

INTRODUCTION TO INSTITUTIONAL EFFECTIVENESS, PLANNING, & RESEARCH PRESENTATION

November 11, 2011



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TABLE OF CONTENTS

- Where We've Been and Where We're Going...
- What Does Institutional Effectiveness, Planning, and Research Do?
- What Is Assessment and Why Is It Important?
- Strategic Alignment
- Assessment Lifecycle
- Creating and Working In A Culture of Evidence
- SMART Goals
- The Path Ahead



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WHERE WE'VE BEEN AND WHERE WE'RE GOING...

Institutional Effectiveness is not a new concept at HCTC and has long since been an institutional priority:

- Pre-1993 to 2001 – By committee (Planning and Institutional Effectiveness Committee (PIEC), then Institutional Committee on Effectiveness (ICE))
- 2000 to 2008 – Donna Combs became Director, Institutional Planning Research and Effectiveness
- 2001 to 2008 – Planning Committee formed, ICE dissolved – broad-based college-wide group
- 2007 to Present – Assessment Committee formed to assist with Institutional Effectiveness



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WHERE WE'VE BEEN AND WHERE WE'RE GOING...(CONTINUED)

- 2008 to 2011 – Institutional Research Office formed, VP Business Services facilitated strategic planning, Assessment Coordinator named
- September 2011 – Institutional Effectiveness, Planning, and Research was established and reports to the HCTC President
 - Germaine Shaffer: Dean - Institutional Effectiveness, Planning, & Research; 18 years at HCTC (Student Services & Enrollment, Learner Success)
 - Lois Puffer: Institutional Research Coordinator; 21 years at HCTC (Academic Services)
 - Alexis Malepeai: Assessment & Continuous Enhancement Coordinator; 2 months at HCTC



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WHAT DOES INSTITUTIONAL EFFECTIVENESS, PLANNING, & RESEARCH DO?

Institutional Effectiveness, Planning, and Research:

- Primary goal and mission is to enhance the quality service delivery to HCTC's most important asset: The Student
- Includes Institutional Research and Assessment & Continuous Enhancement
- Tracks and provides data for informed decision making
- Provides unit support in the following assessment areas:
 - Compliance Assist!
 - Assessment and Operational Plans
 - Program Reviews
 - SACSCOC Accreditation
- Supports strategic planning at the college



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WHAT IS ASSESSMENT AND WHY IS IT IMPORTANT?

Assessment is the systematic process of determining educational outcomes, gathering, using and analyzing information about student learning outcomes to continuously enhance the quality of learning and teaching, as well as all other institutional processes. Assessment is:

- A critical component to monitor and enhance quality service delivery to The Students
- A way to facilitate strategic alignment
- A mechanism for educational enhancement
- A way to provide key evidence for SACSCOC accreditation process



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STRATEGIC ALIGNMENT



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ASSESSMENT LIFECYCLE



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SMART GOALS

SPECIFIC: Is the goal clear and narrowly defined?

MEASURABLE: Can the goal be quantified and objectively be measured?

ATTAINABLE: Can the goal be achieved?

RELEVANT: Is the goal strategically aligned?

TIME BOUND: When does the goal need to be achieved?



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CREATING & WORKING WITHIN A CULTURE OF EVIDENCE

What is a “Culture of Evidence?”

- A culture wherein indicators of performance are regularly developed and data collected to inform decision-making, planning, and improvement.
- A culture wherein individual and institutional reflection and action are typically prompted and supported by data about:
 - Student persistence
 - Student learning
 - Institutional performance

** Source: Jeffrey A. Seybert (Director, The National Higher Education Benchmarking Institute Johnson County Community College)



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COMPONENTS OF A CULTURE OF EVIDENCE

- Mandatory Entry-level Assessment & Placement
- Needs Assessments for Proposed New Programs
- Former Student Follow-Up
- Employer Follow-Up
- Assessment of Student Learning Outcomes
- Systematic Program Review/Evaluation
- Assessment of Developmental Programs and Courses

** Source: Jeffrey A. Seybert (Director, The National Higher Education Benchmarking Institute Johnson County Community College)



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COMPONENTS OF A CULTURE OF EVIDENCE (CONTINUED)

- Annual/Biennial Client /User Surveys
- Student Evaluation of Instructors/ Counselors/Advisors
- Periodic Assessment of Campus Climate/Faculty & Staff Morale
- Periodic Assessment of Community Image/Satisfaction with the College
- Assessment of Student Satisfaction/Engagement
- Periodic Assessment of Area Business and Industry Training Needs
- Benchmarking

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THE PATH AHEAD

Key Upcoming Assessment Activities and Milestones:

- Development of 2011/12 Operational & Assessment Plans
 - SMART Goals (**S**pecific **M**easurable **A**ttainable **R**elevant **T**ime Bound)
- Foundations of Excellence Think Transfer! Initiative
- Fall 2011 Course Assessments (due December 12, 2011)
- Assessment and Outcomes Tutorial:
<http://legacy.hazard.kctcs.edu/DL/Assessment/Overview/index.html>



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