



Spring 2017

Transforming Data Into Information

Gloria Rogers
gloriarogers1@gmail.com

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8th Annual WMU Assessment Conference

Friday, March 17, 2017



Conference Schedule and Descriptions

Registration: 8-8:30 a.m.

Fetzer Center, Lobby

Plenary Session: 8:30-9:15 a.m.

Fetzer Center, Kirsch Auditorium

Assessment as Ally: Focusing on What Matters

Presenter: Gloria Rogers, Ph.D., ABET Adjunct Director for Professional Services, Senior Scholar, Higher Learning Commission of the North Central Association

Too many times, the assessment of student learning becomes an exercise of futility where faculty time is squandered and the result is many data and no information that is useful for the improvement of student learning. When properly understood and implemented, the assessment process can provide meaningful results that inform faculty about the achievement of outcomes, the alignment of the curriculum, and what can be done to improve student learning. Topics which will be discussed are the importance of well-defined outcomes, curriculum mapping, the development of systematic processes, and reporting results for action.

2016-17 Assessment Fellows Presentations: 9:15-9:30 a.m.

Fetzer Center, Kirsch Auditorium

Listen to the 2016-17 Assessment Fellows share brief descriptions of the grant-funded projects they are working on this academic year.

Plenary Session: 9:30-10:15 a.m.

Fetzer Center, Kirsch Auditorium

Reconnecting with “Why” to Move Beyond Assessment Sticking Points

Presenter: Kristen McKinney, Ph.D., Director, UCLA's Student Affairs Information and Research Office

We have made great steps forward in developing assessment infrastructure on our campuses, but often find ourselves still struggling with really making use of the data we collect. Assessment can feel like a chore rather than something that truly has meaning for our work. In this session, Dr. Kristen McKinney will discuss how re-connecting assessment with our core goals and purposes can help refocus our energy and attention in ways that help us use data more effectively to tell our story.

Break/2016-17 Assessment Fellows Posters: 10:15-10:30 a.m.

Fetzer Center, Lobby

Workshop Sessions: 10:30 a.m.-Noon

Option 1: *Using Data to Tell Your Story*

Fetzer Center, Room 2020

Presenter: Kristen McKinney, Ph.D.

We are increasingly faced with a dizzying array of options for how to display data. How do we make informed choices about what will really aid the user in telling a compelling story versus those that are just “pretty”? This session will review aspects of visual perception that influence how we process visual information, as well as discuss the messages conveyed by various visual displays and how to select options that best aid the reader in understanding key data points.

Option 2: *Defining Outcomes*

Fetzer Center, Room 2016/2018

Presenter: Gloria Rogers, Ph.D.

This workshop will engage participants in the writing of measurable outcomes and how they relate to scoring rubrics. Group discussion and formal feedback will enhance the understanding of the critical role of well-defined outcomes in the assessment process.

Lunch, UASC Assessment Excellence Awards, and Book Raffle: Noon-1 p.m.

Fetzer Center, Banquet Room 1035/1045

Join us for a luncheon and opportunity to network with colleagues from WMU and beyond. We will also be announcing the University Assessment Steering Committee's 2017 Assessment Excellence Individual and Unit Award winners. You will also have another opportunity to view the 2016-17 Assessment Fellows Posters and be sure to stay to find out if you have won the book raffle!

Break: 1-1:15 p.m.

Workshop Sessions: 1:15-2:45 p.m.

Option 3: *Honing in on What to Measure*

Fetzer Center, Room 2020

Presenter: Kristen McKinney, Ph.D.

Institutional and departmental outcomes are framed in necessarily broad terms as we articulate the key values and goals of our work. Bridging the gap between those broad outcomes and more tailored and measurable program and service specific outcomes can be difficult. This session will present some ideas and strategies for developing outcomes and guide participants through the process of drafting outcomes for their own programs.

Option 4: *Transforming Data into Information*

Fetzer Center, Room 2016/18

Presenter: Gloria Rogers, Ph.D.

Data are collected but how do we transform the data to meaningful information that can be used to improve student learning. A case study will be used to explore the criteria for an assessment plan that will lead to actionable information.