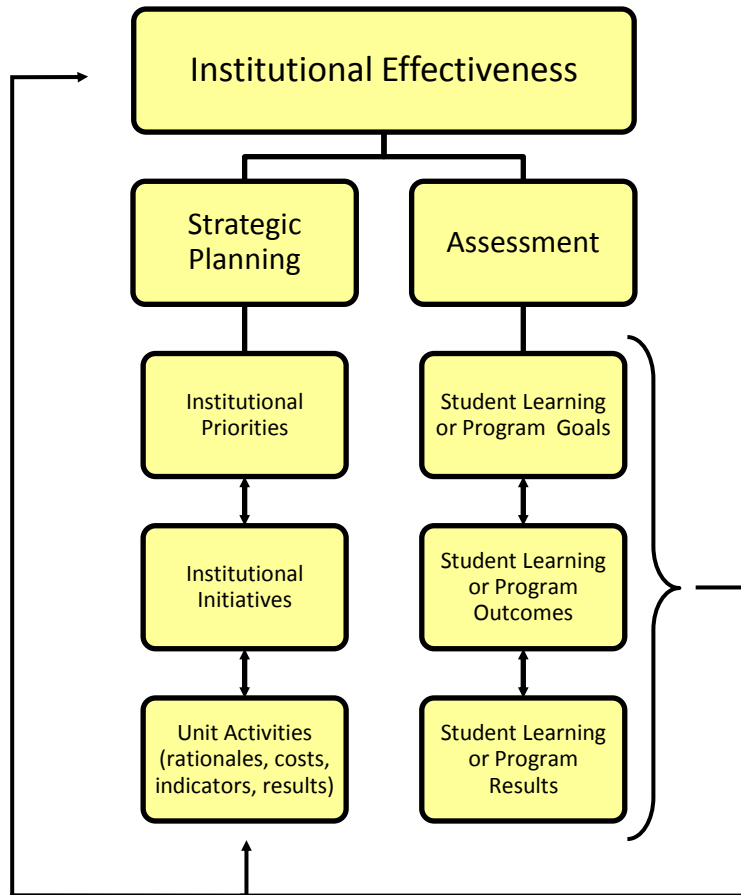


## The Institutional Effectiveness Model Appalachian State University



Institutional Effectiveness at Appalachian takes two parallel, interactive, and iterative Views: Strategic Planning and Assessment. Strategic Planning (1) focuses on positioning the university to achieve its Vision, Priorities, and Initiatives, and (2) operationalizes how campus units can contribute to that achievement. Assessment focuses on (1) student learning outcomes and/or (2) quality improvement of programs and services. Another way to think of these Views is that Strategic Planning is about getting to some new place while Assessment is about doing things well while getting there.

Each view is separate within TracDat, the software used to house the content of both views. Links between the two views occur when Assessment content informs Strategic Planning through rationales or evidence underpinning Unit Activities. Indicator Results within Unit Activities inform both particular Units and the entire Institutional Effectiveness system. Both efforts—Strategic Planning and Assessment—complement each other to complete the Institutional Effectiveness process and cycle and to deliver the desired results of moving the university forward while maintaining high quality.

--November 2008; Institutional Research, Assessment, and Planning.