

5 W's of Assessment and Accountability

CAU Enrollment Services Retreat

August 2, 2017

Dr. Lauren Lopez

and

Ms. Stephanie Suddith

Agenda

- Introduction – Department of Assessment and Institutional Effectiveness
- *When* does Planning and Assessment occur?
- *Why* is it critical and necessary to Plan?
- *What* is Assessment?
- *Who* is Accountable?
- *Where* do we Report the results?
- Planning and Assessment Activity
- Facts to Remember...

Institutional Assessment and Effectiveness

Mission:

The Department of **Assessment coordinates assessments** and **evaluates activities** associated with **outcomes** of the **University's Institutional** and **Strategic goals** and **objectives**. The Department Assists and **Supports** programs and administrative reviews, and institutional effectiveness and accreditation.

Purpose:

Clark Atlanta University's assessment efforts are **conducted annually**. The Department of Assessment continuously **supports and promotes** an **assessment driven culture**, which all campus activities are **monitored and analyzed** for overall **effectiveness and impact**. The Annual Planning and Assessment reports are created in TracDat, the **Electronic Assessment System** (EAS).

Staff Members:

Dr. Lauren Lopez – Executive Director of Assessment and Institutional Effectiveness

Ms. Stephanie Suddith – Academic Assessment and Accreditation Program Evaluation Coordinator

The Five **W**'s of Planning and Assessment

When does
Planning and
Assessment
Occur?

Why is it
Critical and
Necessary to
Plan?

What is
Assessment?

Who is
Accountable?

Where do
We Report
the Results?

When does Planning and Assessment Occur?

INSTITUTIONAL



CLARK ATLANTA UNIVERSITY
Office of Planning, Assessment and Research (OPAR)

Academic Programs and AES Units
Annual Operating Assessment Time-Table

AY	Planning/Assessment Period	Phase Implemented	TracDat Submission Due Date
2013/2014	Fall 2012	Phase I - Plan	December 5, 2012
	Summer 2014	Phase II - Assess, Action Plan	July 1, 2014
2014/2015	Fall 2013	Phase I - Plan	December 5, 2013
	Summer 2015	Phase II - Assess, Action Plan	July 1, 2015
2015/2016	Fall 2014	Phase I - Plan	December 5, 2014
	Summer 2016	Phase II - Assess, Action Plan	July 1, 2016
2016/2017	Fall 2015	Phase I - Plan	December 5, 2015
	Summer 2017	Phase II - Assess, Action Plan	July 1, 2017
2017/2018	Fall 2016	Phase I - Plan	December 5, 2016
	Summer 2018	Phase II - Assess, Action Plan	July 2, 2018

Complete Cycle:

Phase I (Planning Phase)

- Program/Department/Unit New Mission and Vision Statements
- Student Learning Outcomes or Program Objectives*
- Means of Assessment (Method, Tool, and Criteria for Success)
- Preliminary Budget Request for the academic year

*All related task and activities are also entered in this Phase

Note: Planning is conducted one year in advance and Assessment is conducted at the end of each academic year.

Phase II (Assessment Phase - Report Submission)

- Assessment Results
- Use of Results (for improvements)
- Action Plan (for unmet criteria)
- Budget Adjustments for next academic year based on assessment findings and identified needed resources

UNIT/PROGRAM

Date	Planning Activity (Phase I)	Assessment Activity (Phase II)
August 2017		Unit meeting to discuss/review results from prior year (2016-17)
September 2017	<input type="checkbox"/> Review Mission/Vision <input type="checkbox"/> Develop Objectives/Activities <input type="checkbox"/> Establish criteria/benchmark for success <input type="checkbox"/> Collect evidence, data, and documentation for criteria/benchmarks.	
October 2017	<input type="checkbox"/> Align/propose budget with activities <input type="checkbox"/> Review/approve completed plan to Unit Head. <input type="checkbox"/> Collect evidence, data, and documentation for criteria/benchmarks.	
November 2017	<input type="checkbox"/> Collect evidence, data, and documentation for criteria/benchmarks.	
December 2017	Start entering evidence/documentation into TracDat – END OF PHASE I	
January 2018		<input type="checkbox"/> Unit meeting to discuss data collected from September 2017 – November 2017 <input type="checkbox"/> Review Current Plan (AY 2017-18) <input type="checkbox"/> Submit actual results based objective assessment and stated criteria
February 2018		<input type="checkbox"/> Assess and analyze data from Prior Year (PY) and Current Year (CY).
March 2018		<input type="checkbox"/> Assess Budget request <input type="checkbox"/> Review/Modify Current Plan (AY 2017-18)
April – June 2018		<input type="checkbox"/> Complete 17-18 End – of Year Report – END OF PHASE II

Why is it Critical and Necessary to Plan?

“A commitment to **continuous improvement** is at the heart of an **on-going planning** and **evaluation process**. It is a continuous, cyclical process that is participatory, flexible, **relevant**, and **responsive**.”

(Revised Resource Manual SACSCOC, 2012)

What is Assessment?

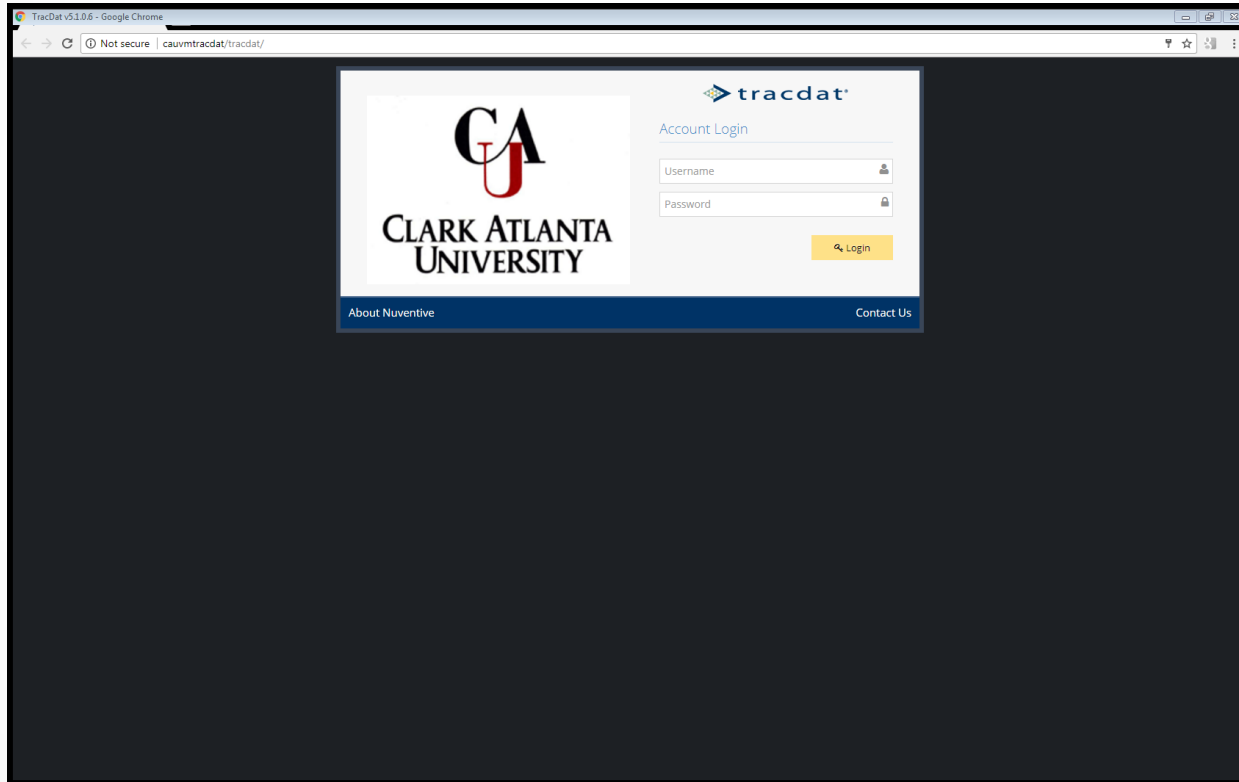
“Assessment represents the **systemic** and **on-going** process of **collecting**, and **reviewing** evidence about the college’s administrative functions for academic and non-academic programs. The college uses the results to **evaluate** how well the units are functions and **students are learning.**”

Who is Accountable?



Where Do We Report the Results?

TRACDAT



<http://cauvmtracdat/tracdat/>

Activity

- 10 Minutes
 - Create groups of 3 participants
 - Provide brief responses to each question based on your unit's overall objective.
 - **Ex. Objective-Increase student enrollment of first-year students by 5% for Fall 2018**
-
1. What are you trying to do?
 2. How well are you doing it?
 3. Using the answers to the first two questions, how can you improve what you are doing?
 4. What and how does the unit contribute to the growth of **CAU** students?

(Hutchings and Marchese, 1990)

Facts to Remember...

- **When** does Planning and Assessment occur?
 - Monthly – Programs/Units
 - Annually - OPAR
- **Why** is it critical and necessary to Plan?
 - Accreditation - SACSCOC
 - Evaluating objects and targets to assess the extent to which they are fulfilling their purpose and function as a unit and the college's overall mission
- **What** is Assessment?
 - Systematic and on-going process, which demonstrates and measures efficiency and institutional effectiveness
- **Who** is Accountable?
 - EVERYBODY
- **Where** do we Report the results?
<http://cauvmtracdat/tracdat/>

Contact Information

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