

University Committee on Assessment

*Annual Report
2004-2005*

General

Members

The University Assessment (UAC) Committee members were:

- Wallis Andersen (Department of Rhetoric, Communication & Journalism),
- Susan Awbrey (Vice Provost for Undergraduate Education and campus liaison with NCA),
- Vanessa Bard (Advising Resource Center),
- Tom Giberson (School of Education and Assessment Coordinator),
- Eileen Johnson (School of Education and Human Services),
- Cathy Larson (Department of Physical Therapy),
- Frank Lepkowski (Library),
- Linda Morrison (Department of Anthropology and Sociology),
- Kay Palmer (Office of Institutional Research and Assessment),
- Sandy Pelfrey (School of Business Administration),
- Jeanie Robertson (Department of Rhetoric, Communication & Journalism),
- Laura Schartman (Office of Institutional Research and Assessment),
- Christina Sieloff (School of Nursing) (Chair),
- Bob Van Til (School of Engineering and Computer Science),
- Floyd Willoughby (School of Business Administration), and
- Jill Zeilstra-Ryalls (Department of Biological Sciences).

Sherman Folland (School of Business Administration) served during the fall term with Floyd Willoughby replacing him for the winter term.

The outgoing members this year are Cathy Larson, Christina Sieloff, and Jill Zeilstra-Ryalls. The UAC thanks the outgoing members for their extensive work over this academic year. In addition, the UAC thanks Walli Andersen for agreeing to serve as Chair for the next academic year.

Members of the UAC are to be recognized for their consistent and active commitment to the further improvement of the assessment process on the OU campus. In addition to regularly attending meetings, the members completed many assignments and program contacts between meetings.

Meetings

The UAC met twice monthly, from one to one and one-half hours per meeting, beginning in September and ending May 2nd. In addition, the UAC also held three half-day meetings to implement quality improvement activities in relation to the assessment process at Oakland University. The UAC also met with the NCA reviewer in February 2005 during the NCA focused visit.

Significant Accomplishments

- The UAC participated in the NCA focused visit in February, resulting in a positive review by NCA.
- Developed a mechanism by which programs that undergo external accreditation reviews with assessment criteria consistent with OU assessment criteria, may be able to streamline the assessment reporting process.
- Developed an Assessment Award process to recognize programs that have developed and implemented commendable assessment processes.
- Determined that one assessment plan can be submitted for similar programs. In addition, one assessment report can then be submitted for similar programs as long as each program's student learning outcomes have been assessed.
- Tom Giberson continued to work with programs in their development and further refinement of their assessment plans.
- At the request of the Provost, the UAC formally categorized each program in terms of their development and implementation of an assessment plan, submission of formal assessment reports, and integration of assessment findings into curricular revisions. With this report, the UAC would like to applaud several programs whose faculty have embraced assessment and used feedback information to improve their programs. In order to achieve "commendable" status, a program must meet three criteria: 1) an assessment plan that has been approved by the UAC; 2) consistently submitted assessment reports on time; and 3) demonstration through these reports that they have used information from their assessment activities to help improve their program, student services, and student learning outcomes. The University Assessment Committee identified the following programs as worthy of commendation in 2004-05:
 - Art History (second year for commendation)
 - Communication BA
 - Dance BA (second year for commendation)
 - Exercise Science MS (second year for commendation)
 - Human Resource Management (second year for commendation)
 - Linguistics BA (second year for commendation)
 - Modern Languages & Literature BA (second year for commendation)
 - Physical Therapy MS, DPT, DScPT (second year for commendation)

- Rhetoric non-degree program
- Theatre BA
- Last year, the UAC reviewed 21 reports and ten plans (total = 31 documents). For academic year 2004-2005, the UAC reviewed 17 plans and 25 reports (total = 42 documents) (see attached list of programs for details).
- To further improve communications regarding assessment on the OU campus, several communication linkages were continued from last academic year, and new linkages were added.
 - The UAC's linkages with the General Education, Graduate Council, and UCUI committees were reaffirmed.
 - A student representative was requested of the Student Congress, and an alumni representative was requested of the Alumni Board. Although representatives were not able to attend on a routine basis, due to scheduling conflicts, the representatives routinely received all of the UAC mailings.
 - Committee teams, consisting of two UAC members, were established at the beginning of the year, and team membership, with the exception of a member's resignation, remained consistent throughout the year. The purpose of these teams was to facilitate the development, and implementation, of assessment processes by working with designated programs.
 - All UAC members routinely received all communications to and from the UAC Chair. These communications also included final copies of the UAC response letters sent to programs, following the UAC's review of programs' plans and/or reports.
 - The Chair routinely submitted Chairperson's Reports at each UAC meeting, detailing the activities of the Chair since the prior meeting.
 - All Deans, Chairs, Directors, and Program Assessment Liaisons, that were not providing plans or reporting this academic year, received several email updates from the UAC Chair during the year. Emails applicable to all programs were sent out by the UAC Chair to non-reporting programs, and by committee teams to the programs with whom they were working.
 - All Deans, Chairs, and Directors received copies of the UAC's response letters to programs, following the UAC's review of a program's plan and/or report.

- For programs within the College of Arts and Sciences, the Associate Deans also requested, and received, copies of the relevant response letters.
 - For the third year, an informal group of those involved in assessment continued to meet during the 2004-2005 year. The members were: Susan Awbry, Vice Provost for Undergraduate Education (and campus liaison with NCA); Laura Schartman, Director, Office of Institutional Research and Assessment; Ron Sudol, Vice Provost for Academic Affairs; Tom Giberson, Assessment Coordinator; and Christina Sieloff, Chair, University Assessment Committee. This group met periodically throughout the year and performed as an ad hoc Steering Committee as it complemented the work of the University Assessment Committee.
 - Developed and implemented a mechanism by which the Provost is routinely informed of programs experiencing difficulty implementing the assessment process.
- To further increase faculty's awareness of assessment resources, each response letter included web sites for both the UAC and relevant NCA. Non-reporting departments received the information regarding the relevant NCA sites from the UAC Chair.
 - Conducted a workshop on embedded assessment.
 - Reviewed and revised the OU Assessment Plan with an additional philosophical statement (to be submitted to the OU University Senate for review).
 - Developed a document clarifying the roles of groups on the OU campus in relation to the assessment of end-of-program student learning outcomes.
 - Developed an annual, formal orientation program for the UAC.
 - Participated, through the UAC Chair, in the Evaluation and Assessment Software Task Force.
 - Developed protocols and procedures to further improve the functioning of the UAC.
 - Worked with several programs to facilitate the further implementation of an assessment process (Accounting, Education, Human Resource Management, Well and Health Promotion).

RECOMMENDATIONS

In previous years' reports, the UAC commented on some of the challenges facing the OU campus with regards to the assessment of student learning. Many of those challenges remain despite the progress being made, and those challenges include the need for:

- further improvement in faculty acceptance of the value of assessment,
- additional increases in funding for assessment activities,
- further improvement in the amount of leadership by department chairs related to assessment on relevant programs, and
- further improvement in the amount of support and leadership by deans on assessment.

As a result of a review of the above challenges, and consideration of the work of the UAC over the past year, the UAC makes the following recommendations:

- continue, and increase if possible, OU's financial support for assessment activities on campus,
- include formal reports into each UAC meeting from the UAC's liaisons to the General Education, Graduate Council and UCUI committees.
- offer one educational program regarding assessment each term.
- OU and each school, department and program, through a variety of mechanisms, should provide increased recognition of the work of faculty in relation to the assessment of student learning.

ATTACHMENT A

Listing of Plans and Reports Reviewed
Academic Year 2004-2005

PROGRAM	PLAN	REPORT
Accounting (undergraduate)	X	
Anthropology	X	
Art History	X	
Biochemistry		X
Biology (undergraduate)		X
Biology (graduate)		X
Business Administration (Master's)		X
Communications		X
Dance		X
Early Childhood - PhD	X	X
Early Childhood – Master's	X	X
Economics		X
Educational Leadership	X	X
Finance		X
General Management		X
General Studies (Bachelor)	X	
History		X
Information Technology (BS – proposed)	X	
Journalism		X
Marketing		X
Mathematics (undergraduate)		X
Mathematics (graduate)		X
Music		X
Music Education (PhD – proposed)	X	
Occupational Safety and Health		X
Physics	X	
Political Science (BA)		X
Psychology	X	
Public Administration (BS)		X
Public Administration (MPA)		X
Rhetoric	X	X
Safety Management (MS – proposed)	X	
Sociology	X	
Special Education	X	X
Studio Art	X	
Theatre		X
Women's Studies (Bachelor)	X	
TOTAL	17	25