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

Institutional Effectiveness Assessment

Unit and Program Review

Strategic Planning
Program and Unit Assessment

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

![Plan-Do-Check-ACT cycle diagram]

- focus on improving
  - student learning
  - student development
  - services and operations
History of Assessment at UCF

- **1995**: University Assessment Committee established
- **1996**: SACS reaffirmation visit, little evidence of assessment
- **1997**: OEAS Office established and president announced annual review cycle
- **1998**: Academic Learning Compacts integrated
- **1999**: Web-based submission and review, Divisional Review Committees, Web access to surveys
- **2000**: SACS reaffirmation, emphasis on evidence of learning
- **2001**: Enhanced Web application for assessment
- **2002**: University Assessment Committee Annual Report
- **2003**: 1997
- **2004**: 1999
- **2005**: 2000
- **2006**: 2001
- **2007**: 2002
- **2008**: 2003
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
   - measurable

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)

<table>
<thead>
<tr>
<th>College</th>
<th>Unacceptable</th>
<th>Acceptable</th>
<th>Good</th>
<th>Excellent</th>
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<td>College of Arts &amp; Humanities</td>
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<td>10</td>
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<td>College of Engineering and Computer Science</td>
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</table>

Legend: 
- Red: Unacceptable
- Yellow: Acceptable
- Green: Good
- Blue: Excellent
DRC Rating of Administrative Assessment Results (06-07)

Administration and Finance
- Unacceptable: 3
- Acceptable: 4
- Good: 1

Community Relations and University Relations
- Unacceptable: 2
- Acceptable: 2

Marketing Communications and Admissions
- Unacceptable: 2
- Acceptable: 1
- Good: 1

Office of Research and Commercialization
- Unacceptable: 3
- Acceptable: 6
- Good: 2

President's Division
- Unacceptable: 1
- Acceptable: 3
- Good: 3

Provost A
- Unacceptable: 1
- Acceptable: 7
- Good: 4

Provost B
- Unacceptable: 1
- Acceptable: 6
- Good: 9
- Excellent: 2

Student Development and Enrollment Services
- Unacceptable: 8
- Acceptable: 14
- Good: 8
### Comparison of Administrative Assessment Results (05-06 to 06-07)

<table>
<thead>
<tr>
<th>Department</th>
<th>Worse</th>
<th>Some Improvement</th>
<th>No Improvement</th>
<th>Maintained Acceptable Quality</th>
<th>Maintained Good or Excellent Quality</th>
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</table>

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