

**Institutional Effectiveness**  
*Meeting of February 2, 2004*

Membership

AVP Alan Gilbert (co-chair)  
Asst Provost Jerry Mirotznik (co-chair)  
Dean Louise Hainline  
Yasmin Ali  
Karen Alleyne-Pierre  
Michael Brogan  
Moraima Burgos  
Karen Davis

Lisa French  
Marla Ginsberg  
Barbra Higginbotham  
Nicole Hosten  
Bonnie Impagliazzo  
Barbara Naso  
Robert Viscusi

Overall

- This was the first meeting for the Spring 2004 semester and was an opportunity to discuss progress and new goals. The group will meet again during the semester, as well as communicate throughout.
- Discussions continue to combine assessment with planning to insure that assessment becomes action-oriented.

Institution-Wide Assessment Highlights

- Most group members have received a copy of the annual Strategic Action Plan. Those who have not received it will ask their manager for a copy.
- The mid-course report for the 2000-2005 Strategic Plan is being worked on and should be distributed during the semester.
- The annual report for the Title III Virtual Student Support Center (VSSC) was completed. The College demonstrated progress in this area. During the coming year, DegreeWorks will be implemented. Assessment will continue on all aspects of the VSSC. These include web registration, bill payment, e-grade, e-withdrawal, online tutoring, advisement, etc.
- Institutional data reports continue to be distributed and should be used to inform assessment and decision making.
- The Institutional Effectiveness website is being finalized. The committee members will review and give feedback before the campus-wide roll out.

### Finance and Administration Highlights

- Budget and Planning completed its 2003-2005 planning and assessment document that encompasses eight functional areas. Besides guiding the Office of the AVP, this document will be available to other departments doing assessment so they can see a sample plan

Major emphasis has been made to improve the effective communication of data, information, and knowledge. The Office created and distributed an Information Bookmark to highlight Fall 2003 data and indicate the available information websites. They are also planning a new document, the Institutional Profile, which will serve as an information reference book. Training sessions on using available information and presentations on reports continue to occur. These have received positive feedback.

- Human Resources Services and the Office of Affirmative Action have collaborated on implementing a training session in Spring 2004 for managers across all divisions. The short-term and long-term impact of this training will be assessed. Recommendations from the reengineering task force are also being implemented and assessed.
- The Office of Facilities continues to collect baseline data in support of its assessment efforts.

### Enrollment Services Highlights

- During the Fall 2003 semester, the Testing Office administered 3 separate surveys related to the CPE online registration, the test administration, and preparation workshops. Satisfaction with services was high. During the Spring, test results will be reviewed.
- Admissions will be assessing the effectiveness of open houses and recruitment efforts, in addition to ongoing data analyses. Data from Recruitment Plus will be utilized as part of this effort. An assessment of the website has begun. Enhancements to the site will be reviewed for usability and effectiveness.
- The Registrar's Office is taking the lead in the development of the VSSC and the *DegreeWorks* module. Additionally, assessment will be conducted on the transfer evaluation process, in light of the results of a retention analysis that showed that this process impacts retention.

### Student Life Highlights

- Assessment continues for The Orientation Program (TOP) and SERVA.

- COPAS assessment continues. This Spring orientation surveys were conducted for entering freshmen and entering transfer students. In addition a survey will be administered to entering graduate students who participated in orientation workshops. The surveys will be sent to entering graduate students after the form-A date. The COPAS group meets regularly to discuss ways to improve orientation efforts.
- Focus groups will be conducted to identify areas where further analysis needs to be done. A “student-centered campus” survey will be designed from this information, as well as results from other analyses.

### Undergraduate Studies Highlights

- Foundations of Excellence in the First College Year™ requires a series of assessments. This is a college-wide initiative. Two reports have been submitted to the Policy Center thus far. Each report has received favorable responses from them.
- An outcomes assessment training session was conducted for the directors in this area. Future follow-up will occur during the Spring.
- Career Services developed a plan based on data and survey results. Surveys focus on Senior Recruitment, Workshops, Graduate Fairs, and Job Fairs. Assessment will also be done using information from the e-recruitment software.
- Continuing Education continues assessment. A presentation was made to this area in December 2003 to review progress. During the Spring, efforts will continue in analyzing financial information and reviewing marketing strategies.

### Graduate Studies Highlights

- A comprehensive review of all graduate programs continues through the utilization of quantitative and qualitative information. Enrollment and retention/graduation information is available. Admissions data is being worked on and will be available shortly. Opportunities in Psychology and Accounting are being reviewed for feasibility.
- Assessment of research and sponsored programs continues starting with a review of current activity and reconciliation with Research Foundation records. Progress has been made in developing accurate financial reports.
- The Funding Council was established in response to the need to coordinate activities among different entities.

### Library and AIT Highlights

- The Library will be administering a survey this Spring.
- Responses from the e-suggestion box have been informative.
- Plasma screens will be set up in the Library to improve information communication.
- A substantial amount of data is being collected on a regular basis, as part of current operations, and is being used for assessment. This includes circulation information, number of students who use the facility, computer utilization, electronic journal utilization, etc. The point was made that existing information should be used when possible. The Library is the pilot department for a new information collection process for institutional/external reporting purposes.

### Model Citizen Highlights

- A presentation on outcomes assessment was done for the Performing Arts Complex unit. They will work on defining areas for assessment.
- Assessment continues on legislative efforts, the community newsletter, and the Community Council.
- Communications on the West Quad project are being assessed. A unique email address allows for comments to be distinguished.

### Institutional Advancement Highlights

- After reviewing results from the Recent Graduate Survey, Alumni Affairs is developing an online alumni community in collaboration with the Center for Career Development and Internships. Alumni Affairs also expanded its professional and cultural affiliates throughout the country.
- The Brooklyn College Foundation is beginning assessment activities.