



# Developing and Implementing Academic Assessment Plans:

## A University's Response

*CAPS Annual National Conference*

*Northwest Missouri State University*

*April 2003*

# Keys to Success



🔑 This session will

🔑 Provide information about departmental outcomes assessment at Appalachian State University

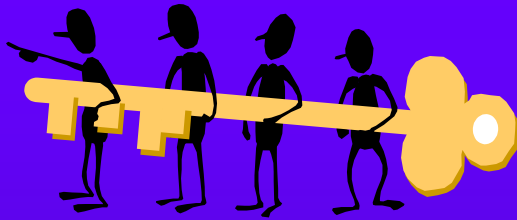
🔑 Present experiences as well as what we have learned through the process



# How It Started

- 🔑 Brief history of assessment at Appalachian
- 🔑 College of Business stepped up in 2002 to pursue departmental outcomes assessment
  - 🔑 Appointed Sawyer as oversight for assessment
  - 🔑 Meeting with COB Chairs and departmental assessment appointees in February 2002
    - 🔑 Provost and Dean presented mandate for departmental assessment in the COB

# The 1<sup>st</sup> COB Department to Embark on the Assessment Adventure



🔑 Information Technology & Operations  
Management (ITOM)

🔑 Faculty Assessment Coordinator

🔑 ITOM Assessment Notebook and  
Assessment Day

# ITOM Assessment Day

## Team Assignments

Team Assignments to Develop Expected Student Outcomes for Individual Courses

Course Assignments to Develop Expected Student Outcomes -- Chair – C, Participant – P	Core Courses						Required for Major						CIS Electives										
	CIS 1025	CIS 2990	CIS 3010	CIS 3390	CIS 3530	POM 3650	CIS 3250	CIS 3370	CIS 3580	CIS 3750	CIS 4850	POM 4530	CIS 4410	CIS 4538	CIS 4542	CIS 4546	CIS 5120	CIS 5130	CIS 5350	CIS 5546	CIS 5580	CIS 5850	
Anderson, John	C						1			C													1
Bereki, Bill	P						1	P															1
Cannon, Alan						P	1					C											1
Conca, Chris		P					1				C												1
Crandall, Dick						P	1					P											1
Dave, Dinesh						C	1					P											1
Doege-Osler, Graham	P						1		P														1
Harris, Al				C			1					C											1
Holleman, Terry			P				1	P															1
Ingersoll, Rick		P					1				P												1
Kuzyszyn, Penny			P				1			P													1
Lomerson, Bill					P		1			P													1
Main, Karen			C				1		P														1
May, Doug		P					1	P															1
McLeod, Michael				P			1		P														1
Medlin, Dawn					C		1			P													1
Schwager, Paul					P		1	C															1
Springer, Jason	P						1					P											1
Vannoy, Sandy				P			1		C														1
Wilkinson, Stan		C					1					P											1
Windelspecht, Sandy					P		1			P													1
Wood, Lynn						P	1					P											1
Total	4	4	3	3	4	4	22	4	4	4	3	3	4	22									

# ITOM Assessment Day

## Accomplishments

ITOM Department  
Assessment Program

Expected Student Outcomes for Course 1025

Expected Student Outcome	Achievement Measure
Build and implement effective spreadsheets using: appropriate cell referencing (relative & absolute) built in functions and formula construction multi-sheet design and management chart/graph construction	Standardized common test Possibly portfolio evaluations
Design and build typical small Relational Databases consisting of: 1 table, and multiple tables linked with foreign keys	Standardized common test Possibly portfolio evaluations
Integrate word-processing, spreadsheet, presentation, and database productivity software	Standardized common test Possibly portfolio evaluations

# ITOM Assessment Day

## Accomplishments

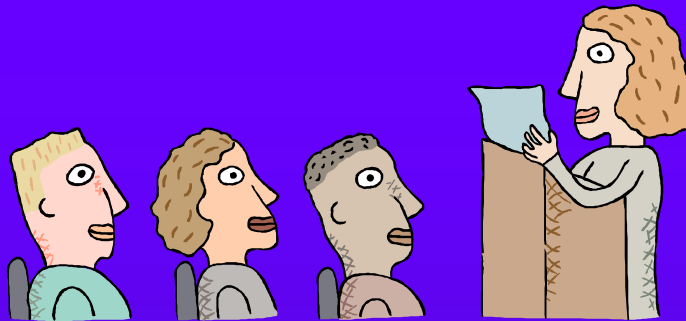
ITOM Department  
Assessment Program

Expected Student Outcomes for Course: CIS4850 Advanced Systems Design

Expected Student Outcome	Achievement Measure
Ability to develop a complete application through the entire SDLC using the appropriate technology	<ul style="list-style-type: none"> <li>-Project utilizing a group of peers</li> <li>-Produce DFDs &amp; ERD for current &amp; proposed system</li> <li>-Produce complete documentation including Data Dictionary</li> <li>-Evaluation by peers</li> <li>-Evaluation by instructor</li> <li>-Evaluation by client</li> </ul>
Ability to present IS project information individually and as a member of a group	<ul style="list-style-type: none"> <li>-Peer evaluations</li> <li>-Instructor evaluation</li> <li>-Client evaluation</li> </ul>
Ability to interact effectively in a group	<ul style="list-style-type: none"> <li>-Peer evaluation</li> <li>-Overall group evaluation</li> <li>-Instructor evaluation</li> </ul>
Ability to apply project management concepts	<ul style="list-style-type: none"> <li>-Produce PERT/CPM charts</li> <li>-Produce GANT charts</li> <li>-Peer evaluations</li> <li>-Instructor evaluations</li> </ul>



# Departmental Presentations



🔑 Other COB Departments wanted to learn more about Outcomes Assessment before jumping in

🔑 2002-03 Departmental Presentations

🔑 Accounting

🔑 Economics

🔑 Finance, Banking & Insurance

🔑 Management

🔑 Marketing



# Departmental Presentations

## 🔑 Speakers

🔑 Dean, Director of IRAP, Sawyer, Langdon

🔑 ITOM faculty member described their departmental assessment day

🔑 Power Point Presentation tailored to each department

🔑 Assessment Resource Notebook for each Department

🔑 Assessment Folder:

🔑 Department presentation slides

🔑 ITOM Department examples

🔑 Guidelines for reporting

🔑 Data for their department



# Departmental Presentations

🔑 We felt it important to explain that we are here to help—to give advice, assistance, data—not to tell departments what they should do

# Successes

- 🔑 Faculty enjoyed the department data they received which was discussed during the presentations
- 🔑 It was good for faculty to hear about outcomes assessment from another faculty member's perspective and experience (ITOM)



# Lessons Learned

- 🔑 There is much turmoil and gnashing of teeth at the beginning of each department's presentation
  - 🔑 This seems to be part of the process
- 🔑 Most faculty don't understand "outcomes assessment"
  - 🔑 Start off by explaining that this is not faculty evaluation, but course/program/departmental assessment
  - 🔑 Course Grades: We changed a statement in the presentation regarding using course grades as a means for collecting assessment data — controversy over the statement was resolved by the change

# The Future

CLOSING  
THE LOOP



- 🔑 Two departments are giving an on-line Senior Survey for the first time this semester (Spring 2003)
- 🔑 We will continue to follow-up with COB departments as their process continues
- 🔑 We will take our show on the road
  - 🔑 Other campus colleges and departments
  - 🔑 Start with accredited areas
- 🔑 More uniform/standardized method for departmental assessment reporting

# One More Note



- 🔑 Many areas are very receptive: We have not had to “push” assessment with all academic departments
- 🔑 Several have come to us (IRAP) for assessment advice, support, data
  - 🔑 College of Education
  - 🔑 Computer Science
  - 🔑 English
  - 🔑 Health, Leisure, Exercise Science
  - 🔑 Sociology & Social Work



Thank you for your participation.  
Here are your keys to success.





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