

Progressive Measures

Mission Statement:

"The University Assessment Office is responsible for conducting a variety of assessment activities related to student learning outcomes using qualitative and quantitative research techniques, providing support services to other units engaged in such assessment, and sharing best practices for and results of assessment activities."

News from the Director

Inside this issue:

Alumni Survey	2
NSSE	2
Assessment Advisory Council	3
Consultation	4
SNAP	4
StudentVoice	4
Meet the UAO Staff	5

After a long, hot summer we are finally beginning to notice some changes in the weather. The cool crisp air accompanied by the rustle of fallen leaves on the Quad and the distant sounds of the ISU Big Red Marching Machine practicing in the background are some of my favorite reasons to be a part of the Illinois State University community. As the new director of the University Assessment Office I have had the exciting opportunity to learn even more about our great campus and its dedicated professionals. Since joining the UAO in late March, I have spent the first six months acclimating myself to the exciting assessment practices already in place at ISU, while also looking towards additional opportunities to enhance our efforts and communicate those efforts to the appropriate stakeholders on campus. Early in the summer the UAO staff conducted a planning session to help us determine a set of initiatives for the

2005-06 academic year. Although an ambitious list was constructed, we are excited to move forward with our plans. One of our primary focuses is to reintroduce the campus to the many activities and services offered by the UAO. This issue of our redesigned newsletter, *Progressive Measures*, was constructed to serve as a resource guide for faculty and staff. Our spring publication will be more consistent with future issues which will include a combination of assessment updates as well as specific feature articles. *Progressive Measures* will be published biannually in early October and late March. All of our newsletters will be available in PDF format on our website. We hope you will find this issue informative, and we encourage you to contact the University Assessment Office if you have any questions related to assessment.

Best wishes for a productive semester!

The UAO will be
hosting the
University Club
Discussion Hour

November 11th, 2005
3:30-5:30

BSC Faculty Commons

New Website

We are excited to introduce our newly designed website. Chris Jackson, Staff Clerk, has worked very hard to redesign the UAO website to be attractive and user-friendly. The site focuses on the activities and services provided by the UAO. In addition, all department and school assessment plans can be easily

accessed from the web. A comprehensive list of assessment –related conferences and workshops will be maintained, as well as links to a variety of assessment resources.

Check us out at:

www.assessment.ilstu.edu

Alumni Survey



To attain feedback from graduates, Illinois State University administers the Alumni Survey for graduates one and five years post graduation. The university began administering surveys as part of the program review process and to comply with the Illinois Board of Higher Education accountability requirements. Additionally, each academic department conducted alumni assessment according to their own purposes and schedules. During the 2001-02 academic year, the Office of Planning and Institutional Research (PIR) facilitated a coordinated revision of the instrument to reduce the number of redundant surveys being sent to alumni. The first comprehensive Alumni Survey was administered in 2002. The University Assessment Office (UAO) assumed responsibility for the survey during the 2003-04 academic year and

the most recent administration was conducted in the spring of 2005.

In 2006 the Alumni Survey will go web-only! This move will help to streamline the process and expedite the dissemination of information for departments or schools and colleges. The UAO is working hard to develop additional marketing and informational opportunities for students who will soon become alumni to anticipate an alumni survey and understand its value. We are excited about the changes, but also recognize that departments and schools should be utilizing a variety of assessment methods to gain information about their alumni. The UAO would be happy to discuss additional ways to conduct alumni assessment and evaluation!

In 2005 88% of graduating seniors report their overall education experience at Illinois State University as either "excellent" or "good."

NSSE

This survey project is administered by the National Survey of Student Engagement [NSSE] Institute at Indiana University. The purpose of this project is to obtain information from higher education institutions about student participation in programs and activities that institutions provide for learning and personal development. At Illinois State University the NSSE survey was first administered in 2001 to a random sample of 500 Illinois State University freshmen and 500 seniors, and then to 1,000 freshmen and 1,000 seniors during spring 2002. In spring 2003, the NSSE survey involved 500 freshmen and 500 seniors, and then extended to an additional 750 seniors who had been studying at ISU since they were freshmen. In spring 2004, NSSE was again administered to 1,000 freshmen and 1,000 seniors and 2,000 freshmen and 2,000 seniors in the spring of

2005. The five years of NSSE data have provided excellent baseline information.

The University Assessment Office will be adopting a new schedule for the administration of NSSE to accommodate for the inclusion of additional surveys from NSSE that capture incoming first year students as well as faculty. More information will be coming soon about NSSE efforts on campus.

The summary reports for 2003, 2004, and 2005 are available at the UAO website. In addition, a comparisons table of NSSE data for Illinois State University from 2001-2005 is also available. If you have questions about NSSE please do not hesitate to contact



Assessment Advisory Council (AAC)



In 2003 The Assessment Advisory Council (AAC) was reconfigured with a primary purpose to review processes related to the assessment of student learning outcomes and various reports and utilization of assessment results to improve student learning.

Based upon this continuous review, the AAC is to recommend additions, deletions, and modifications of these processes to advance the quality of student learning at Illinois State. The AAC provides recommendations to the staff of the University Assessment Office in its service to the institution on related matters. The AAC works to ensure that appropriate resources are provided for assessment activities.

Specifically, the AAC has been charged to serve the institution in five areas related to the assessment of student

learning outcomes:

1. IBHE *Illinois Commitment* Goal
2. Connections with *Educating Illinois*
3. Connections with external accreditation requirements and events
4. Advisory to the UAO
5. Review state and national assessment initiatives

This fall the AAC is adopting a new format to review assessment plans for departments and schools relative to the schedule for Program Review. The committee will be working hard to provide feedback regarding continuous improvement, as well as implementation, of assessment plans with the driving goal to improve the assessment of student learning outcomes.

The Assessment
Advisory Council
meets every third
Tuesday of the month.
If you have questions
about the AAC you
may contact your
representative or the
UAO.

2005-2006 AAC Members

- Mardell A. Wilson, Director, University Assessment Office (Chair)
- Debbie Alley, Asst. Professor, Theatre (College of Fine Arts)
- Jill Benson, Assoc. Dean of Students, (Dean of Students)
- Sara Campbell, Assoc. Dean, (Mennonite College of Nursing)
- Dianne Gardner, Asst. Professor, Educational Administration & Foundations (College of Education)
- Robin Gould, Specialist, (Planning and Institutional Research)
- Chad Kahl, Asst. Professor, (Milner Library and University Curriculum Committee)
- Connor Walters, Chair, Family and Consumer Sciences (Chairs' Council)
- Ken Newgren, Professor, Management and Quantitative Methods (College of Business)
- Sally Parry, Assoc. Dean, College of Arts and Sciences (General Education Coordinating Committee & Council for Teacher Education)
- Klaus Schmidt, Asst. Professor, Technology (College of Applied Science & Technology)
- Jan Shane, Associate Provost (Provost's Office)
- Pamela Tannura, Assoc. Professor (Graduate Curriculum Committee)
- Hafeez Ullah, Research Associate, (University Assessment Office)
- Diane Zosky, Asst. Professor, Social Work (College of Arts & Sciences)





Consultation

Are you considering an assessment related research project? Are you in charge of implementing and reviewing your department/school's assessment plan? Do you have questions about developing a survey tool? Do you need suggestions for additional assessment techniques to help strengthen your program review or accreditation renewal? Are you struggling with the assessment section of a grant

application? or... Do you just want to learn more about assessment in higher education? The staff of the University Assessment Office is available to help you with these and many other questions. We provide a variety of consultation services to help facilitate your assessment efforts.

Contact us today!
438-2135 or uao@ilstu.edu

Exciting new possibilities for assessment with SNAP and Student Voice

SNAP

The University Assessment Office is excited to announce the recently acquired SNAP software package to assist with the design and administration of paper and/or web-based surveys. SNAP provides a benefit to Illinois State University faculty and staff who are interested in strengthening the process of assessment.

will be available to assist university personnel in designing paper and/or web surveys.

We hope to have more information available regarding the details for hosting web space as well as the possibility for paper-scanning in the very near future.

If you are interested in using our SNAP surveys please see the UAO website and complete the on-line request form. We are very excited about the many assessment opportunities that may develop with the assistance of SNAP!

Currently the UAO is developing a user-friendly guide for SNAP and some sample surveys and prototype reports. By the spring 2006 semester, the UAO

StudentVoice

UAO is also considering a partnership with a national assessment facilitator. StudentVoice helps guide some of the most innovative methods of assessment in higher education, not by replacing existing efforts or simply supplying technology, but by providing a complementary set of tools and a set of programs that makes assessment practice actionable, effective and non-intrusive. No matter the requirements or limitations of a specific unit, StudentVoice provides a range of methods to enable ongoing assessment,

utilizing the most advanced mobile and web technologies.

In addition, an online reporting system provides real-time statistics and a tiered access structure that allows head administrators to see all projects, while division leaders can access data for only their respective department/school/unit.

Partnering with StudentVoice will provide one more opportunity that the UAO can help facilitate assessment efforts at Illinois State.

We will keep you posted!



University Assessment Office

*Instructional Technology Development
Center (ITDC) Room 122
Campus Box 2500
301 S. Main St.
Normal, IL 61790-2500
Phone: (309) 438-2135
Fax: (309) 438-8788
Email: UAO@ilstu.edu*



UAO Staff

From left: Radhika Gopi (Technical graduate assistant), Julie Fehrenbacher (Marketing & Promotions graduate assistant), Dr. Hafeez Ullah, (Research Associate), Dr. Mardell Wilson (Director), and Chris Jackson (Staff Clerk)

Visit us on the Web:
<http://www.assessment.ilstu.edu>



Meet our Graduate Assistants

Hello, my name is **Julie Fehrenbacher**. I received my Bachelor's Degree in Biology with a minor in Chemistry here at Illinois State University. Currently, I am pursuing my Master's Degree in Family and Consumer Sciences. My focus is nutrition, and I aspire to become a Registered Dietitian.

As a graduate assistant in the Family and Consumer Sciences department last year, I worked with Dr. Wilson. Our work together regarding program assessment is what interested me in the position at the University Assessment Office. The year holds many new ideas and changes for the Assessment Office, and I am excited to be apart of what is to come in the future.

Hi, I am **Radhika Gopi**, a resident of Hyderabad, India. I have pursued my Bachelor's and Master's Degree in Computer Science from Osmania University Hyderabad AP, India. The Computer Science field is very vast and its applications are profound, so I wanted to be technically competent. My work at UAO is helping to facilitate that competency. Also I believe that keeping an inquisitive and explorative attitude leads to a constant learning process which strengthened my resolution to study at ISU.

Currently I am pursuing my Master's degree in Information Technology specializing in Information Retrieval and Project Management. After completing my Master's degree in Information Technology at ISU, I would like to actively involve myself in Research and Development Work.