

Institutional Effectiveness
Meeting of November 19, 2003

Membership

AVP Alan Gilbert (co-chair)	Lisa French
Asst Provost Jerry Mirotznik (co-chair)	Marla Ginsberg
Dean Louise Hainline	Barbra Higginbotham
Yasmin Ali	Nicole Hosten
Michael Brogan	Bonnie Impagliazzo
Moraima Burgos	Barbara Naso
Karen Davis	Robert Viscusi

Introduction

- The group has been expanded to include membership from the Student Centered Campus group, the Model Citizen group, and a representative from the Office of the Dean for Undergraduate Studies. This will consolidate all out-of-classroom outcomes assessment activities, while still maintaining the focus of each group.
- Discussions ensued on combining assessment with planning to insure that assessment becomes action-oriented.
- The possibility of developing an electronic institutional portfolio to demonstrate evidence of institutional assessment and planning activities was presented. Bates College has developed this type of portfolio.

Institution-Wide Assessment Highlights

- The annual Strategic Action Plan has been finalized and is being implemented.
- A mid-course report, highlighting accomplishments from the 2000-2005 Strategic Plan will be distributed by the end of the Fall semester.
- Assessment activities related to the Title III Virtual Student Support Center continue to progress. A report on usage trends associated with online registration was prepared and distributed. The results from the Student Advisement survey will be issued shortly. A presentation reviewing these results compared to the survey administered to advisors is being planned. Focus groups to discuss *DegreeWorks* will be administered.
- Institutional data reports continue to be distributed and should be used to inform assessment and decision making.

Finance and Administration Highlights

- Budget and Planning is completing an updated strategic plan and assessment document that encompasses nine functional areas. This document will serve as a blueprint through 2005. Once finalized, the plan will be distributed. Assessment activities are continuing as the document is being developed.

Major emphasis has been made to improve the effective communication of data, information, and knowledge. Websites have been improved and now users are being directed to the sites to access information. Training sessions on using the site have been conducted, with positive feedback. More sessions are being planned. Presentations now follow the completion of major reports. Feedback has also been positive.

- Human Resources assessment has not progressed as well as expected due to the fact that the two chairs of the reengineering committee are no longer in the positions they assumed during the writing of the plan. Progress has been made in changing the paper flow process related to the appointment of temporary services. The implementation of job position control has assisted in coordination between the areas of Human Resources, Payroll, Recruitment, and Budget.
- Facilities is focusing on many areas. A consultant from APPA will analyze staffing and expectation levels. The budget is being reviewed to develop reports to improve decision making. The process related to renovation projects is being evaluated.

Enrollment Services Highlights

- The Testing Office is administering 3 separate surveys related to CPE online registration, the administration of the test, and workshops to prepare for the exam. Aggregate exam results are also being assessed.
- The Financial Aid survey was completed and the issued report is being reviewed by their office. The presentation on the results has been deferred.
- The Scholarship Office has a comprehensive plan that outlines outcomes in detail.
- Admissions will be assessing the effectiveness of open houses and the recruitment effort, in addition to ongoing data analyses.
- The Registrar's Office is taking the lead in the development of the VSSC and the *DegreeWorks* module.
- International Student Services will begin assessment activities.

Student Life Highlights

- Each activity in The Orientation Program (TOP) is followed by a survey.
- COPAS assessments consisted of separate surveys for entering freshmen and entering transfers. Additionally, workshop surveys were done. Results were presented and the orientations were discussed by the committee. Institutional data provides additional assessment measures. An entering graduate student survey will be added in the Spring. Additionally, a follow-up survey is being planned for fall orientation participants.
- A comprehensive series of focus groups followed by a campus-wide survey strategy will be utilized to set baselines.

Undergraduate Studies Highlights

- Foundations of Excellence in the First College Year™ requires a series of assessments. This is a college-wide initiative.
- An outcomes assessment training session will be conducted for the directors in this area.
- Career Services developed a plan based on data and survey results. Surveys focus on Senior Recruitment, Workshops, Graduate Fairs, and Job Fairs.
- Continuing Education is assessing its operations. Business practices are being reviewed to improve cash flow. Individual programs are being reviewed in terms of quality and profitability. A presentation will be made in December to the staff to highlight progress.

Graduate Studies Highlights

- A comprehensive review of all graduate programs is being done. Both quantitative and qualitative information will be utilized.
- Assessment of research and sponsored programs will begin with a review of current activity and reconciliation with Research Foundation records. Work has commenced in developing accurate financial reports.

Library and AIT Highlights

- The prior action plan was reviewed by the Library/AIT staff. For each item, either the goal was achieved or a strategic decision was made not to pursue the goal.
- The annual report will be posted on the Library website.
- 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.
- A survey will be conducted in the Spring.

Model Citizen

- Activities and events include assessment activities. Outcomes are defined and debriefings regularly occur.
- The new Community Council had its first meeting and the utility of this group will be assessed.
- Further components of model citizen will be assessed. This includes some of the work being done by Nancy Romer and the many activities occurring in the community.

Institutional Advancement

- Alumni Affairs is establishing goals for each event and reviewing results. Surveys are being planned for the Spring.
- The Brooklyn College Foundation will begin to assess fundraising efforts.