

Institute on Best Practices in Institutional Effectiveness

Getting Assessment, Accountability & Outcome Evaluation Right the First Time

July 10 - 13, 2011

Baltimore, Maryland - Towson University Marriott Conference Hotel

Conference Agenda

Welcome! The first two half-day sessions are for first-time attendees (Sunday afternoon and Monday morning). Those who attended in 2007, 2008, 2010 need to arrive in time for lunch on Monday, July 11th (day two). However, we welcome you to attend Sessions I & II if you would like a refresher.

Day 1: Sunday, July 10, 2011 (First-time Attendees)

12:00 – 1:00 pm Registration

1:00 – 5:00 pm **Session I: Institutional Effectiveness 101A**
Presenter: Terri M. Manning, Ed.D.

Session IA: Institutional Effectiveness: Philosophy, Perspectives and Premonitions

The purpose of this session is to:

- define institutional effectiveness in both philosophical and practical terms
- outline the processes that are typically included in an IE Plan
- address the major issues that impact how thoroughly institutional effectiveness work gets done at institutions of higher
- establish the urgency of improving student success and how institutional effectiveness can facilitate that process
- explore accreditation and the national mandate for outcomes assessment

2:45 - 3:00 pm Break

Session IB: Institutional Effectiveness: A Process for Working Through Outcomes Assessment With Faculty, Student Services and Administrative Units

The purpose of this session is to:

- identify training needed by faculty and staff on outcomes and outcomes assessment
- discuss best practices
- discuss differences by accrediting region
- define the step-by-step process to develop, define, prioritize, and measure outcomes
- create methods to require the use of results to improve programs and services

Day 2: Monday, July 11, 2011 (First-time Attendees in the morning)

8:00 – 9:00 am Breakfast (those staying at the conference hotel)

9:00 – 12:00 pm **Session II: Institutional Effectiveness 101B**
Presenter: Terri M. Manning, Ed.D.

10:15 – 10:30 am Break

Session IIA: Institutional Effectiveness: Evaluative Processes that Work

The purpose of this session is to:

- 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

Session IIB: Institutional Effectiveness: General Education Competencies

The purpose of this session is to:

- Work through the process for identifying general education competencies through consensus
- Walk through the timeline for teaching and assessing across the curriculum versus within the gen ed core
- Discuss assessment options for general education competencies and methods for using results to improve performance
- Identify critical issues in the top 25 highest enrolled courses (the gen ed core)

12:00 – 12:45 pm Lunch (All Attendees)

12:45 – 2:15 pm **Session IIIA: Learning Outcomes Assessment I**
Presenter: Barbara E. Walvoord, Ph.D.

Session Description:

Session IIIA will focus on the national assessment scene, including the rise of standardized testing, changes in accreditation standards, and data sharing/comparing: What does an effective institution-wide assessment system look like in this environment? What's coming in the future? How can the institution meet accreditors' requirements to tie institutional budgeting and planning to assessment of student learning?

2:15 – 2:30 pm Break (all attendees)

2:30 – 4:00 pm **Session IIIB: Learning Outcomes Assessment II**
Presenter: Barbara E. Walvoord, Ph.D.

Session Description:

Session IIIB will deal with assessing learning outcomes for general education: how does the institution state learning objectives, collect data, use the data effectively, and report to accrediting bodies and others? How should oversight of general-education be established?

Day 3: Tuesday, July 12, 2011

8:00 – 9:00 am Breakfast (those staying at the conference hotel)

9:00 – 10:30 am **Session IIIC: Learning Outcomes Assessment III**

Presenter: Barbara E. Walvoord, Ph.D.

Session Description:

Sessions IIIC & IIID will address department/program assessment: how can institutions guide departments as they establish learning outcomes, gather data, and make changes?

10:30 – 10:45 am Break (all attendees)

10:45 – 12:15 pm **Session IIID: Learning Outcomes Assessment IV**

Presenter: Barbara Walvoord, Ph.D.

12:15 – 1:00 pm Lunch (all attendees)

1:00 – 2:45 pm **Session IV: NILOA: Tracking the Status of Outcomes Assessment in the US**

*Presenter: George Kuh, Director of NILOA, Center for Postsecondary Research
Indiana University.*

Session Description:

Assessment is no longer a passing fad, but an expected, maturing set of activities undertaken for several purposes which some view as contradictory. In this session, we'll review the status of assessment in colleges and universities, drawing on the work of the National Institute of Learning Outcomes Assessment (NILOA). The NILOA work scope, products, and activities will be described and the audience will be invited to identify areas that need more attention to advance the national dialogue and encourage postsecondary institutions to use outcomes assessment data effectively to improve student and institutional performance.

2:45 – 3:00 pm Break (all attendees)

3:00 – 5:00 pm **Session V: What the Heck is Going on with Accreditation & Accountability?**

Presenter: Linda Suskie. Middle States Commission on Higher Education

Session Description:

All regional accreditors are focusing on institutional effectiveness more than ever before. Why? How can your institution meet accreditation standards without exhausting yourselves in the process? This presentation will briefly review the history of American accreditation, discuss current forces affecting accreditation expectations, and offer some tips for meeting and sustaining compliance with institutional effectiveness requirements.

Day 4: Wednesday, July 13, 2011

8:00 – 9:00 am Breakfast (those staying at the conference hotel)

9:00 – 10:30 pm **Session VI: Displaying data to win friends and influence people**

Presenter: Trudy Bers, Oakton Community College

Session Description:

Have you ever read a report that is packed with prose, dense tables of data, and long explanations of methodology? And have you wondered what story the report is trying to tell, and whether colleagues who aren't data nerds will have the fortitude to slog through the report? Have you ever been to a presentation that is rife with fancy graphic displays of data depicted in multi-color, three-dimensional figures highlighted by words flying in and college logos and mottos taking up a quarter of each slide? And have you walked away puzzled about data you were supposed to remember? Have you ever been to a conference where you received your presenters PowerPoints, six slides to a page? And have you walked away confused because the slides were too small to read and lacked any explanations to flesh out the sacred six bullets? Have you ever been guilty of producing reports, presentations and PowerPoints like these?

I have. But I'm learning to do better. In this session we'll work together, reviewing bad and good examples of reports and graphics. At the end, you'll know more about displaying data to win friends and influence people, and you'll probably never do a 3-d chart again!

10:30 – 10:45 am Break (all attendees)

10:45 – 12:15 pm **Session VII: Evaluating Interventions, Applying Program Evaluation to the Academic Setting**

Presenter: Rigoberto Rincones-Gomez, MDC

Session Description:

This session is intended to enhance the capacity of participants in their planning, revision, and/or improvement of current logic models and/or evaluation plans. Using highly interactive discussions, demonstrations, and hands-on exercises, this session will show how logic modeling can be used as a tool to describe intervention strategies and develop evaluation questions which are the foundation of a sound evaluation plan. Dr. Rincones will provide examples and templates of logic models and evaluation plans including a copy of the Achieving the Dream *Evaluating Student Success Interventions: Principles and Practices of Student Success* guide.

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