2008-2009 Annual Report
Institutional Effectiveness
Assessment

August 3, 2009
Overview

- Institutional Effectiveness (IE) assessment process
- Key historical and future milestones
- The 2008-2009 cycle
  - 2007-2008 results
  - Implemented and planned changes
- Assessment coordinators’ stories
- UAC observations of IE assessment
- Benefits of IE assessment
- Strategic planning
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 continuous quality improvement
- Closing the loop

- Focused on improving
  - Student learning
  - Student development
  - Services and operations

Shewhart, 1939
Key Historical and Future Assessment Milestones

- **1995**: SACS reaffirmation visit, little evidence of assessment
- **1996**: University Assessment Committee established
- **2000**: Web-based submission and review, Divisional Review Committees, Web access to surveys
- **2001**: Enhanced Web application for assessment
- **2002**: Improved rating system for IE Assessment
- **2005**: Commitment to explicitly tie Assessment to Strategic Planning
- **2006**: Academic Learning Compacts integrated
- **2008**: SACS reaffirmation, emphasis on evidence of learning
- **2009**: Annual review cycle

5University Assessment Committee Annual Report
Goals for 2009-2010

- Improved rating system for IE assessment
  - Clearly communicate expectations
  - Facilitate self-evaluation
  - Improve accuracy and consistency in evaluating the IE assessment process
  - Drive quality improvement
- Commitment to explicitly tie IE assessment to strategic planning
  - Strengthen the role of IE assessment in supporting UCF’s Strategic Plan
  - Enhance the value of assessment and strategic planning
UCF Institutional Effectiveness Assessment Process

- President
- VPs
- Deans
- University Assessment Committee
- Divisional Review Committees
- Assessment Coordinators
- Faculty, Staff members
Acknowledgements

- Assessment coordinators, faculty and staff members
- Divisional Review Committee members
- University Assessment Committee
- Operational Excellence and Assessment Support staff members
- UCF team members
DRC Rating of 2007-2008
Academic Assessment Results

<table>
<thead>
<tr>
<th>College</th>
<th>Unacceptable</th>
<th>Acceptable</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Arts and Humanities</td>
<td>4</td>
<td>14</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>College of Business Administration</td>
<td>3</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>College of Education</td>
<td>21</td>
<td>29</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>College of Engineering and Computer Science</td>
<td>5</td>
<td>20</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>College of Health and Public Affairs</td>
<td>2</td>
<td>12</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>College of Sciences</td>
<td>5</td>
<td>13</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Specialized Colleges</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>GEP Foundations</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unacceptable  Acceptable  Good  Excellent
DRC Rating of 2007-2008
Administrative Assessment Results

- Administration and Finance: 4 Unacceptable, 3 Acceptable, 2 Excellent
- Community Relations and University Relations: 1 Unacceptable, 4 Acceptable, 1 Excellent
- Marketing, Communications and Admissions: 4 Acceptable
- Office of Research and Commercialization: 6 Unacceptable, 5 Acceptable
- President's Division: 2 Unacceptable, 4 Acceptable, 4 Excellent
- Provost A: 3 Unacceptable, 4 Acceptable, 5 Excellent
- Provost B: 7 Unacceptable, 6 Acceptable, 2 Excellent
- Student Development and Enrollment Services: 1 Unacceptable, 22 Acceptable, 7 Excellent

Unacceptable | Acceptable | Good | Excellent
DRC Comparison of 2007-2008 Administrative Assessment Results to 2006-2007

<table>
<thead>
<tr>
<th>Department</th>
<th>No Improvement</th>
<th>Some Improvement</th>
<th>Maintained Acceptable Quality</th>
<th>Maintained Good or Excellent Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration and Finance</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Community Relations and University Relations</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Marketing, Communications and Admissions</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Office of Research and Commercialization</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>President’s Division</td>
<td>2</td>
<td>1</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Provost A</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Provost B</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>2 2</td>
</tr>
<tr>
<td>Student Development and Enrollment Services</td>
<td>4</td>
<td>1</td>
<td>6</td>
<td>19</td>
</tr>
</tbody>
</table>

Legend:
- Red: No Improvement
- Orange: Some Improvement
- Yellow: Maintained Acceptable Quality
- Green: Maintained Good or Excellent Quality
- Dark Green: Substantial Improvement
Planned and Implemented Changes

Academic Programs
- Changes to curriculum - 27%
- Changes to academic process - 35%
- Changes to assessment plan - 38%

Administrative Units
- Changes to operation - 55%
- Changes to assessment plan - 45%
Success Stories

- Administrative unit
  - Office of the Provost and Executive VP
    - Assessment coordinator: Ms. Heidi Watt

- Academic program
  - Master of Arts in Counselor Education – Mental Health Track
    - Assessment coordinator: Dr. K. Dayle Jones
Provost’s Office Assessment Process

- Collaborative plan development and results review
  - Provost Hickey
  - Faculty Affairs
  - Vice Provost Schell
  - Provost’s staff
- Collect and analyze results against targets and benchmarks
- Implications of findings are examined and discussed
 Provost’s Office
Value of IE Assessment

- Modification of service delivery
  - Dean’s, director’s and chair’s workshop format
- New initiatives
  - University-wide Faculty Mentoring Program
    - Need for university-wide program
    - Important for institutional advancement and faculty retention
  - Academic Affairs to support initiative
  - Colleges best situated to develop, implement and oversee programs
College of Education
M.A. Program in Mental Health Counseling

- IE development
- Outcomes: knowledge, counseling skills, attitudes

- Measures
  - Counselor Preparation Competency Exam (CPCE)
  - Counseling Competencies Scale (CCS)
  - Graduating Graduate Student Survey
  - Portfolio
  - Internal Final Evaluation

- Process
  - Formative evaluation
  - Continuous process
College of Education
M.A. Program in Mental Health Counseling

- Exam results
  - Counselor Preparation Competency Exam
  - Counseling Competencies Scale

- Action taken
  - Modified frequency of course offerings
  - Revised course sequence
  - Revised data collection process

- Improvement
  - Improved scores on CPCE
  - Improved scores on CCS
UAC Observations of IE Assessment

- Actions of Divisional Review Committee chairs drive process improvement
  - Raised bar on quality standards
    - Promoted mentoring relationships
    - Improved rating scale and rubric
    - Involved more faculty and staff members
  - Individual consultations by FCTL and OEAS
  - IE assessment web application enhancements
  - Measureable overall improvement in UCF’s assessment process
Benefits of IE Assessment for UCF

- Promotes integration of assessment into academic and operational functions
  - Success stories and posters
- Fosters and documents improvements in student learning and operational outcomes for
  - Assessment
  - Accreditation
  - Accountability – academic learning compacts
- Measures progress toward meeting strategic planning goals
- National and international prominence
UCF’s Integrated Approach to Strategic Planning

- Institutional Effectiveness Assessment
- Unit and Program Review
- Strategic Planning