
BROOKLYN COLLEGE ADMINISTRATIVE, EDUCATIONAL, AND STUDENT SUPPORT UNIT (AES) ASSESSMENT ORIENTATION

AUGUST 13, 2020

WELCOMING REMARKS & INTRODUCTIONS

Isana Leshchinskaya

Assessment and Accreditation Specialist,
Office of Educational Research and Assessment (ERA)



WELCOMING REMARKS & INTRODUCTIONS

Lucas Rubin, AES Council Co-Chair
Assistant Dean for Academic Programs



WELCOMING REMARKS & INTRODUCTIONS

David Wells, AES Council Co-Chair

Director, Black and Latino Male Initiative



WELCOMING REMARKS & INTRODUCTIONS

Michael Ayers

Senior Director,
Institutional Research and Data Analysis (IRDA)



WELCOMING REMARKS & INTRODUCTIONS

Bronwyn Cunningham

Associate Director of Major Gifts at the Brooklyn
College Foundation



WELCOMING REMARKS & INTRODUCTIONS

Estefania Ponti

Assistant Director of Advising Assessment and Student
Success



WELCOMING REMARKS & INTRODUCTIONS

Marcus Richardson

Executive Director of Strategic Initiatives



WELCOMING REMARKS & INTRODUCTIONS

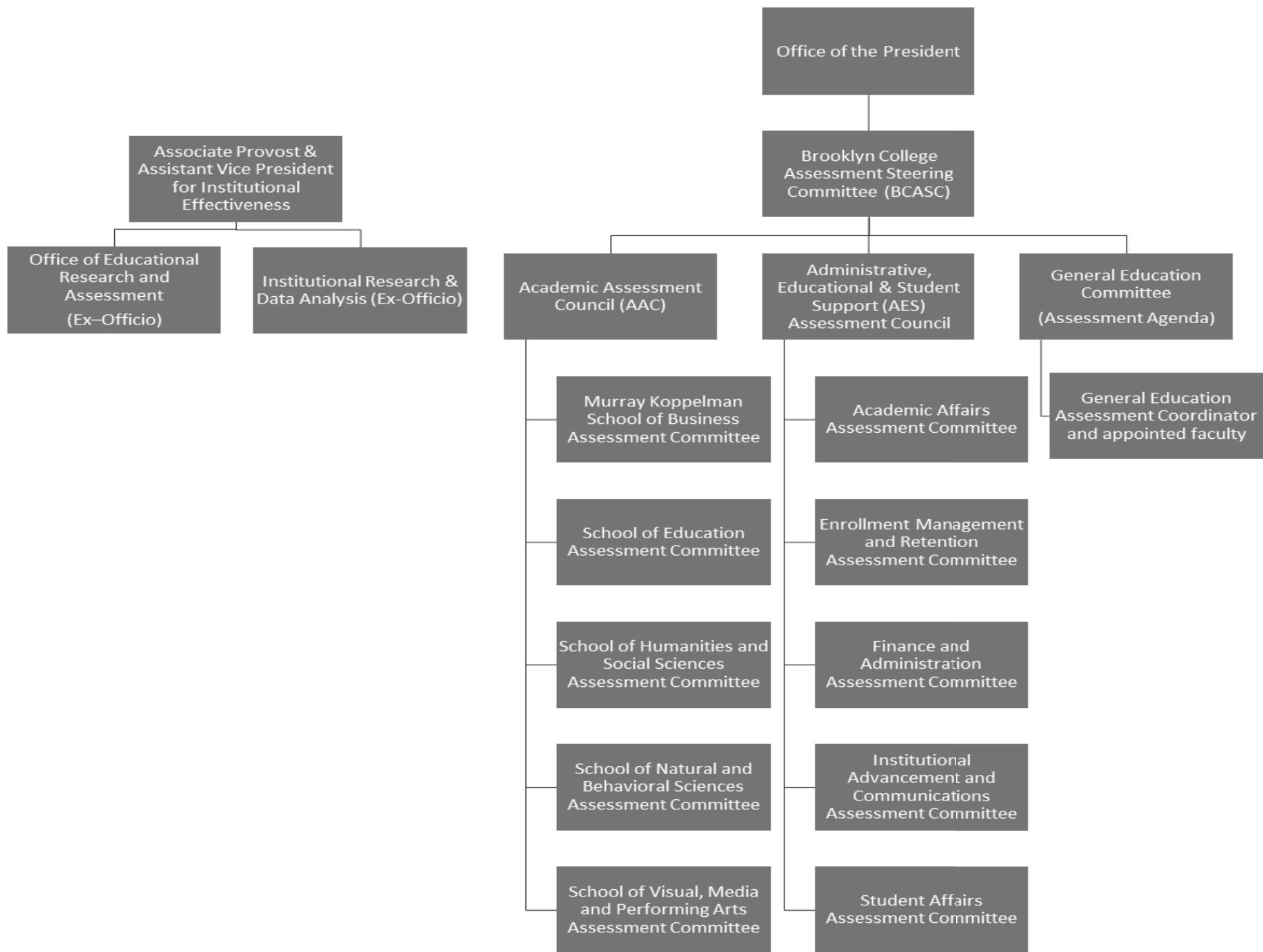
Richard Vento

Director, Brooklyn College Learning Center (LC)



THE DISTRIBUTIVE LEADERSHIP MODEL OF ASSESSMENT (NEXT SLIDE)

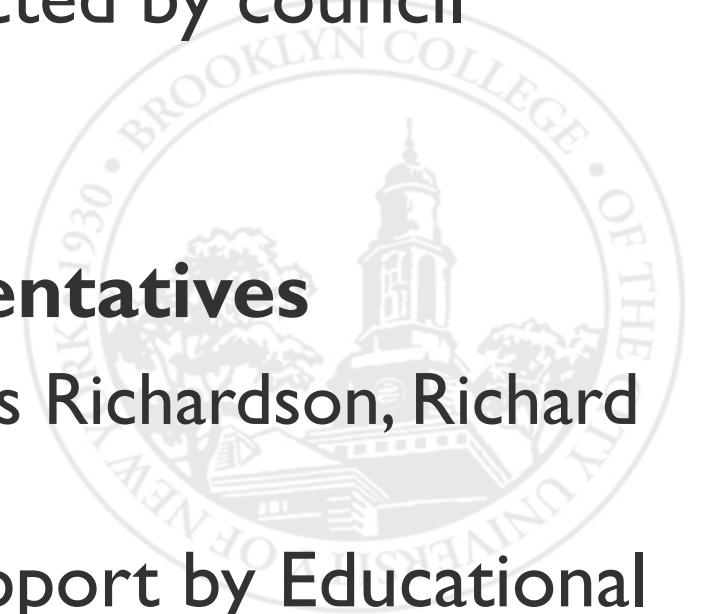




AES ASSESSMENT ROLES AT BROOKLYN COLLEGE

AES ASSESSMENT COUNCIL MEMBERSHIP

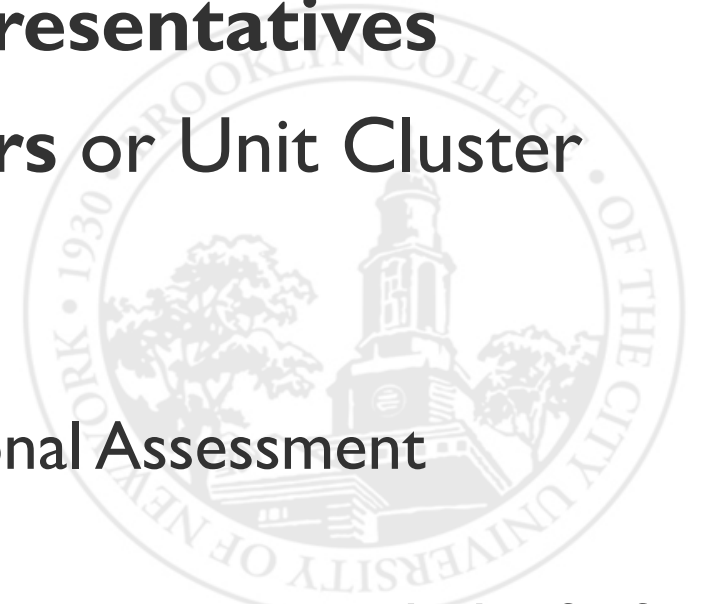
- Led by two Division **Representatives** selected by council members (Co-Chairs)
 - Lucas Rubin and David Wells
- Comprised of Division Assessment **Representatives**
 - Bronwyn Cunningham, Estefania Ponti, Marcus Richardson, Richard Vento
- Accreditation/Assessment Best Practices support by Educational Research and Assessment and Accreditation Specialist
 - Isana Leshchinskaya



AES ASSESSMENT ROLES AT BROOKLYN COLLEGE

DIVISION ASSESSMENT COMMITTEE MEMBERSHIP

- Led by SVP/VP and Division Assessment **Representatives**
- Comprised of Assessment Unit **Coordinators** or Unit Cluster **Liaisons**
 - Approximately 15 members
 - Not all Assessment Unit Coordinators are Divisional Assessment Committee members.
 - In some cases an Assessment Committee **Liaison** will serve on behalf of multiple unit assessment coordinators.



WHAT ARE AES UNITS?

Administrative Support Units

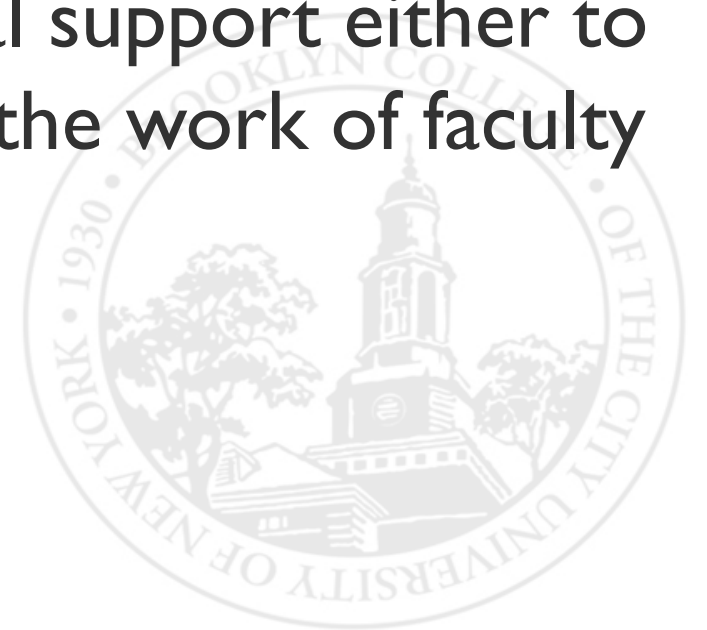
- Responsible for administrative functions that support the environment for student learning including:
 - Bursar's Office
 - Facilities
 - Financial Aid
 - Information Technology



WHAT ARE AES UNITS?

Educational Support Units

- Responsible for providing direct educational support either to academic programs or students, enhancing the work of faculty including:
 - Learning Center
 - Library Services
 - SEEK program



WHAT ARE AES UNITS?

Student Support Units

- Responsible for providing support to students in other areas outside of academic departments including:
 - Counseling Services
 - Magner Career Center
 - Women's Center



WHAT IS AES ASSESSMENT?

- AES assessment includes systematically *measuring, reflecting upon, reporting, and improving*:
 - What your unit does
 - How your unit does it
 - **How well your unit does it**

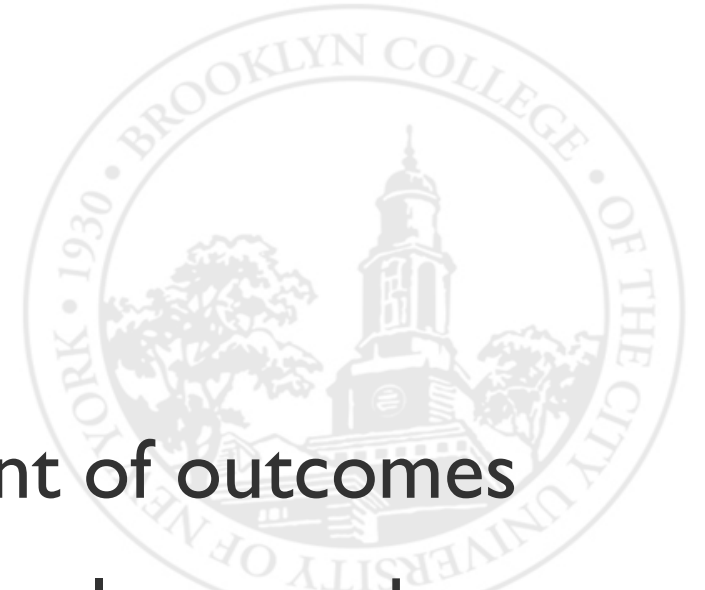


AES UNITS SUPPORT BROOKLYN COLLEGE AND CUNY

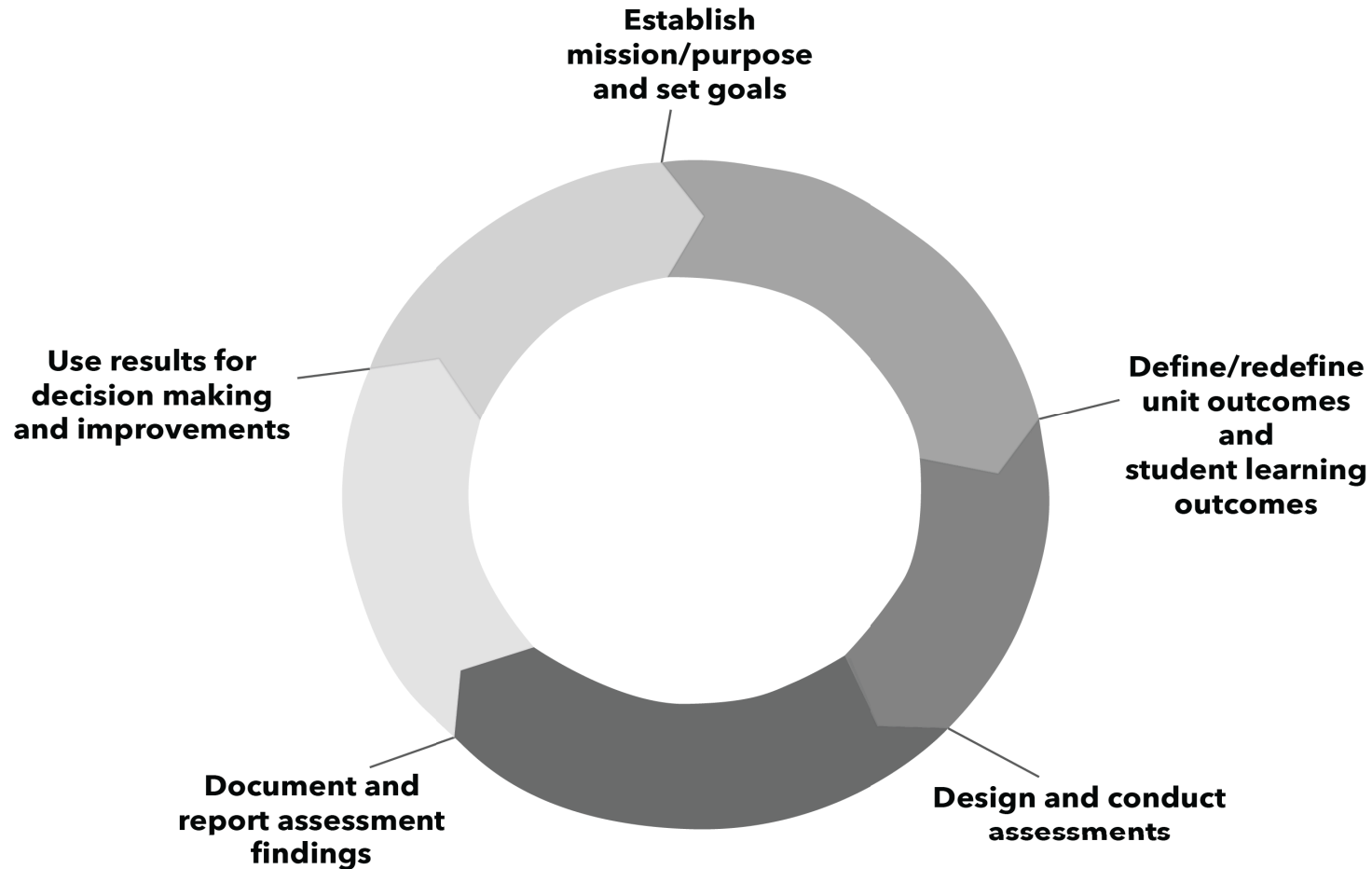


FUNDAMENTAL PRINCIPLES FOR ASSESSMENT

- Establish goals and outcomes for divisions and units:
 - Mission-driven
 - Clear
 - Measurable
- Collect data to evaluate the level of attainment of outcomes
- Use results to articulate successes and plan/implement changes

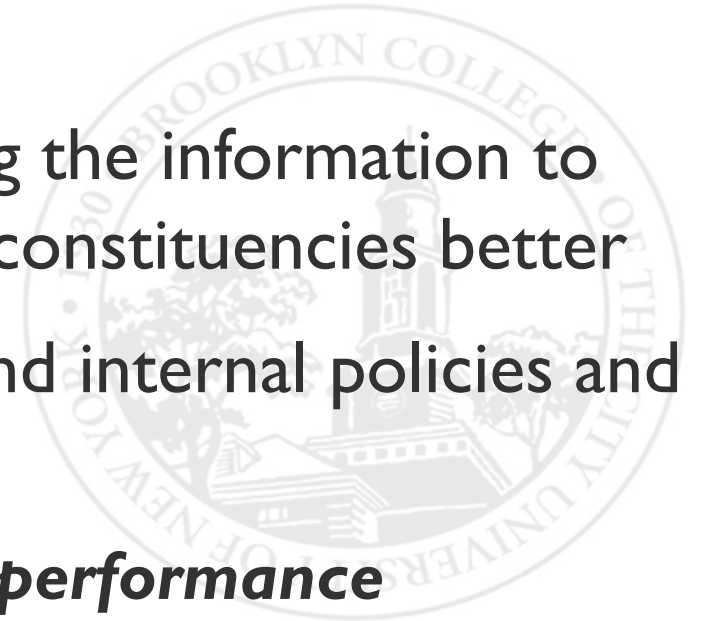


CONTINUOUS IMPROVEMENT CYCLE: EMPHASIS OF ASSESSMENT



WHAT ASSESSMENT IS AND IS NOT

- Recognition: Demonstrating the ways in which the unit contributes to the success of Brooklyn College
- Improvement: Evaluating assessment results and using the information to enable the units, division, and College to serve their constituencies better
- Accountability: Ensuring compliance with external and internal policies and standards
- ***Outcomes Assessment is NOT an evaluation of staff performance***



ROLE OF THE ASSESSMENT UNIT COORDINATOR

Every **unit** has an **assessment unit coordinator**

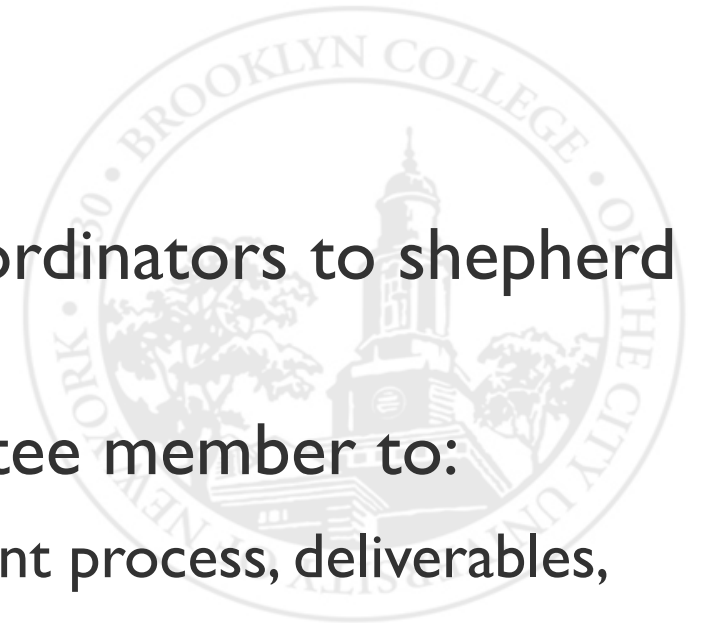
- The **coordinator** serves as an assessment leader within his/her unit to:
 - Ensure relevant and timely assessment within his/her unit;
 - Ensure that data collection and analysis are documented in an organized way;
 - Ensure assessment reports are completed by the deadline and submitted to the Assessment Division representatives and SVP/VP

ROLE OF THE ASSESSMENT COMMITTEE LIAISON

Assessment Committee Liaisons represents multiple assessment unit coordinators.

The **liaison**:

- Works with unit heads and unit assessment coordinators to shepherd unit-level assessment from start to finish
- Serves as a Divisional AES Assessment Committee member to:
 - pass along any unit questions regarding the assessment process, deliverables, and/or deadlines;
 - share resources with the unit developed by the AES Assessment Council; and
 - provide additional support to units throughout the assessment process.



PLANNING DOCUMENTS, MAPPINGS, AND REPORTING

August 20th

Completed Unit Action Plan Form

https://www.brooklyn.cuny.edu/web/abo_administration_provost_ir/AES_Unit_Action_Plan.pdf

October 30th

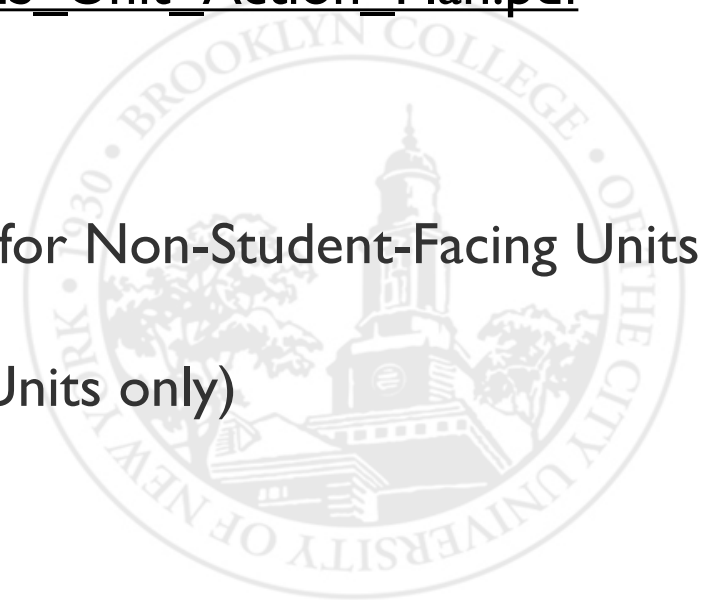
1. Unit Mission to College Mission
 - Unit Values/Purpose to College Mission (supplementary mapping for Non-Student-Facing Units only)
2. Unit Mission to Institutional Learning Outcomes (Student-Facing Units only)
3. Unit Goals/Outcomes to College Strategic Plan Objectives

December 1st

4. Unit Detailed Planning Document

June 30th, 2021, unless otherwise specified

5. **ANNUAL UNIT ASSESSMENT REPORT**



THE ANNUAL AES UNIT ASSESSMENT REPORT

Completed by the unit every year. Due date is **June 30th**.

- An alternate date may be chosen by your division head.

Two versions:

- Student-Facing
- Non-Student-Facing



THE ANNUAL AES UNIT ASSESSMENT REPORT



OFFICE OF EDUCATIONAL RESEARCH AND ASSESSMENT
DEADLINE:
Revised 5.28.2020

BROOKLYN COLLEGE ANNUAL STUDENT-FACING AES UNIT ASSESSMENT REPORT

Brooklyn College Annual AES Unit Assessment Report, 20XX-YY

The Assessment Report form collects results of assessments conducted during the 20XX-YY year. The data/evidence and results submitted in this report should tie directly to the outcomes identified in the Unit's 20XX-YY Assessment Plan. See the *Brooklyn College AES Assessment Handbook* for guidance and examples.

Administrative Division:	
Administrative Unit:	
Contact Name(s):	
Email(s):	

Instructions: Use this template to report on your assessment plan and assessment results for the 20XX-20YY assessment cycle. If you have any questions or would like assistance completing this report, please contact Institutional Effectiveness at IE@Brooklyn.CUNY.edu.

Student-Facing Unit Report



OFFICE OF EDUCATIONAL RESEARCH AND ASSESSMENT
DEADLINE:
Revised 5.28.2020

BROOKLYN COLLEGE ANNUAL AES UNIT ASSESSMENT REPORT

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Non-Student-Facing Unit Report

AES ASSESSMENT RESOURCES

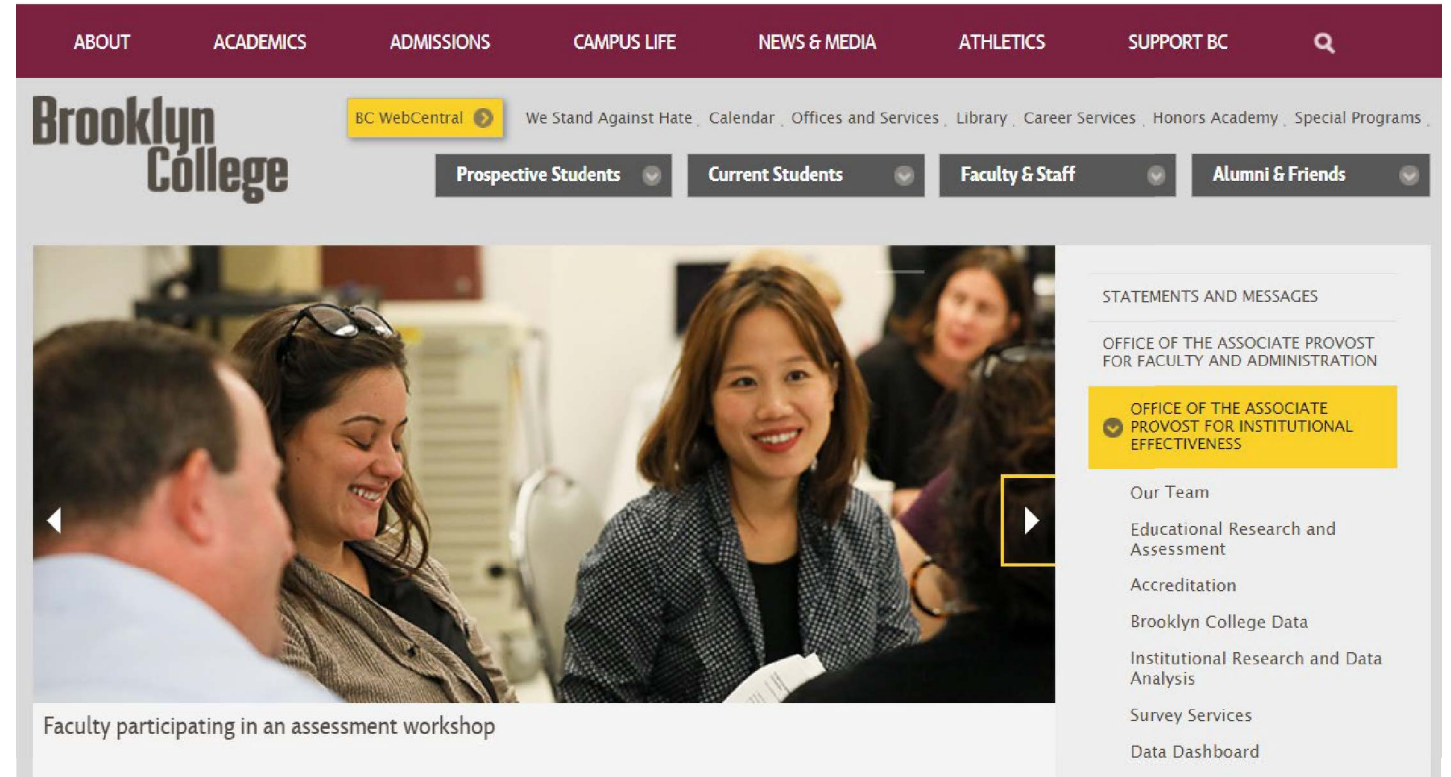
Assessment Resources

■ ERA:

brooklyn.cuny.edu/IE/assessment

■ AES:

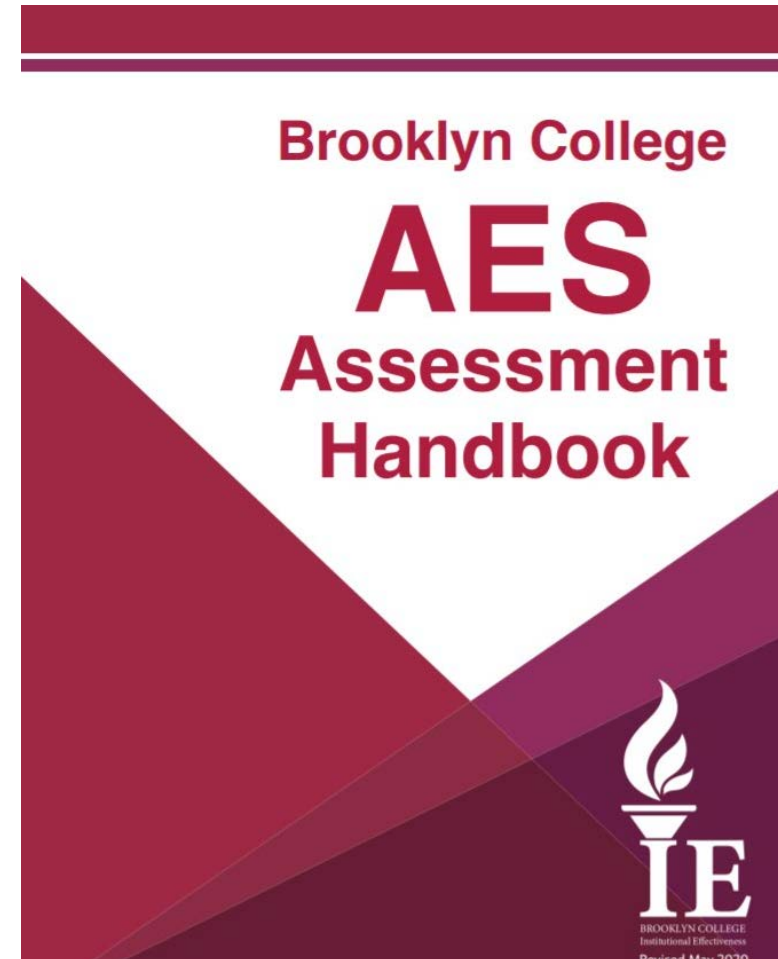
brooklyn.cuny.edu/IE/aes-assessment



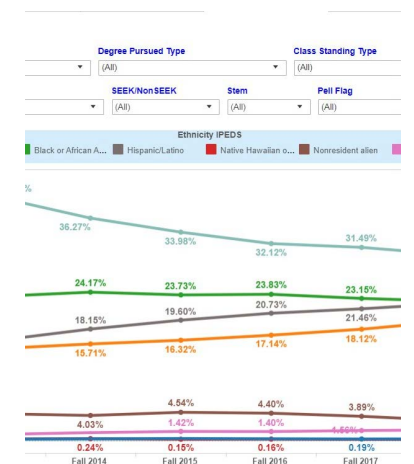
AES ASSESSMENT RESOURCES

AES Assessment Resources

- AES Handbook
- Worksheets & Rubrics
- Templates
- IRDA Website and Dashboards



Does Not Meet Criteria	Approaching Criteria	Meets Criteria
Statement is ambiguous; purpose of the unit is unclear	Some sense of purpose of the unit is present, but may be too broad	Unit purpose is clearly developed and provided
Statement is excessively wordy	May convey the intended purpose, but could be stated more succinctly	Statement is concise and to the point
Statement is vague	Statement may indicate the characteristics of the unit, but lacks distinctiveness from other units or programs	Statement clearly distinguishes the unit from other units or programs
Statement does not address the group(s) that the unit serves or benefits from its services	Group(s) served is only partially indicated or unclear for which the unit serves or benefits from its services	Articulate group(s) served and its services
Refer to the Unit's Mission Alignment Form		



DATA NEEDS

- Use Existing Data, or acquire New Data?
 - ERA / IRDA Support
 - Survey Data
 - ***We recommend that you contact Survey Services before planning any surveys for your unit***
 - ***Email Survey Services at Surveys@brooklyn.cuny.edu***



PLANNING YOUR YEAR: BREAKOUT ACTIVITY

https://www.brooklyn.cuny.edu/web/abo_administration_provost_ir/AES_Unit_Action_Plan.pdf

BROOKLYN COLLEGE OFFICE OF INSTITUTIONAL EFFECTIVENESS AES Unit – Action Plan *Due August 20, 2020*

Division: ☐ Academic Affairs ☐ Enrollment Management ☐ Finance & Administration
☐ Institutional Advancement ☐ Student Affairs

Unit:

Staff Member Responsible for the Annual Assessment Report:

1. Is your unit student-facing? Yes ☐ No ☐

2. On what date will the unit submit its annual assessment report (June 30th, or a date chosen by your division head)?

3. Who is your unit's Division Assessment Committee member? (You or an assessment liaison)

4. Which staff members will work on the annual assessment report?

QUESTIONS & ANSWERS



HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

Academic Affairs:

- Lucas G. Rubin, LRubin@Brooklyn.cuny.edu
- Richard Vento, RVento@Brooklyn.cuny.edu

Enrollment Management & Retention:

- Estefania Ponti, Estefania.Ponti@Brooklyn.cuny.edu



HAVE ADDITIONAL QUESTIONS? YOUR DIVISION'S AES COUNCIL REPRESENTATIVE:

Finance & Administration:

- Marcus Richardson, MRichardson@Brooklyn.cuny.edu

Institutional Advancement:

- Bronwyn Cunningham, Bronwyn.Cunningham@Brooklyn.cuny.edu

Student Affairs:

- David Wells, DWells@Brooklyn.cuny.edu



FOR ADDITIONAL SUPPORT:

Contact ERA at Isana.Leshchinskaya@Brooklyn.cuny.edu



POLL

Please take a couple of minutes to take the poll



THANK YOU

