

Linking System-Wide and Campus Assessment Processes at North Carolina State University

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Linking System-Wide and Campus Assessment Processes at North Carolina State University

- **We are:**
 - **Ephraim Schechter**
 - **Currently: Associate Director of University Planning and Analysis, NC State**
 - **Previously: Director of Assessment, University of North Carolina General Administration**
 - **Joseph Hoey**
 - **Currently: Director of Assessment, Georgia Tech**
 - **Previously: Assistant Director for Evaluation and Policy Studies, NC State**
- **Unique combination...**
 - **past and present at NC State**
 - **state and campus level perspectives**

Linking System-Wide and Campus Assessment Processes at North Carolina State University

- **System-wide assessment at UNC-GA**
- **NC State surveys in place prior to GA mandates**
- **Linking system and NC State survey processes**
- **Using GA data in NC State analyses**
- **Using survey data at NC State**
- **Beyond the system- and campus-wide surveys**

Linking System-Wide and Campus Assessment Processes at North Carolina State University

- **System-wide assessment at the University of North Carolina**
 - **UNC General Administration (GA)**
 - **Surveys of students and alumni**
 - Sophomores
 - Graduating seniors
 - Alumni 1 year after graduation
 - Employers (piloted summer 1999)
 - Biennial cycle
 - Optional campus-specific items

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- **System-wide assessment at the University of North Carolina**
 - **Summary reports to UNC Board of Governors -- e.g.:**
 - Teaching effectiveness and quality of education
 - Student gains and educational aspirations
 - **Campus visits for assessment review**
 - **See**
 - “System-wide Assessment at the University of North Carolina” (1999 AAHE Assessment Conference)
 - <http://www.ga.unc.edu/UNCGA/assessment/uncsurveys>

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- **Surveys in place prior to GA mandates**
 - **New student/transfer student orientation survey**
 - UPA expansion of basic GA instrument
 - Includes items on goals for UG education
 - **Exit survey**
 - Developed through iterative, inclusive process
 - Piloted in 1993, 1994
 - Repeats items on goals for UG education

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- **Surveys in place prior to GA mandates**
 - **Alumni and employer surveys**
 - **Content developed through faculty focus groups**
 - **Connect academe and the world of work**
 - **Employer survey with same items sent to supervisor**
 - **Repeated items on goals for UG education**
 - **Included departmental inserts**

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- **Linking system and campus survey processes**
 - **Worked closely with GA to get NC State items included**
 - **GA items embedded in NC State surveys**
 - **Departmental inserts included with some surveys, insert data directly returned to departments**

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- **Linking system and campus survey processes**
 - **GA items embedded in NC State surveys**
 - **Entering students**
 - **GA: # colleges applied to, aid expectations, family background**
 - **Plus: factors influencing decision, admission experience, goals, interests**
 - **Sophomores:**
 - **GA: faculty & “7 principles,” academic & support services, “bottom line”**
 - **Plus: self-rated knowledge / skills / growth, campus climate**

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- **GA items embedded in NC State surveys (cont)**
 - **Seniors:**
 - **GA: faculty & “7 principles,” academic & support services, self-rated knowledge / skills / growth, “bottom line,” post-graduation plans**
 - **Plus: financial aid, campus climate, additional skill etc. items, employment / involvement, objectives / needs met?, possible improvements, college- & program-specific questions**
 - **Alumni/Employers:**
 - **GA: employment, further education, preparation, skills / abilities (also asked of employers)**
 - **NC State versions plus: additional skills / abilities, employment-search experience; employer / employee background**

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- **Survey populations and schedules**
 - **Entering students**
 - **GA: new freshmen**
 - **NC State: new freshmen and transfers**
 - **Sophomores and seniors:**
 - **GA: biannual**
 - **NC State: annual**
 - **Alumni**
 - **GA: biannual, 1 year after baccalaureate**
 - **NC State: larger sample, triannual, 1-3 years after baccalaureate**

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- **Using GA data in NC State analyses**
 - **Benchmarking**
 - **Sophomore / senior GA questions**
 - **Comparisons with other UNC campuses**
 - **Results provoked intense campus discussion and some curricular change**
 - **Longitudinal studies**
 - **GA and NC State surveys designed for longitudinal studies**
 - **Items repeated across surveys**
 - **Trends across years within surveys**
 - **1-year (GA) and 3-year (NC State) points for some alumni items, depending on sample overlap**

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- **Using survey data at NC State**
 - **Regular reports to campus community and public**
 - **We ask campus clients about their data use**
 - **Survey data are part of the Compact Planning Process for academic and administrative units**

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- **Regular reports to campus community and public**
 - **Summaries and topical “chapters”**
 - **Web and hardcopy -- text & tables**
 - **Appendices,**
 - **Web only (direct SAS output)**
 - **Detailed tables**
 - **Individual survey items for each topic**
 - **Gender, race/ethnicity, college breakouts**
 - **Comparisons: colleges, departments within colleges**
 - ***<http://www2.acs.ncsu.edu/UPA/asmt.htm>***
 - ***<http://www2.acs.ncsu.edu/UPA/survey/survey.htm>***

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- **We ask campus clients about their data use**
 - **Spring 1998 survey of associate deans, department heads, and administrative unit directors**
 - **Do student-survey data**
 - **Help units to assess their own performance?**
 - **Lead to identifiable changes in performance?**
 - **Respondents**
 - **Use survey data for program planning and improvement**
 - **Have made specific changes as a result**
 - **Need**
 - **Department-level data**
 - **Trends over time**
 - **See http://www2.acs.ncsu.edu/UPA/assmt/impact/asmt_imp.htm**

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- **Compact Planning Process**
 - **Unit-level focused initiatives => formal planning agreements**
 - **Budget implications**
 - **Data-driven / monitored**
 - **Common measures across units include survey data**
 - **Unit-specific measures**
 - ***<http://www2.acs.ncsu.edu/UPA/compact/index.htm>***

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- **Beyond the system- and campus-wide surveys**
 - **SACS-driven department assessment plans**
 - **Project 25**
 - **FYC and UGS assessment processes**
 - **Outcomes-based curriculum renewal in Engineering:
Project SUCCEED**
 - **College writing/speaking program**
 - **Outcomes-based program review**

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- **SACS-driven department assessment plans**
 - For SACS accreditation review, 1994
 - In 1992, began to develop assessment plans for all academic units
 - Plans made extensive use of exit, alumni, and employer surveys
 - Intense resistance from some schools shifted dramatically when outcomes-based professional accreditation criteria were put into place (e.g., ABET 2000)
 - Current status -- mixed

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- **Project 25**
 - **25 web-based courses, Fall 1997**
 - **Paired-section comparison, web vs. classroom**
 - **Pre- and post-course student surveys, focus groups, faculty surveys and interviews, institutional data**
 - **No significant differences**
 - ***http://courses.ncsu.edu/info/f97_assessment.html***

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- **First Year College assessment**
 - **To assist students and inform planning, FYC evaluates**
 - **students' entering characteristics (learning style, MBTI, predispositions towards critical thinking, etc.),**
 - **satisfaction with various aspects of FYC experience, and**
 - **progress (retention, GPA)**
 - **See**
 - **Assessment plan: *<http://www.fis.ncsu.edu/ugs/fycass.htm>***
 - **Assessment results, plan modifications, to be posted**

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- **Project SUCCEED: Outcomes-based curriculum renewal in Engineering**
 - **ABET EC2000: outcomes-based engineering accreditation criteria (<http://www.abet.org/eac/eac.htm>)**
 - **SUCCEED: NSF-sponsored coalition of 8 engineering schools in the Southeast (<http://www.succeed.vt.edu/>)**
 - **Workshops on assessment and curriculum renewal developed and provided to partner institutions**
 - **Longitudinal assessment in progress**

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- **Campus Writing and Speaking Program**
 - **Helps academic programs meet writing and communication components of NC State general education requirements**
 - *<http://www.chass.ncsu.edu/ccstm/PROJECTS/CWSP.html>*
 - **Alumni, employer, and exit survey results provided strong impetus**
 - **Pilot project: CWSP works with colleges/departments to design, implement, and assess discipline-appropriate writing/speaking courses & course-segments**
 - **Helps departments update general goals and assessment plans**

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- **Outcomes-based program review**
 - **Multi-year project to revise program review process**
 - **Faculty/administrator planning committee**
 - **Program portfolios emphasize student outcomes**
 - **Piloted AY 1997-98, 1998-99**
 - **New process to be phased in over the next 2-3 years**

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- **Summing up...**
 - **We incorporate GA's assessment process into our campus process**
 - **We go beyond GA's process**
 - **GA and campus-specific survey data are used in many campus assessment projects**
 - **Assessment at NC State involves more than these surveys, and more than surveys**