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Western Michigan University Assessment in Action Day Conference 2014

Office of Assessment and Undergraduate Studies

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Western Michigan University Assessment in Action Day Conference

March 21, 2014

Conference Schedule

Registration: 8:30-9:00 a.m.
Fetzer Center Lobby

Plenary Session: 9:00-9:45 a.m.

How Mature is Your Assessment?

Fetzer Center, Room 1010

Facilitator: David Reinhold, Office of Assessment and Undergraduate Studies

This will be an interactive session that will allow you to determine how robust assessment activities are in your unit based upon answers to a series of questions developed by Karen Ann Tarnoff at East Tennessee State University. A short discussion period will follow each question to allow attendees to comment on the question. Cumulative results of the group will be used to determine the maturity of assessment at WMU.

Concurrent Session 1: 10:00-10:45 a.m.

Beyond Satisfaction: Assessing (Learning and Other) Outcomes in Co-Curricular Areas

Fetzer Center, Room 2016

Presenters: Anne Lundquist, Student Affairs Assessment and Planning
Kate Bates, Student Activities and Leadership Programs
Chris Voss, University Recreation
Ewa Urban, Career and Student Employment
Cari Robertson, Health Promotion and Education (Sindecuse)

Most student support areas are fairly adept at designing surveys to capture satisfaction data. While important, there are other types of assessment that require our attention, not only so that we can impact student learning and improve programs and services for students and other constituents, but as an essential aspect of meeting revised HLC accreditation standards. This workshop will provide information about the various

definitions and approaches to assessing student learning and operational outcomes in co-curricular areas and offer specific examples from four student affairs areas that may be applicable to other units on campus.

How Can We Assess Graduate Programs?

Fetzer Center, Room 2020

Presenter: David Reinhold, Office of Assessment and Undergraduate Studies

This session is designed to help participants developed a feasible, informative assessment plan for graduate programs. The group will discuss learning outcomes for graduate students and how those outcomes can be measured. We will try to identify practices already occurring in your department that can easily be adapted to the assessment process. The intended outcome of this session is that participants will leave with the basic outline of an assessment plan.

It's Hard to Hit a Moving Target: Establishing Clear Learning Objectives

Fetzer Center, Room 2030

Presenter: Diane Rogers, The Evaluation Center

Are you getting the results that you want from your students? Do students know what you expect? Establishing and communicating clear learning outcomes from the beginning of a course can help to both improve the quality of student work and positively impact learning. This session will focus on writing clear learning and assessment expectations for academic courses and discuss strategies for implementing the outcomes in your course.

Concurrent Session 2: 11:00-11:45 a.m.

Creating and Customizing Assessment Tools

Fetzer Center, Room 2016

Presenter: Katharine Cummings, College of Education and Human Development, Dean's Office

Now that you've been "doing" assessment for a while, maybe you've found that the available tools need a little tweaking—or that the tools you need don't yet exist. In this session, we will walk through the creation of an assignment and rubric related to an intended student learning outcome. Then, we'll look at a readily-available tool and customize it to fit specific needs.

Instituting a Proactive Risk Assessment Model: The Promise and Peril of Predictive Approaches to Student Success

Fetzer Center, Room 2020

Presenters: John Chew, College of Arts and Sciences
Kevin Knutson, College of Arts and Sciences Advising

Edwin Martini, College of Arts and Sciences, Dean's Office

In this session, we describe a pilot project that attempts to predict the likelihood of student persistence based on a variety of factors, including non-cognitive assessment. Led by a graduate assistant who designed the survey tool and analyzed the data, we discuss the pros and cons of such an approach and the benefits of doing such work for the professional development of graduate students.

Helpful and Reliable Assessment Resources

Fetzer Center, Room 2030

Presenters: David Reinhold, Office of Assessment and Undergraduate Studies
Karen Stokes Chapo, Office of Assessment and Undergraduate Studies

Why reinvent the wheel? If you are searching for best practices for assessment, online rubrics, tools for data gathering, education and assistance with all things pertaining to assessment of student learning, this session will show you where to find some reliable and useful resources. We plan to provide an overview of some excellent online assessment resources available to assist with college, department, program and unit level assessment.

Lunch and Poster Session: 12:00-1:00 p.m.

Fetzer Center, Banquet Room 1035/45 and Lobby

After lunch in room 1035/45, join us in the lobby for dessert and a poster session to learn about the projects of the Western Michigan University Assessment Fellows for the 2013-14 academic year. This will be a casual event where you can mingle with colleagues and ask questions of the poster presenters.

Concurrent Session 3: 1:15-2:00 p.m.

Assessment, Accreditation and Compliance: The Musketeers or the Three Stooges?

Fetzer Center, Room 2016

Presenter: Jody Brylinsky, Office of Institutional Effectiveness

This presentation will describe how assessment, accreditation and compliance fit together, in particular how they influence WMU's strategic planning initiatives. While these three academic responsibilities work in concert to support the common goal of quality higher education, they often do so in some unusual ways? Seeing both the purposeful connections and comedy of their relationship will be explored with illustrations from WMU pathway to reaccreditation in 2020.

Sharing the Experience of NACADA's Assessment of Academic Advising Institute 2014

Fetzer Center, Room 2020

Presenters: Laura Ciccantell, College of Education and Human Development Advising
Kevin Knutson, College of Arts and Sciences Advising
Lenore Yaeger, College of Engineering and Applied Sciences Advising

Are you a student support unit that has a vision for teaching students? We argue that every office that interacts with students on our campus educates our students! So why not measure what you expect each student to know, do and value because of their interactions with your unit? Join Laura Ciccantell (COEHD) Lenore Yaeger (CEAS) and Kevin Knutson (CAS) as they share the information they received at the recent Assessment of Academic Advising Institute 2014 in Albuquerque, NM to help promote a culture of assessment on the campus of WMU!

You've Got Questions, We've Got Answers

Fetzer Center, Room 2030

Facilitators: Members of the Assessment in Action Committee and the University Assessment Steering Committee

Members of the Assessment in Action Committee will answer questions that have either not been addressed during the day, or have arisen as a result of sessions you may have attended. In addition, help with TracDat or iWebfolio will also be available.

Closing Session: 2:15-3:00 p.m.

Town Hall Meeting: Beyond Today

Fetzer Center, Putney Auditorium

Facilitator: David Reinhold, Office of Assessment and Undergraduate Studies

The morning plenary session is designed to establish where our campus is with regard to assessment. This town hall meeting will be a discussion of where we go from here. Participants will be encouraged to suggest ways in which the Office of Assessment and Undergraduate Studies and the University Assessment Steering Committee can advance assessment here at WMU.