Aligning Assessments with Institutional Priorities

Tuesday, March 29, 2022 | 2:00-3:00 PM ET
Our Presenters

<table>
<thead>
<tr>
<th>Dr. Greg King</th>
<th>Dr. Joe Levy</th>
<th>Kristi Eck</th>
<th>Dr. Matt Starcke</th>
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<td>SUNY Oswego</td>
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AEFIS Academy Community Events

Your center for communities of practice.
Outcomes

1. Determine the importance of aligning assessments with institutional priorities.
2. Align assessment initiatives with your strategic vision.
3. Identify Key Performance Indicators (KPIs) that measure your institution's progress toward strategic outcomes.
4. Consider the role of technology in reporting important outcomes for your organization.
Today’s Agenda

- Context: The University of the Future (5 minutes)
- Student Affairs Assessment (10 minutes)
- Integrated Planning (30 minutes)
- Process and Future (5 minutes)
- Questions (10 minutes)
Preparing for the The University of the Future

- Larger redesign of programs and pathways mapped to learner needs and skills gaps
- Digital credentials that stack into each other, providing learners many on and off ramps
- Responsive offerings to the learner and market demand through new combinations of existing and new content.

- How much of the change in today’s work landscape is occurring within jobs.
- How the rapid evolution of skills places pressure on colleges to keep up.
- Why college graduates can no longer rely on their degree to accurately signal their fitness for a job.
- How colleges are pursuing innovative strategies, including integrating career education into the curriculum, connecting students with career networks, and ensuring equitable access to internships.
- Why the shift to remote work means that colleges’ career offices may have to pick up even more of the responsibility of preparing new graduates to make the transition to work.
Supporting Learners and Institutions - In the New Normal

**ACTIVE**
- Compliance
  - Department/Discipline Driven: Accreditation, Evidence Collection
- Decentralized Assessment
  - College/School Driven: Outcomes Alignment, Curriculum Management

**Continuous Improvement**
- Institution Driven: Institutional Effectiveness, Equity, Effectiveness of Online Learning
- Regional Accradiator Driven: Data Collection, Comprehensive Goal Mapping

**LATENT**
- Lifelong Learning
  - Lifelong Learning: Personal Experiences, Prior Learning, Licensure / Exams, Skills and Credentials, Digital Credentials
- Student Success
  - Enrolled / Matriculated Students: Learning Outcomes Assessment, Authentic Learning, Curricular and Co-Curricular, Skills Acquisition
  - Post-Graduation: Competencies, Skills Acquisition

Expanding role of Assessment as a Campus-Wide Initiative
Institutional Effectiveness 2.0 in Action

Together, we are supporting a comprehensive approach to Institutional Effectiveness

Connect the dots. See the big picture.

Helping institutions achieve their mission in a measurable and sustainable way.

heliocampus.com
Planning is Change

Source: John Kotter’s 8 Steps of Change
https://www.kotterinc.com/8-step-process-for-leading-change/
Student Affairs Current Landscape

- Hybrid/Remote Work
- Basic Needs
- Mental Health
- Online course delivery
- Declining Enrollment
- The “Great Resignation”
- Social and Racial Justice

IMPORTANCE OF PARTNERSHIPS/COMMUNITY
Question 1: How have you worked with units to align their assessments to institutional priorities?

Source: Our Iceberg is Melting (Kotter, 2005)
How to Leverage Assessment and Strategic Planning for Beneficial By-Products

Joseph D. Levy | Executive Director of Assessment and Accreditation, National Louis University

https://tinyurl.com/2s3j5w2y
Question 2: How do you help your team identify KPIs that measure your institution's progress toward strategic outcomes?

Source: Our Iceberg is Melting (Kotter, 2005)
Question 3: What resources do you employ to ensure that your process is repeatable and sustainable?

Source: Our Iceberg is Melting (Kotter, 2005)
Next Steps

- If you haven’t done so already, identify, unite and engage key stakeholders from within your institution and work together to align your assessment strategy with your institution’s strategic plan
- Examine strategic plan for collaborative connections (to support your work, for you to support others)
- Identify where assessment can be embedded in institutional processes for budgeting, resource allocation, and/or strategy development
- Share the outcomes of your process beyond the already engaged key stakeholders: share the story of your process with your greater campus community
# Q&A

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**AEFIS Academy Community Events**

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<td><strong>Institutional Effectiveness 2.0: A New Path Forward for Higher Education</strong></td>
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<td><strong>Blog</strong></td>
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<td><strong>Inspiration from ‘Ted Lasso’ for Assessment Professionals</strong></td>
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<td>By Megan Bell, Student Affairs Assessment at Cal State Northridge</td>
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<td><strong>Blog</strong></td>
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<td><strong>Our Iceberg Is Melting— How to Change &amp; Succeed Under Any Conditions</strong></td>
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<td>By Tasha Almond-Dannenbring, Sr. Data Analyst HelioCampus</td>
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Your Institutional Effectiveness Innovation Hub

Preparation for Institutional Effectiveness 2.0—a Q&A with Darren Catalano

As they navigated the turbulence of the past few years, colleges and universities were forced to make fundamental changes in how they operate—and many are still trying to recover. A 2021 survey from the Assoc...

Read More →

https://www.aefisacademy.org/content-hubs/your-institutional-effectiveness-hub/
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Thank you!