

Institutional Effectiveness Outcomes Assessment Committee Academic Year 2002-2003

In 1999, Middle States recommended that the College develop and implement a comprehensive outcomes assessment plan. In response to this, the Outcomes Assessment Plan for the College (OAPC) was developed in October 2001. The Institutional Effectiveness Committee was developed as a result of the Brooklyn College Outcomes Assessment Plan. The committee held their first meeting in July 2002. The committee members are representatives of the College's non-instructional areas. The overall areas that are represented by committee members are Finance and Administration, Institutional Advancement, Library, Grants and Contracts, Human Resource Services, and Enrollment Management and the student body.

The committee was designed so that its members work as liaisons for their division and departments. Their duties would include assisting in the development of an assessment schedule for their division by working with the department head(s). The committee as a whole acts as a facilitator in ensuring that information is shared and that departments are assessed rather than evaluated. The areas of the committee that have started outcomes assessment projects for this academic year are: *Finance and Administration, , Grants and Awards, Human Resource Services, Institutional Planning, Research and Assessment, Admissions, Financial Aid, Registrar, Bursar, Scholarships, Technology, Facilities and Operations*. The Library will not begin outcomes assessment this year because of the recently renovated facility in LaGuardia Hall. The Library will begin outcomes assessment during the second year of the plan.

The methods used for measuring outcomes assessment consist of such tools as surveys, focus groups, departmental data, general student outcomes, proxy measures such as retention and graduation rates, and overall satisfaction of users with each department's services.

The achievements of the committee in Fall 2002 include:

Finance and Administration

The Schedule of outcomes assessment for Finance and Administration is:

- First year: Office of AVP for Budget and Planning, Human Resource Services
- Second year: Information Technology Services, Security
- Third year: Office of AVP for Facilities and Maintenance, Business Office.
- Fourth year, Legal Services

Fall 2002 Accomplishments

Office of the AVP for Budget and Planning

- Presented at the Periodic Peer Review committee on outcomes assessment on October 8, 2002.
- Outcomes Assessment presentation for the units heads of Finance & Administration was held on October 21, 2002. Human Resources Services, and Budget and Planning will begin OA during this academic year. Schedule assigned over next couple of years for other units.
- Met with HRS to discuss the proposal of conducting a study to measure separation rates of underrepresented full time staff on October 23, 2002.
- Met with Model Citizen outcomes assessment committee members on October 29, 2002. Attended the BC Community Day focus group meeting held on October 31, 2002.
- Meet with the unit heads of Institutional Advancement to present the College's Outcomes Assessment plan on November 5, 2002.
- Met with the Model Citizen committee to present the College's Outcomes Assessment plan.
- The area designed and implemented a survey for the BC Community Day.
- Met with Enrollment Services and we are waiting to receive a proposal from the division.
- Designed and assisted in the coordination of the General Education Survey.
- IPRA meeting held with Karen Davis of Testing about the CPE.
- Established the Information Communication meetings that are held every two weeks.
- The web site is scheduled to be up and running by November 6, 2002.
- The group has been working on preparing external and internal reports for the web site.
- Retention Task Force
 - The collection and use of retention/graduation related data have continued during October 2002.
 - Noel Levitz-statistical significance summaries and scale summaries have been worked on.
 - Preparation of BCLAP tables and Noel Levitz tables will continue into next month.

- Met with Model Citizen committee to Outcomes Assessment Initiatives.
- Gave an Outcomes Assessment presentation to unit heads of Institutional Advancement.
- Attended a focus group for the BC Community Day. In addition, the unit developed and analyzed a survey that was implemented to community day attendees.
- Gave an Outcomes Assessment presentation to the Office of the Dean of Student Life Executive Committee. In addition, an OA example was developed and presented to the area.
- General Education Survey was implemented with the General Education Committee.
- An Institutional Effectiveness Meeting was held on November 19, 2002.

Human Resource Services

- Conducted campus wide training on Customer Service.
- Initiated a successful Management/Supervisory Development Training Series.
- Conducted four Listening Posts sessions on campus to gather campus input and viewpoints of faculty and staff.
- Partnered with Academic Affairs to conduct a more comprehensive orientation program for New Faculty including a Brooklyn Bus Tour, and compilation of new relocation and resource materials.
- Collaborated with Academic Affairs and Affirmative Action in presenting new topical briefings for Faculty Appointments Committees.
- In conjunction with Information Technology Services, introduced the new CALI system to facilitate departmental access to information.
- Opened an employee lunch area in the cafeteria in Boylan Hall.
- Initiated a newsletter for Human Resource Services.
- Organized a Brooklyn College Community Event –
- Conducted six Early Retirement Incentive briefings and conducted one-on-one retirement counseling.
- Held a widely attended Human Resource Benefits Fair.
- Implemented changes and salary increases related to the PSC contract and initiated a briefing for key administrators.
- Implemented corrective measures for the EPA Compliance Audit in science labs.
- Conducted training for science laboratory faculty and staff.
- Updated campus wide Chemical Inventory.
- Convened Labor Management Committee on Health and Safety and resolved related issues.

Grants & Contracts

- Submitted twenty-four faculty profiles to RF as a resource for their annual report.
- Currently working with Institutional Advancement on 125 active projects of faculty members who seeking funding.

- Will create a database of three years of submissions of grants data.
- Create an awards list.
- Identify 25 of the highest faculty grant recipients.
- Work on the integration of a grants financial system. In addition the area is working to develop processes to account for release time and also looking to target junior faculty to help them with grant writing skills.
- Will work on the improvement of customer services to the administration.
- Trying to improve upon the planning of facilities for faculty in the sciences.
- Will begin analysis of pay-off from start-up funding to faculty at the College, in order to get new/junior faculty started as researchers. Will look at general cost/benefit analysis of what was done in the past in order to give baselines for faculty productivity.

Institutional Advancement

Alumni Affairs

- Worked to reactivate the Boston, Chicago, and Atlanta chapters. The goal of the area's outreach efforts over the past year has been to assess alumni involvement and participation.

Outreach efforts include:

Mailings
Staff time
Travel expenditures

Public Relations

- The Reactivation of the Media Guide will ultimately serve a number of purposes for both faculty and administration. Assessment will involve measuring the outcomes by media connections, faculty matched with grants, and a comprehensive electronic document that captures all faculty, their honors, awards and areas of interest

Development

- Drafted a Development Operating Plan for 2002-2003 that will be reviewed by the Board of Trustees' Development Committee. The plan covers fundraising and offers both activity and dollars goals that include: campaign, major gifts, annual fund, Best of Brooklyn - special event, planned giving, foundations, stewardship, and general office effectiveness. Assessment involves reviewing the document quarterly and progress toward these goals.

Enrollment Services

- Implemented "Recruitment Plus" a tool that will be used to store and track enrollment data at the college.
- The area administered the "Student Referral Form" at the beginning of Spring 2003

- YESS: Yes to Evening Student Services is scheduled to be implemented by Spring 2003.
- Enrollment Services worked on developing a centralized web site of all of its areas.
- AVP Budget and Planning
- Met with Career Services to assist in the development of outcomes assessment initiatives.
- Goals for Spring 2003
- Conduct outcomes assessment training for units.
- Have each unit begin writing outcomes assessment plan.
- Review customer service training survey results with the intent of incorporating into outcomes assessment plan.
- Conduct survey of information needs.
- Assess effectiveness of website and publications.
- Conduct surveys and get feedback from users to improve budget and purchasing processes.

Spring 2003 Goals

Human Resource Services

- Human Resources Reengineering Task Force established to streamline operations in the appointments process. Created in response to inefficiencies.
- Review surveys results related to Customer Service training to improve future programs. Implement and assess session for the Office of Student Life.
- Continue Listening Posts and utilize the information for improvement.

Office of the AVP for Budget and Planning

- Conduct outcomes assessment training for units.
- Have each unit begin writing outcomes assessment plan.
- Review customer service training survey results with the intent of incorporating into outcomes assessment plan.
- Conduct survey of information needs.
- Assess effectiveness of website and publications.
- Conduct surveys and get feedback from users to improve budget and purchasing processes.

Retention Task Force

- Continue to provide data to inform initiatives.
- Work with Career Services to implement assessment plan.
- Implementation of surveys such as the Graduate Student Satisfaction Survey, NSSE, FSSE, Graduating Student Survey, etc.

Other

- Continue monitoring University performance indicators and Strategic Action Plan indicators.
- Outcomes assessment for Title III Virtual Student Support Center (VSSC).
- Provide support for all other outcomes assessment committees.

Office of Research and Scholarships (ORSP)

- Utilize report created for the President as a means to provide baselines for FY 2002 and 2003 on award/submission ratios as well as dollar yields.
- Analyze grant activity and success for faculty members in relation to start-up funding.
- Assess effectiveness of workshops to stimulate increased and improved grant submissions.

Institutional Advancement

- Assess college-wide communications (verbal and print). Develop Communications Plan and incorporate assessments within the plan.

Enrollment Services

- Assess website.
- Utilize Recruitment Plus information and college-wide data to assess recruitment efforts.
- Review results of pilot "BC Referral Form". Implement process changes. Conduct second pilot with updated form.
- Assessment of CPE information.