Promoting Faculty Engagement in Ongoing and Innovative Assessment Practices Through a Culture of Assessment

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Sam Houston State University
First, a show of hands...

- How many of you are from:
  - Public Institution?
  - Private Institution?
  - 2-year College?
  - 4-year University?
Institutional Profile

- 4–year, public university approximately 1–hour north of Houston, Texas

- Current enrollment of approximately 22,000 undergraduate and graduate students
  - 91 bachelor’s degree programs, more than
  - 57 master’s degree programs, and
  - 10 doctoral programs

- Classified by the Carnegie Commission on Higher Education as a “Doctoral Research University” and a “Community Engaged” University
2019 Excellence in Assessment Designee
2019 Excellence in Assessment Designation

- Co-sponsored by:
  - Voluntary System of Accountability (VSA),
  - National Institute for Learning Outcomes Assessment (NILOA)
  - Association of American Colleges and Universities (AAC&U)

- Recognizes institutions that are successfully:
  - Integrating assessment practices throughout the institution
  - Providing evidence of student learning outcomes
  - Using assessment results to guide institutional decision-making and improve student performance

- Focus is on processes and uses of assessment data, rather than on student performance or accomplishment
SHSU was one of seven institutions recognized in 2019.

SHSU was one of twenty-seven total institutions awarded since 2016.

SHSU is the FIRST Texas institution to be recognized.
Check the Boxes vs. Meaningful Engagement

- “Check the boxes” approach
  - Focus is on compliance

- Meaningful engagement approach
  - Focus is on best practices for continuous improvement
Theoretical Approaches to Promoting Good Assessment

- Promoting an Improvement Mindset vs. a Compliance Mindset

- Approaching Assessment as an Action Research Activity

- Promoting the Scholarship of Teaching, Learning, and Assessment
What We Do

- Promote Assessment Best Practices and Resources
  - Website
  - Assessment Resources
  - Bi-Weekly Email/Newsletter
  - Training Sessions
  - Brown Bag Lunch Sessions
  - Individualized Assistance
  - Meta-Assessment

- Promote the Scholarship of Assessment at SHSU and Beyond
  - Assessment–Related Conference Presentations
  - Assessment–Related Publications
  - Assessment Mini–Grants

- Promote Quality and Transparent General Education Assessment
  - Facilitating General Education/Core Learning Objective Projects
  - Creating General Education/Core Learning Reports
E-Resources
Website

https://www.shsu.edu/dept/academic-planning-and-assessment/

Welcome

Sam Houston State University is committed to the continuous improvement of its programs and services. To this

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Assessment Resources

- YouTube Videos
- Assessment Resource Documents
- Training Schedules
- Past Conference Presentations
Assessment Plan Elements

Office of Academic Planning and Assessment

Learning Objectives (LO) → Indicator, Criterion, Findings → Update to Previous Cycle’s PCI (PCI = Plan for Continuous Improvement) → New PCI for the Next Cycle (PCI = Plan for Continuous Improvement)

Goals

Performance Objectives (PO) → Key Performance Indicator (KPI), Results

Blue: Required by All Units

Orange: Required by Degree Programs, and Optional for Academic Support, Student Support, and Administrative Support Units

Green: Required by Academic Support, Student Support, and Administrative Support Units, and Optional for Degree Programs
# Action Verbs for Assessment Planning

[Table of Action Verbs]

**Knowledge**
- List
- Repeat
- Name
- State
- Recall
- Tell
- Record
- Underline
- Relate

**Comprehension**
- Compare
- Identify
- Describe
- Recognize
- Discuss
- Restate
- Explain
- Tell
- Express
- Translate

**Application**
- Apply
- Employ
- Schedule
- Complete
- Illustrate
- Sketch
- Construct
- Interpret
- Use
- Demonstrate
- Operate
- Dramatize
- Practice

**Analysis**
- Analyze
- Debate
- Experiment
- Appraise
- Diagram
- Inspect
- Categorize
- Differentiate
- Inventory
- Compare
- Distinguish
- Question
- Contrast
- Examine
- Test

**Synthesis**
- Arrange
- Compose
- Formulate
- Propose
- Assemble
- Construct
- Manage
- Setup
- Collect
- Create
- Organize
- Combine
- Design
- Plan
- Comply
- Devise
- Prepare

**Evaluation**
- Appraise
- Conclude
- Argue
- Estimate
- Assess
- Evaluate
- Choose
- Interpret
- Compare
- Judge

*Adapted from Lone Star College Strategic Planning and Assessment*
BLOOMS TAXONOMY

KNOWLEDGE
- Recall of information; Discovery; Observation; Listing; Locating; Naming

COMPREHENSION
- Understanding; Translating; Summarising; Demonstrating; Discussing

APPLICATION
- Using and applying knowledge; Using problem solving methods; Manipulating; Designing; Experimenting

ANALYSIS
- Identifying and analyzing patterns; Organisation of ideas; recognizing trends

SYNTHESIS
- Using old concepts to create new ideas; Design and Invention; Composing; Imagining; Inferring; Modifying; Predicting; Combining

EVALUATION
- Assessing theories; Comparison of ideas; Evaluating outcomes; Solving; Judging; Recommending; Rating

Retrieved from https://juliaec.wordpress.com/2011/03/23/blooms-taxonomy-encouraging-higher-cognitive-thinking-in-primary-
Bi–Weekly Email

- *NEW* for Fall 2019
- Email to all faculty and staff involved with assessment
CampusLabs Training – Assessment Software

- Formal training session on utilization of SHSU’s Assessment Management Software
Individualized Assistance

- One-on-one or small group CampusLabs Training
- Assessment Plan Coaching in person or by phone
Presentations and Workshops

- Assessment Overview
  - Purpose of Assessment
  - Best Practices
  - Definitions and Examples of Assessment Plan Items

- Curriculum Mapping
  - Mapping learning outcomes to the curriculum
  - Develop an assessment plan based on that matrix

- Collaborative workshop coming soon!
Brown Bag Lunches

- Informal gathering and discussion of assessment related topics over lunch
- Focus on a broad range of topics
Other Activities
Meta-Assessment

- Formal evaluation of Unit-level assessment plans
- Detailed, four-point rubric
- Helps to define WHAT the qualities of good assessment are
- Participation from all academic colleges
# Meta-Assessment Rubric for Evaluating Annual Assessment Plans

**Program/Unit Name:**

**Assessment Cycle:**

**Overall, this plan is:**
- [ ] Developing
- [ ] Minimally Compliant
- [ ] Good
- [ ] Exemplary

### Goals:
Broadly stated intentions, aspirations, or ambitions. Goals need not be directly measurable.

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<tr>
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<th>Developing</th>
<th>Minimally Compliant</th>
<th>Good</th>
<th>Exemplary</th>
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<tbody>
<tr>
<td>□ None entered; or</td>
<td>□ At least one entered</td>
<td>□ More than one entered, <strong>BUT</strong></td>
<td>□ More than one entered, <strong>AND</strong> address the full purpose of the unit</td>
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<td>□ So vague or incomplete that it’s unclear what is to be accomplished</td>
<td>□ At least one provides enough detail to see how the Goal relates to the purpose of the unit</td>
<td>□ Provide enough detail to see how the Goals generally relate to the purpose of the unit</td>
<td>□ Clearly articulate how the Goals relate to the purpose of the unit</td>
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<td>□ At least one provides enough detail to see how the Goal relates to the purpose of the unit</td>
<td>□ Supporting documents provided, when appropriate</td>
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### Notes:
Assessment Mini–Grant Program

- Assist with Assessment–related activities

- Funding for 15 grants of up to $1,000 each academic year

- 52 total grants awarded since 2014–2015

- A total of $53,142 awarded to-date
General Education/Core Objective Assessment Projects

- Evaluate student attainment of general education/core learning objectives
  - Facilitate major, University-wide assessments
    - Assessment of Written Communication (AWC)
    - Critical Thinking Assessment Test (CAT)
    - Teamwork Self-Reflection Instrument (TSRI)
    - National Survey of Student Engagement (NSSE)
  - Facilitate Program/Course-level general education assessments
    - American/Texas Government Course Assessment
    - Critical Thinking Course Assessment
    - Contemporary Moral Issues Course Assessment
General Education/Core Objective Assessment Reporting

- Complete and distribute reports from General Education/Core Assessment projects

- Complete necessary reporting for external agencies
  - Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)
  - Texas Higher Education Coordinating Board (THECB)
Promote Transparency

- Core Curriculum Results
- Access to assessment plans
- Build Trust

"Transparency is reporting the results, no matter what they are. All results are meaningful."
—Seema D Bhatt
President, JJ SciMed Comm, Inc.

The single most important ingredient in the recipe for success is transparency because transparency builds trust.
—Denise Morrison
Herding Cats
or tales from a never ending journey to better communication.
SURVEY CAT SAYS

PLEASE FILL OUT OUR SURVEY
Questions?

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