

Annual Institute on Best Practices in Institutional Effectiveness

Getting Assessment, Accountability & Outcome Evaluation Right the First Time

DoubleTree by Hilton Hotel & Suites Charleston - Historic District

July 15 – 18, 2012

CONFERENCE PROGRAM

Welcome! The first two half-day sessions are for first-time attendees (Sunday afternoon and Monday morning). Former attendees need to arrive in time for lunch on Monday, July 16th (day two). However, we welcome you to attend Sessions I & II if you would like a refresher. Breakfast, lunch and breaks are being served in the Hayne Street Gallery Room.

Day 1: Sunday, July 15, 2012 (First-time Attendees)

12:00 – 1:00 pm Registration

1:00 – 2:45 pm **Session I: Institutional Effectiveness 101A**

Presenter: Terri M. Manning, Ed.D.

Director, Center for Applied Research at Central Piedmont Community College

2:45 – 3:15 pm Afternoon Break

3:15 – 5:00 pm **Session I: Continued**

Session Description:

This afternoon block consists of several sessions that cover the following:

- The urgency of institutional effectiveness – why colleges and universities need to keep their finger to the pulse of their community and student body and address national trends.
- Taking stock of your institutional environment and the readiness for change.
- The definition of IE and what is typically included in an IE Plan
- Accreditation and the national mandate for outcomes assessment
- The student success agenda and IE
- Developing useful IE processes and gaining “buy in”
- The nuts and bolts of outcome assessment
- Logic modeling
- Developing and defining outcomes – prioritizing outcomes
- Measuring outcomes
- Using results of outcome assessment to improve and grow

Day 2: Monday, July 16, 2012 (First-time Attendees in the morning)

8:00 – 9:00 am Breakfast

9:00 – 10:15 am **Session II: Institutional Effectiveness 101B**

Presenter: Terri M. Manning, Ed.D.

Director, Center for Applied Research at Central Piedmont Community College

10:15 – 10:30 am Morning Break

10:30 – 12:00 pm **Session II: Continued**

Session Description:

This morning block consists of several sessions that cover the following:

- Fundamental elements of IE such as academic program review, administrative unit review and general education assessment
- An effective program or unit review process – what do we care about
- The results of a good one
- Institutional support for program and unit review
- Including outcomes in instructional, administrative and student services
- Sample outcomes
- Identifying general education competencies through consensus
- Assessing general education competencies
- Using results to improve performance
- Critical issues in the top 25 highest enrolled courses (the gen ed core)

12:00 – 12:45 pm Lunch - All Attendees

12:45 – 02:15 pm **Session III: Getting Beyond Accreditation: Using Assessment to Facilitate Transformation in the Classroom**

Presenter: Linda Suskie

Assessment & Accreditation Consultant

Session Description:

How do you get the institution's focus off of the accrediting agency and onto real, honest assessment that impacts student learning? This session addresses activities and tools to impact faculty development and use of assessment to inform practice.

0

2:15 – 02:30 pm Afternoon Break – All Attendees

2:30 – 04:30 pm **Session III: Continued**

Day 3: Tuesday, July 17, 2012

8:00 – 09:00 am Breakfast

9:00 – 10:15 am **Session IV: A Bird's Eye View of Institutional Effectiveness:**
Presenter: Dr. Robin Hoffman
Vice President, Commission on Colleges, Southern Association of Colleges & Schools

Session Description:

This session delivers an overview of institutional effectiveness practices from an accreditor's perspective.

10:15 – 10:30 am Morning Break

10:30 – 12:15 pm **Session V – Part I: Creating Engagement: How Design Thinking Can Make Experiences Transformative**
Presenter: Martha Ann Welsh, Ph.D.
Professor Emerita of Management, University of Cincinnati

Session Description:

Using design thinking to transform an organization, product, service or event into an experience yields impressive results: Enhanced learning, greater student success, the creation of a memorable feeling of support and life-long engagement. The designed experience is more accessible, engaging, and resource efficient while promoting success and rewarding employee engagement. This is because experience design is both transactional and transformative: every experience designer is an experience; and every experiencer, via his or her reactions, a designer of experience in turn.

12:15 – 12:45 pm Lunch

12:45 – 02:15 pm **Session V – Part II: Design Thinking, Part Deux**
Presenter: Ann Welsh, Ph.D.
Professor Emerita, University of Cincinnati

Session Description:

Building on the morning session, participants will use the basics of co-invention and design thinking gained in the first session to create elements of a user experience, developing personas, narratives and concepts that, in combination, create transformative experiences.

2:15 – 02:30 pm Afternoon Break

2:30 – 04:00 pm **Session VI: Facilitating the Right Discussion with Faculty on Assessment, Teaching and Learning**
Presenter: Virginia Anderson
Professor, Towson University

Session Description:

This session will address effective processes and strategies that can be used to engage faculty in solid classroom assessment.

Day 4: Wednesday, July 18, 2012

8:00 – 9:00 am Breakfast

9:00 – 10:30 am **Session VII: How to Conduct Effective Strategic Planning:
Consideration of Past, Present and Future Issues**
Presenter: Dr. Darroch “Rocky” Young
Chancellor Emeritus, Los Angeles Community College District

Session Description:

This session will address good strategic planning processes and practices for high education. The speaker will present the strategic planning process used by the Los Angeles Community College District.

10:30 – 10:45 am Morning Break

10:45 – 12:15 pm **Session VIII: Assessment of Online Learning: Issues of Quality,
Equality, Faculty Skill and Student Experience**
Presenter: Jennifer Mauldin, MS
Assistant Dean of Program Effective & Assessment, Regis University

Session Description:

This session will address the unique differences in classroom strategies and realities that impact learning outcomes assessment in an online environment.

12:15 pm **Farewell and Good Luck!**