2011

WMU Assessment in Action Day Conference Program 2011

Office of Assessment and Undergraduate Studies

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2nd Annual
Assessment in Action Day

Sponsored by the Associate Provost for Assessment and Undergraduate Studies
<table>
<thead>
<tr>
<th>Time/Duration</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>8:30 to 9 a.m.</td>
<td>CHECK-IN/REGISTRATION</td>
<td>Fetzer Center Lobby</td>
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<td>9 to 9:45 a.m.</td>
<td>WELCOME AND INTRODUCTIONS: Dr. David Reinhold</td>
<td>Room 1010 (Lecture Hall)</td>
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<td>9:45 to 10 a.m.</td>
<td>KEYNOTE ADDRESS&lt;br&gt; <em>Foundations in Assessment</em>&lt;br&gt;Keynote Speaker: Dr. Mary Allen</td>
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<td></td>
<td>ANNOUNCEMENT OF THE UASC INDIVIDUAL ASSESSMENT EXCELLENCE AWARD WINNER&lt;br&gt;Presenter: Dr. David Reinhold</td>
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<td>10 to 10:50 a.m.</td>
<td>BREAK OUT SESSION I (choice of two)&lt;br&gt;<em>General Education Assessment</em>&lt;br&gt;Presenter: Dr. Mary Allen</td>
<td>Room 1010 (Lecture Hall)</td>
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<td><em>Assessment and Strategic Planning</em>&lt;br&gt;Presenter: Dr. Sue Stapleton</td>
<td>Room 2020</td>
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<td>10:50 to 11 a.m.</td>
<td>BREAK (General Education Assessment will not participate in the break)</td>
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<td>11 to 11:50 a.m.</td>
<td>BREAK OUT SESSION II (choice of two)&lt;br&gt;<em>General Education Assessment (continued)</em>&lt;br&gt;Presenter: Dr. Mary Allen</td>
<td>Room 1010 (Lecture Hall)</td>
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<td><em>Graduate Student Assessment: Is it really so different?</em>&lt;br&gt;Panel: Dr. Mary Z. Anderson&lt;br&gt;Dr. Marcia Fetters&lt;br&gt;Dr. Dennis McCrumb</td>
<td>Room 2020</td>
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<tr>
<td>11:50 a.m. to 12 p.m.</td>
<td>BREAK</td>
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<td>12 p.m.-1 p.m.</td>
<td>BUFFET LUNCHEON</td>
<td>Room 1045/55</td>
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<td>POSTER SESSION: Assessment Fellows (past and present) and the Assessment for Learning Project Fellows</td>
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<td>1 to 1:50 p.m.</td>
<td>BREAK OUT SESSION III (choice of two)&lt;br&gt;<em>Breaking Down Barriers: How to Say Yes to Assessment</em>&lt;br&gt;Presenter: Dr. David Reinhold</td>
<td>Room 1060</td>
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<td><em>Rubric Development Workshop</em>&lt;br&gt;Presenter: Dr. Mary Allen</td>
<td>Room 2020</td>
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<td>2 to 2:50 p.m.</td>
<td>BREAK OUT SESSION IV (choice of two)&lt;br&gt;<em>Have Data, Now What?</em>&lt;br&gt;Presenter: Dr. Katharine Cummings</td>
<td>Room 1060</td>
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<td><em>Issues Relating to Assessing Professional Behaviors</em>&lt;br&gt;Facilitators: Mr. Carrick Craig&lt;br&gt;Dr. Carla Chase</td>
<td>Room 2020</td>
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<tr>
<td>3 to 3:30 p.m.</td>
<td>BRIEF CLOSING SESSION AND DOOR PRIZES</td>
<td>Room 1010 (Lecture Hall)</td>
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Session Descriptions

**Keynote Address:**
*Foundations in Assessment*
Keynote Speaker: Dr. Mary Allen, Professor Emeritus of Psychology, the University of California-Bakersfield and Assessment Consultant

Effective assessment engages campus professionals in meaningful discussions that focus on student development. We will review the foundations of effective assessment.

**Break Out Session I:** (choice of two)
*General Education Assessment*
Presenter: Dr. Mary Allen

The assessment of General Education presents unique challenges to an institution. We will discuss strategies for effective General Education assessment.

*Assessment and Strategic Planning*
Presenter: Dr. Sue Stapleton, Associate Dean, College of Arts and Sciences

The fundamentals of strategic planning in higher education along with design of metrics for assessment will be discussed.

**Break Out Session II** (choice of two)
*General Education Assessment (continued)*
Presenter: Dr. Mary Allen

*Graduate Student Assessment: Is it really so different?*
Panel: Dr. Mary Z. Anderson, Faculty Member, Counselor Education, Counseling Psychology
- Dr. Marcia Fetters, Co-director W. K. Kellogg Woodrow Wilson Teaching Fellowship at WMU, Secondary Education Program Coordinator
- Dr. Dennis McCrumb, Faculty Member, Educational Leadership

In this session, a panel of faculty from graduate level programs will discuss their assessment processes and the ways in which they have used assessment results to improve their programs.

**Break Out Session III** (choice of two)
*Breaking Down Barriers: How to Say Yes to Assessment*
Presenter: Dr. David Reinhold, Associate Provost for Assessment and Undergraduate Studies

This presentation will discuss some of the common obstacles to doing effective assessment and ways in which we may be able to overcome those obstacles. Participants will be encouraged to share additional issues that can impede the successful implementation of assessment plans.
**Rubric Development Workshop**  
**Presenter:** Dr. Mary Allen

Rubrics specify the criteria we use to assess student products and behaviors. After a brief introduction, participants in this workshop will draft a rubric. You are encouraged to come with a colleague and work together to develop a rubric that will be useful to your program.

**Poster Session (during luncheon)**

Learn about the assessment work of the Assessment Fellows (past and present) who were awarded with the Faculty Assessment Grant to help them to further their assessment efforts. We will also be featuring the assessment work of several of the Assessment for Learning Research Fellows.

**Break Out Session IV (choice of two)**

**Have Data, Now What?**  
**Presenter:** Dr. Katharine Cummings, Associate Dean, College of Education and Human Development and Director of Teacher Education

This session will focus on using data to inform decision-making in academic and non-academic units. Data collection is only one step in “doing” assessment—the most important aspects of assessment involve determining what the data indicate about our students and what we can do to improve student learning.

**Issues Relating to Assessing Professional Behaviors**  
**Facilitators:** Mr. Carrick Craig, Deputy General Counsel  
Dr. Carla Chase, Faculty Member, Occupational Therapy

Participants in this session will receive tips for assessing professional behaviors, tools for reviewing your current policy and advice for responding appropriately to a variety of situations that may include dismissing students from your professional program.

**Closing**  
We will meet briefly to collect evaluation forms and to hand out door prizes!
Acknowledgements

We wish to thank:

All of the presenters for sharing their knowledge and experiences

Assessment in Action Day Planning Committee

Sue Brodasky
Executive Assistant, Office of Information Technology

Carla Chase
Assistant Professor, Occupational Therapy

Marcia Fetters
Co-director W. K. Kellogg Woodrow Wilson Teaching Fellows at WMU, Secondary Education Program Coordinator

Kathleen Springsteen
Project Coordinator, Office of Institutional Effectiveness

Maira Bundza
Assistant Professor, University Libraries

Katharine Cummings
Associate Dean, College of Education and Human Development and Director of Teacher Education

David Reinhold
Associate Provost for Assessment and Undergraduate Studies

Karen Stokes Chapo
Assessment Programs Specialist, Assessment and Undergraduate Studies

Fetzer Center

Intercollegiate Athletics

Office of Faculty Development

Office of Institutional Effectiveness

Office of the President

Office of the Provost

University Assessment Steering Committee

WMU Bookstore

And a big thanks to all of you who attended the conference today!