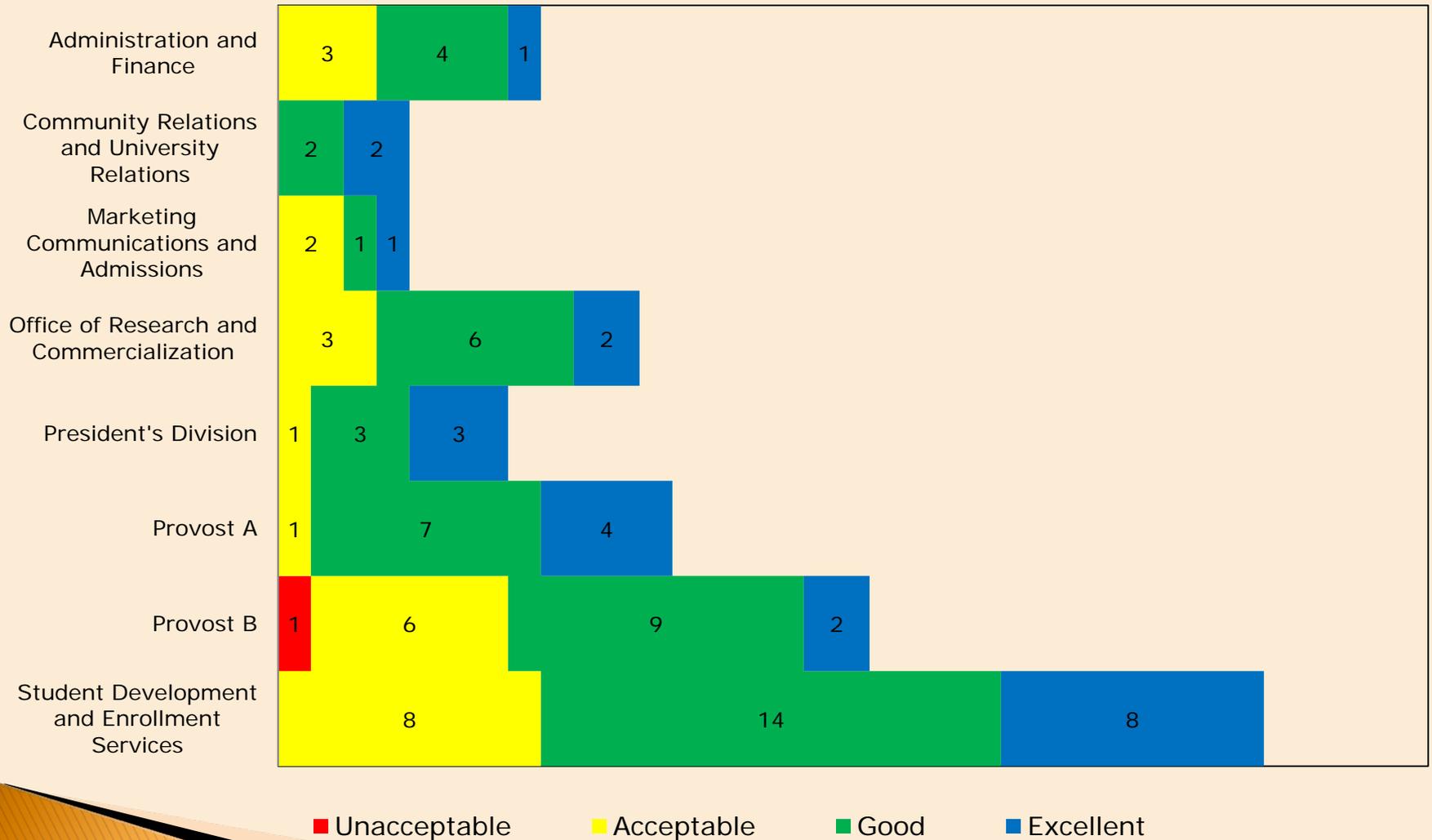


Comparison of Academic Assessment Results (05-06 to 06-07)

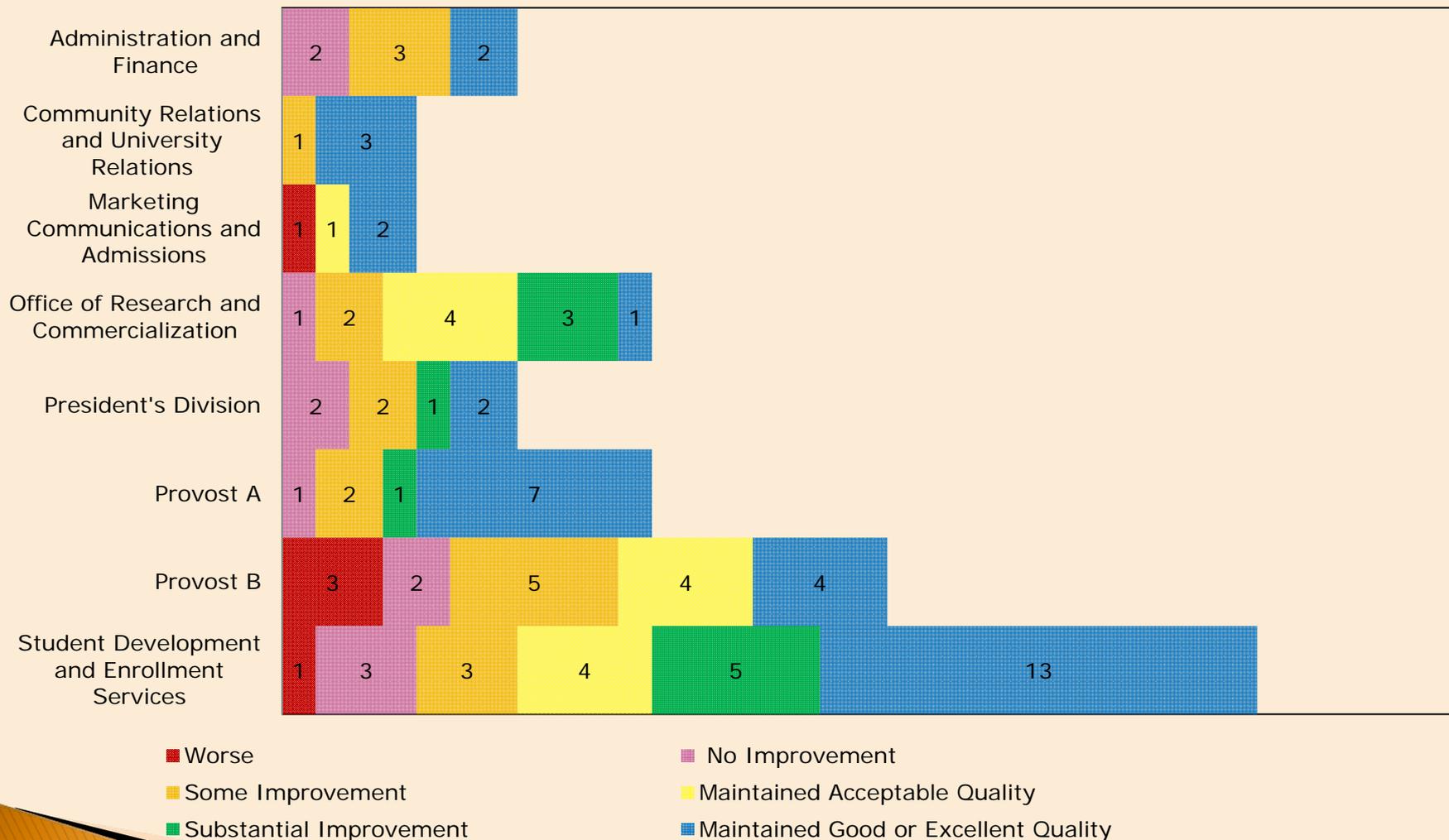


- Worse
- No Improvement
- Some Improvement
- Maintained Acceptable Quality
- Substantial Improvement
- Maintained Good or Excellent Quality

DRC Rating of Administrative Assessment Results (06-07)



Comparison of Administrative Assessment Results (05-06 to 06-07)



Planned and Implemented Changes

Academic Programs

- ❑ 23 percent academic processes
- ❑ 22 percent curriculum
- ❑ 55 percent assessments
- ❑ ? resources

Administrative Units

- ❑ 48 percent operations
- ❑ 44 percent resources
- ❑ 8 percent assessments

Academic Quality Improvements

College of Sciences

- ❑ Psychology B.A., B.S.

Valarie Sims, Karen Motarella

College of Engineering and Computer Sciences

- ❑ Civil Engineering, B.S. Manoj Chopra
- ❑ Environmental Engineering, B.S. Manoj Chopra
- ❑ Industrial Engineering, B.S. Dima Nazzal

College of Education

- ❑ Counselor Education, M.A., Mental Health Track

K. Dayle Jones

Academic Quality Improvements

College of Business Administration

- ❑ Economics, M.A. Wally Milon
- ❑ Finance, B.S.B.A. Anthony Byrd
- ❑ Management, B.S.B.A. Foard Jones
- ❑ Management Information Systems, B.S., M.S.
Paul Cheney
- ❑ Marketing, B.S. Ron Michaels
- ❑ Sport Business Management, M.S.
Richard Lapchick

Administrative Quality Improvements

President's Division DRC

- ❑ Office of Diversity Initiatives
Valarie King, Michael Freeman, Katie Pomp

- ❑ Ombuds Office– Vicky Brown

- ❑ Equal Opportunity/Affirmative Action Programs
Janet Balanoff

Administrative Quality Improvements

Computer Services and Telecommunications

❑ Library Meg Scharf

Marketing, Communications and Admissions

❑ Undergraduate Admissions

Robert Springall, Nicole Gefert

Student Development and Enrollment Services

❑ Alcohol and Other Drugs Prevention and
Intervention Tom Hall

SDES Quality Improvement

Alcohol and Other Drug Prevention and Intervention

Assessment method: pre-post survey of students sanctioned for alcohol violations in intervention

Results: participants indicated a 50% decrease in alcohol related risky behavior from the initial session to 60 days post intervention

Action taken: all sanctioned students will be required to be individually screened for substance use disorders

Improvement: sanctioned students will be provided proven risk reduction strategies

2007-2008 Web Application Enhancements

- login by person
 - new roles
- improved navigation
- enhanced text box
- new features
 - attachments
 - improved communication
 - Divisional Review Committee chair
 - DRC member
 - assessment coordinators

2007-2008 Web Application Enhancements

- ❑ automated e-mail notifications
- ❑ enhanced reports
 - ❑ status of plans, results
 - ❑ lists of coordinators, DRC members
 - ❑ summary information
- ❑ global operations for Divisional Review Committee chairs
 - ❑ set deadlines
 - ❑ assign reviewers for results and plans
 - ❑ send e-mail to coordinators and DRC members

Future Enhancements

- increase DRC chair capabilities
 - change status
 - select official review of results and plans
- improve archiving
- refine records
 - track trends
 - program history
- increase staff capabilities
- evaluate, improve rating scale

Summary of Assessment Improvements

- assessment process
 - robust
 - promotes high quality assessment
 - continuously improving

- assessment web application
 - more efficient
 - easier to use

Increasing Global Prominence in Assessment

- ❑ publications
 - ❑ Political Science assessment book (K. Hamman)
 - ❑ chapters in books
 - ❑ student affairs article
- ❑ national presentations, workshops
 - ❑ emphasis on depth of assessment capabilities for participants
- ❑ wider range of venues
- ❑ consultations – state, national, international
- ❑ increase in requests to use UCF's materials
 - ❑ citations in books
 - ❑ assessment handbooks

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