Assessment in Action Conference

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2021 Western Michigan University Assessment in Action Conference

Office of Institutional Effectiveness

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11th Annual Assessment in Action Conference

Using Data for Continuous Improvement, so That All May Learn

Presented by

The WMU Office of Institutional Effectiveness and University Assessment Steering Committee
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Welcome to the 11th Annual Assessment in Action Conference hosted by the Western Michigan University Office of Institutional Effectiveness and held virtually on Friday, April 9, 2021.

As you know, we were able to offer complimentary registration to our colleagues from higher education institutions across the state of Michigan. We are so pleased you have joined us and for the opportunity to support the higher education community in our state in this way.

It is our intent that this will be the start to building a collaborative network of assessment colleagues across the state and to begin to create a community of practice.

We hope that you find the conference offerings to be educational, informative and helpful and that they will enhance and advance student learning and success in your work at your institutions.

We look forward to learning about your experience and how we might improve future offerings.

Please reach out to me at karen.stokeschapo@wmich.edu when I may answer questions or provide additional information. I wish you a wonderful conference experience and all the best in your work ‘so that all may learn’.

Thank you once again for joining us!

Sincerely,
Karen Stokes Chapo

Program Manager Assessment, Office of Institutional Effectiveness Chair, Assessment in Action Conference Planning Committee Western Michigan University www.wmich.edu/assessment
General Video Conferencing
Best Practices to Consider

• Open the chat or Q & A panel when joining the session. Most sessions will use either one or the other for attendees to ask questions of the presenters. Conference facilitators will let you know which will be utilized for each session.

• Remain on mute unless preparing to speak. Helps reduce noise, e.g., deep breathing. You can press and hold the space bar to temporarily come off mute and speak – think like a walkie-talkie.

• Having your camera on is helpful for communication, especially when speaking.

• To avoid feedback and echo, keep your speakers and microphone away from each other. An alternative is to wear a headset or ear buds for the best quality.

• Consider minimizing the amount of light behind you in favor of light in front of you. This helps to make sure you can be seen more clearly. E.g., avoid sitting with an open window behind you.

• All sessions are being recorded. If you would like to opt out, simply leave your microphone and camera off. If you turn them on, you are consenting to be recorded.

• Facilitators will participate in each session to aid presenters and provide assistance for attendees if needed.
Virtual Schedule Overview

9:00 - 10:30 a.m.
Welcome and Panel Discussion

10:45 a.m. – 12:00 p.m.
Breakout Sessions (3 options)

12:00 – 12:30 p.m.
Lunch Break

12:30 – 1:45 p.m.
Breakout Sessions (3 options)

2:00 – 3:15 p.m.
Breakout Sessions (3 options)

3:30 – 4:00 p.m.
Wrap-up and Resource Sharing

URL for live page containing links to join each session:

https://wmich.edu/assessment/2021
9:00 - 10:30 a.m. Welcome and Panel Discussion
“Using Data for Continuous Improvement”

Welcome and Opening Remarks: Dr. Jennifer Bott, Provost and Vice President for Academic Affairs, Western Michigan University

Panelists: Dr. Zebulun Davenport, Vice President for Student Affairs, West Chester University
Dr. Sara Finney, Associate Director of the Center for Assessment and Research Studies and Professor of Graduate Psychology, James Madison University
Dr. Ciji Heiser, Director for Student Affairs Assessment and Effectiveness, Western Michigan University (Moderator)
Dr. Vicki Wise, Director of Assessment and Accreditation, College of Public Health and Human Science, Oregon State University

Join us for an engaging discussion with assessment professionals from four different institutions around the topic of learning assessment and using data for continuous improvement. Panelists will share their ideas and experiences and attendees will have time to ask questions.

10:45 a.m. – 12:00 p.m. Breakout Sessions

Breakout 1: Envisioning Ourselves as Educators: Practices for Student Affairs

Presenter: Vicki Wise, Oregon State University
Facilitator: Jennifer Townsend, Lee Honors College

NASPA and ACPA collectively created seven Principles of Good Practice for Student Affairs (1997) as a framework for how student affairs can put student learning at the heart of its work. In this session, we will explore these seven principles for student affairs and uncover ways to move from theory to action through learning about backward design and development of a learning syllabus.

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10:45 a.m. – 12:00 p.m.  (Breakout Sessions Cont.)

Breakout 2: **Holistic Assessment for Continuous Improvement in Student Success Programs**

Panelists: Lauren Carney, Kalamazoo Promise Scholars Program  
Vun Doublestein, Multicultural Affairs for Students (Mentoring for Success)  
Sue Murray, Multicultural Affairs for Students (Martin Luther King Jr. Student Scholars Academy)  
Nathan Nguyen, Lesbian, Bisexual, Gay and Transgender Student Services  
Liliana Salas, Multicultural Affairs for Students (College Assistance Migrant Program)

Facilitators: Diana Hernandez, Multicultural Affairs for Students  
Karen Stokes Chapo, Office of Institutional Effectiveness

Student success programs serving diverse student populations describe how they use a holistic and qualitative approach to measuring student success and conducting program evaluation. They will discuss data collection and implementation to enhance programming and services for students served.

Breakout 3: **This is Not a Quiz: How Do We Create and Evaluate Authentic Assessments?**

Presenters/Facilitators: Jef Fisher, Megan Hess, Alyssa Moon, Wendy Swalla and Matt Strock, WMUx Instructional Designers

This hands-on workshop will cover the basic principles of designing and evaluating authentic assessment of learning. In this session, you will work in small groups to create an authentic assessment and will walk away with rubrics that can be modified to suit your purpose.

12:00 – 12:30 p.m.  Lunch Break

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12:30 – 1:45 p.m.  Breakout Sessions

**Breakout 1: Importance of Reflective, Collaborative and Transparent Practices to Close the Assessment Loop**

Presenter: Vicki Wise, Oregon State University  
Facilitator: Jennifer Townsend, Lee Honors College

In this session we explore the importance of closing the assessment loop and how collaboration, reflection and transparency are necessary conditions for doing so. The importance of closing the loop is to make evidence-informed decisions. This session offers up practical ways and promising practices to encourage collaboration, reflection and transparency to make assessment more meaningful.

**Breakout 2: Reshaping the Whole Story: Using Data to Enhance the FYE Experience for Students and instructors**

Presenter: Adrienne Fraaza, Office of Student Transitions  
Facilitator: Kevin Knutson, College of Arts and Sciences, Academic Advising

In January 2020, the Office of Student Transitions set out to overhaul the FYE experience for students and instructors. Past data indicated there was great opportunity to evaluate and reshape multiple components of the course, including: instructor hiring and training; course consistency; learning outcomes and assessment; and the integration of CliftonStrengths for Students into all sections. This session will go over the journey of planning and implementing the changes based on previous data gathered, the pivots made due to Covid-19, lessons learned, and how data collected this year will inform changes for next fall.

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12:30 – 1:45 p.m.  (Breakout Sessions Cont.)

Breakout 3: Using Data Visualization for Continuous Improvement

Presenters:  Ciji Heiser, Division of Student Affairs  
             Evan Heiser, WMU Signature  
             Ewa Urban, University College (Facilitator)

This session will identify key principles and recommendations for building effective visualizations and dashboards in higher education. Presenters will address the core aspects of the process for dashboard development, the benefits of dashboarding, and the ways in which dashboards support continuous improvement. Participants will engage in conversations about metrics they can focus on while building department and/or institutional dashboards. Presenters will share examples of several dashboards used for continuous improvement at WMU, including a dashboard for advancing equity, student success services, WMU Signature, and post-graduation outcomes reporting.

2:00 – 3:15 p.m.  Breakout Sessions

Breakout 1: Western Michigan University Assessment Fellows Grants: A Brief History, Featuring the 2019-20 Fellows Grant Recipients

Panelists:  Wayne Bond, Career and Student Employment Services  
           Evan Heiser, WMU Signature  
           Yvonne Jackson, Department of Physical Therapy  
           Debra Lindstrom, Department of Occupational Therapy  
           Kelly Reed, WMU Signature  
           Ewa Urban, University College (Facilitator)  
           Bridget Weller, School of Social Work  
           Winifred Wilson, Counselor Education and Counseling Psychology

Facilitator:  Karen Stokes Chapo, Office of Institutional Effectiveness

In this session, we will provide a brief overview and history of the WMU Assessment Fellows Grant Program and the 2019-20 grant recipients will share about their projects and experiences.

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2:00 – 3:15 p.m. (Breakout Sessions Cont.)

Breakout 2: *How to Engage and Assess Learning Through Discussion in Any Modality*

Presenters/Facilitators: Jef Fisher, Megan Hess, Alyssa Moon, Wendy Swalla and Matt Strock, WMUx Instructional Designers

Discussion is not just sharing ideas and answering questions. It can assist students in developing deeper understanding while honing their communication skills. A form of experiential learning, discussions empower students to communicate and vocalize their thinking, internalize experiences, and encourages them to more aptly reflect on and apply what they learn. In this interactive session, we will explore examples and exercises that you can use in any course to facilitate discussion and gauge student comprehension.

Breakout 3: *Connecting Assessment Practice to Equity Work*

Presenter: Ciji Heiser, Division of Student Affairs
Facilitator: Kevin Knutson, College of Arts and Sciences, Academic Advising

This presentation will share a series of examples that connect assessment work to equity. Examples will include embedding equity throughout the assessment cycle, incorporating diverse perspective in learning outcomes frameworks, working with a student advisory council, and using data visualization to advance equity.

3:30 – 4:00 p.m. *Wrap-up and Resource Sharing*

Facilitators: Karen Stokes Chapo, Office of Institutional Effectiveness
Jennifer Townsend, Lee Honors College

Join us to ask any final questions, learn about how to obtain conference resources, provide feedback on your conference experience and have a chance to network with colleagues.
Tonya Dean, Office of Institutional Effectiveness

Mioara Diaconu, School of Social Work

Ciji Heiser, Division of Student Affairs

Diana Hernandez, Multicultural Affairs for Students

Kevin Knutson, College of Arts and Sciences, Academic Advising

Jonathan Scherger, University Libraries

Cathe Springsteen, Office of Institutional Effectiveness

Karen Stokes Chapo, Office of Institutional Effectiveness (Chair)

Jennifer Townsend, Lee Honors College

Ewa Urban, University College
The Office of Institutional Effectiveness at WMU wishes to thank:

Assessment in Action Conference Planning Committee

 Provost Jennifer Bott

Dr. Zebulun Davenport
 Dr. Sara Finney
 Dr. Ciji Heiser
 Dr. Vicki Wise

All Conference Presenters and Facilitators

University Assessment Steering Committee

Thanks to all of you who attended the conference!

We hope you will plan to join us again!