Excellence in Assessment Designation: Advantages and Opportunities

2016 SACSCOC Annual Meeting
Atlanta, GA
December 3-6, 2016
Overview

• Introduction to the Excellence in Assessment Designations
• Lessons Learned from 2016 Campus Applications
• Perspective of an EIA Expert Reviewers – Loraine Phillips
• Audience Q&A / Discussion
Excellence in Assessment Designations

• National recognition program for campus assessment leaders
• Evaluation based on the National Institute for Learning Outcomes Assessment (NILOA) Transparency Framework
• Focus on campus-wide assessment – including student affairs & external stakeholders
• Joint project of the VSA, NILOA, and the Association of American Colleges & Universities (AAC&U)
Why did we create the EIA Designations?

Is college worth it? Goldman Sachs

By Brooke Metz 8:30 am EST December 10, 2015

Money

Why College Is Still Worth It Even Though It Costs Too Much

Liz Weston / Reuters | Oct. 5, 2015
Why did we create the EIA Designations?

Faculty & instructional staff

College-level Assessment
(e.g., assessment of college-level learning outcomes, competencies, etc.)

Students & Alumni

Program-level Assessment
(e.g., assessment of program-level learning outcomes, requirements for licensure, etc.)

Employers, subsequent institutions

Accreditors, governing boards

Student Affairs staff

Governing boards

Employers, subsequent institutions

Students & Alumni

Faculty & instructional staff
Why did we create the EIA Designations?
How does the NILOA Transparency Framework fit in?

Institutions more frequently report assessment results internally than to external audiences.
Application Components

- Letter from Senior Campus Leadership
- Annotated list of individuals and groups engaged in assessment activities across campus
- Application narrative
  - Self study reflection process
  - Draws heavily on components of the NILOA Transparency Framework
  - Reflection and Growth/Improvement Plan
- Evaluation by national assessment experts
Inaugural Designees Announced August 2016

EXCELLENCE IN ASSESSMENT
2016 Designees

Cameron University
Capella University
CCBC
Mount St. Joseph University
Zayed University
Mills College
Rose-Hulman Institute of Technology
IUPUI
Kansas State University
Wisconsin University

2017 application period now open!
Lessons from Inaugural Campus Applications

- Narrative construction – talk about *why* you do what you do
- Campus *application* team vs. Individuals and groups regularly engaged in assessment activities
  - Designed to intentionally address “when it’s everyone’s job, it’s no one’s job” syndrome
  - Self-study should engage broad constituents but application written by a few
- Engagement with non-academic staff and external stakeholders
- Use the rubric for self-evaluation, determine institutional readiness