University Assessment Committee
September 19, 2008
Minutes

MEMBERS PRESENT: Bloom, Acord, Bardwell, Caulfield, Dooley, Gemoll, Halula, Kim, Krueger, Lephardt, Levy, Meyer, Moyer, Rofes, Zanoni

GUESTS: Tim Olsen and Tom Pionek, Office of Marketing and Communication

CALL TO ORDER: The Meeting was called to order at 9am by Vice Provost Bloom. It was noted that all members were present at 8:59.

MINUTES: The minutes of September 4, 2008 were approved as submitted. (Lephardt moved, Meyer seconded)

CONTINUING BUSINESS

Review and Critique of the Assessment Web Pages

A lively discussion ensued. Relevant points that were noted were:

- In looking at other institutions, none had a special section for parents. Do we want to highlight this as something different, or do we want to follow the norm?
- Many other pages had a login. This seemed unnecessary. Why do we have an assessment program if we are unwilling to share the results?
- There was trouble finding the page. Several attempts led to blind alleys. We need to highlight our assessment. We need to make the assessment more prominent and apparent.
- What links to and from other sites are important such as from/to the provosts office or from/to individual units?
- The faculties are unaware that assessment data are available on the web. How can this information be made more universal?
- An introductory paragraph under each section describing what it is and how the particular section fits in the overall university assessment plan would help orient viewers.
- A reorganization that highlighted the units rather than the steps in the assessment process might better serve viewer who was interested in a particular unit.
- The pages are not visual and thus not appealing. There needs to be a way to make information pop out at the viewer. Particularly the grids describing the unit assessment plans are hard to follow.
- The information is too detailed and thus loses many viewers.
- Who is the customer? Identified customers are:
  - Provost
  - Faculty
  - Academic Leaders
Parents
o Students
o Government
o Accrediting Agencies
o Peers from other institutions
These groups can be organized into internal vs. external parties.

- What is the objective of the web page? Some questions that need to be answered on the web page are:
  - What is assessment?
  - Why should I care about assessment?
  - What should I know about assessment?

- The constructs of Define, Assess, Reflect, Improve on our website need to be highlighted in the reports and discussion about assessment.

- Add an executive summary to the front page.

- Viewers are more interested in results and next steps than they are about the assessment process.

- Simplify the assessment cycle to include just the 4 constructs and use the new model as an icon in various places.

A summary of the discussion by Tim Olson and Tom Pionek:
- The purpose of the site is to both reach out externally and to be an internal research tool.
- There are multiple ways the site might be organized. Some suggestions are:
  - By audience.
  - By the qualities listed in our assessment model (i.e., Define, Assess, Reflect, Improve).
  - By unit.
  - The existing model.

Tim Olson and Tom Pionek left at 10:00.

Dr Bloom asked for some direction for her next meeting on designing the page. In particular she asked for 2 organization models as a next step.

The motion was made to redesign the website by unit. This redesign would, for the time being, use the existing material found on the site but would organize those data such that one could go to a particular unit and within that unit one would find the outcomes, plan and report for that unit. (Bardwell moved, Halula seconded)

The discussion highlighted
- The importance that this is merely a new direction and the committee would like to see the redesign as it evolves reserving the right to make suggestions along the way.
- Other suggestions such as including an executive summary and more visuals are included in the redesign.
The motion passed with 8 in favor, 0 opposed, and 1 abstention.

NEW BUSINESS

Discussion of the Senior Survey data and Executive Summary, and the Educational Outcomes Power Point

A few questions were asked to clarify some the data, but there was too little time to adequately discuss the reports. Their discussion was postponed to the next meeting.

The meeting adjourned at 10:30am

The next UAC meeting is October 3rd.
Note: The Assessment Peer Review Sessions previously scheduled for November 7, have been changed to Friday November 21.

Rebecca Bardwell, Recorder