



President and Provost Roundtable Discussion

Topic: Culture of Assessment and Performance Analytics

NOTE: Articles cited are for reference purposes – not necessarily endorsed by President or Provost.

Purpose – to discuss the increasing scrutiny of higher education related to assessing and demonstrating outcomes.

Top 10 Higher Education Issues for 2012 *(Top 7 are important to this discussion)*

1. State Operating Support for Public Higher Education
2. Productivity (The Cost of Providing a College Education)
3. Governance Restructuring and Regulatory Reform
4. College Completion
5. Performance-based Funding
6. Tuition Policy
7. State Student Grant Program Funding and Reform
8. College Readiness
9. Veterans Education
10. Immigration Policy

Texas Public Policy Foundation – Seven Solutions

1. Measuring Teaching Efficiency and Effectiveness
2. Publicly Recognize and Reward Extraordinary Teachers
3. Split Research and Teaching Budgets to Encourage Excellence in Both
4. Require Evidence of Teaching Skill for Tenure
5. Use “Results-Based” Contracts with Students to Measure Quality
6. Put State Funding Directly in the Hands of Students
7. Create Results-Based Accrediting Alternatives

Movement toward culture of assessment and accountability

- National standards emphasize importance of a culture of assessment
 - Outcomes students need for 21st Century (indicated by AACU, Association of American Colleges and Universities)
 - Knowledge of human cultures and physical and natural world
 - Intellectual and practical skills
 - Personal and social responsibility
 - Integrative learning
- Institutional assessment
 - Give students a compass – plan of study and assess progress
 - Ability to apply learning to complex issues – deepen learning, establish culture of shared purpose and continuous improvement
 - Faculty culture is key to evaluating and improving student success

- Understand it and collegially challenge it
- Requires assessment that purports a better way
 - Find better ways to allocate resources and achieve goals
 - Use scholarly research approach toward transformational initiatives

Characteristics of an Entrepreneurial University – Entrepreneurial universities are:

- Nimble and strategic
- Responsive to student needs
- Future-oriented
- Engaged
- Aggressive and cooperative

Bringing Business Analytics to the College Campus

- Two most pressing areas where performance improvement is needed:
 1. Educational Attainment
 2. Educational Performance
- Relationship between funding problems and educational performance goals
 1. Lack of goals – postsecondary education at both state and federal levels
 2. Instability – state appropriations to public educational institutions
 3. Over-regulations and under-accountability
 4. Upside-down spending – education bottlenecks, general education courses subsidize expensive upper division, graduate courses serve fewer students
 5. Competition that increases spending unrelated to student educational outcomes
 6. Poor use of data about spending and performance
- Business analytics – measures of unit costs related to performance – used to:
 1. Deliver improved governance and public policy capacity
 2. Improve state budget reform efforts
 3. Change in-state funding allocations to improve lower-division education
 4. Focus college and university finance administrators on revenues and costs

References

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