

Conference Schedule

May 29, 2008 | 8:30—3:30 pm

8:30—9:00 Registration

9:00—10:00 Welcome & Introductions,
Dr. A. Hope Williams

Keynote Address, *Dr. Ephraim Schechter*,
It's a Mad Mad Mad Mad World

10:00—10:50 Integrating Performance Indicators and
Assessment Details, *Dr. Ephraim Schechter*,
HigherEdAssessment.com & *Karen Helm*,
NC State University

Research Findings on the Principles of
Accreditation, *Dr. Michael S. Johnson, SACS*

11:00—11:50 Assessing in Student Affairs: O.A.S.I.S. or
D.E.S.E.R.T. , *Dr. Stephanie M. Helms* &
Dr. Eulena Jonsson, Duke University

Research Findings on the Principles of
Accreditation, *Dr. Michael S. Johnson, SACS*

12:00—1:00 LUNCH

1:00—1:50 Assessment in Student Affairs: Listening to
Our Students, *Dr. Bob Perkins* & *Dr. Jon
Wiggs*, *NC Wesleyan College*

Assessing Distribution Requirements in
General Education, *Dr. Janet Warman*, *Elon
University*

Assessment of General Education Programs,
Dr. John Thornell & *Dr. Jay Stubblefield*, *NC
Wesleyan College*

2:00—2:50 The ABCDs Assessment, *Lucas Langdon* &
Robert Springer, *Elon University*

Assessing Student Learning in General
Education at Guilford College – Assessment
Tool, Results, Lessons Learned, *Dr. Thomas
C. Coaxum* & *Mrs. Louise A. Boothby*

Assessment of General Education Programs,
Dr. John Thornell & *Dr. Jay Stubblefield*, *NC
Wesleyan College*

3:00—3:30 Wrap-up / Closing Remarks



Conference Registration

REGISTER EARLY!
On or Before May 23, \$65
After May 23, \$75

Workshop registration includes continental
breakfast, complete workshop materials, and
lunch. Location will be in the **Frank Family
Science Center** at Guilford College.

Prefix (Dr., Mr., Ms., etc.): _____

First Name
(as it will appear on name badge): _____

Last Name: _____

Discipline or Administrative Area: _____

Title: _____

CONTACT INFORMATION

Institution: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____

E-mail: _____

Check if you would like a vegetarian lunch.

Please send registration form and payment to:

Frances Fontaine
NCICU

863 Washington St.

Raleigh, NC 27605

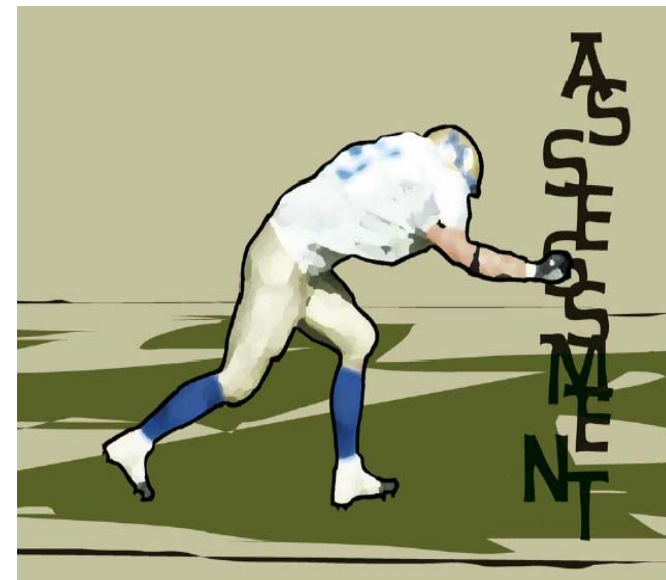
Phone: 919-832-5817

E-mail: fontaine@ncicu.org

North Carolina
INDEPENDENT
Colleges & Universities

Fourth Annual NCICU Assessment Conference

Tackling the Challenges
of
General Education
Assessment



Hosted by
Guilford College
May 29, 2008

KEYNOTE SPEAKER:

Keynote Address: It's a Mad Mad Mad Mad World (Note that there aren't any commas in this old movie title.)

Dr. Ephraim Schechter
Director, HigherEdAssessment.com

Dr. Schechter has been a faculty member, directed an academic program, and served as an institutional researcher and assessment director. He has been involved in outcomes assessment for over twenty years, presenting workshops, coordinating campus-wide assessment projects, and helping individual programs' assessment efforts. He maintains the well-known meta-list Internet Resources for Higher Education Outcomes Assessment at <http://www2.acs.ncsu.edu/UPA/assmt/resource.htm>, and directed the assessment components of NC State University's most recent SACS reaffirmation. Since retiring from NC State University at the end of 2004, Dr. Schechter has consulted widely on assessment and institutional effectiveness.

Dr. Schechter also will be presenting a concurrent session with Karen Helm, Director of University Planning & Analysis at North Carolina State University. The session is titled **Integrating Performance Indicators and Assessment Details.**

DIRECTIONS TO GUILFORD COLLEGE

For directions to Guilford College, visit:

http://www.guilford.edu/about_guilford/contact_directions/directions.html

For a Guilford College campus map, visit:

http://www.guilford.edu/about_guilford/contact_directions/map.html



CONFERENCE ABSTRACTS:

Assessing in Student Affairs: O.A.S.I.S. or D.E.S.E.R.T.

Presenter: *Dr. Stephanie M. Helms, Director of Assessment and Professional Programs in Students Affairs, Duke University and Dr. Eulena Jonsson, Assistant Director of Assessment and Research in Student Affairs, Duke University*

Abstract: The presenters of this interactive session will describe how Duke University's Division of Student Affairs has carved a place for Assessment and Research professionals. The presenters will walk through their current steps in establishing such an office, will elaborate on the O.A.S.I.S. strategy, and will describe how they plan to avoid the D.E.S.E.R.T. alternative. Participants will be invited to discuss solutions to problems inherent in developing a Student Affairs Assessment office.

The Principles of Accreditation and Private Colleges – Recent Experiences

Presenters: *Dr. Michael S. Johnson, Vice President, Commission on Colleges, Southern Association of Colleges and Schools*

Abstract: After reviewing the SACS-COC accreditation process, we will examine recent outcomes for private institutions. Two areas of concern stand out: institutional effectiveness and the assessment of both educational programs and general education. Following a quick review of relevant standards, suggestions will be made for strengthening this area.

The ABCDs Assessment

Presenters: *Lucas Langdon, Assistant Director of Residence Life, Elon University and Robert Springer, Director of Institutional Research, Elon University*

Abstract: Elon's division of student life has been conducting assessment for many years (i.e., writing goals, objectives, action strategies, and measuring results). With new hires entering into all areas of the University, a workshop was designed and conducted that applies **A**udience, **B**ehavior, **C**ondition, and **D**egree (ABCDs) concepts to the various student life operations. The ABCD concept is not new, but it does convey tried-and-true key concepts that intuitively make sense. Elon's assistant director of residential life and the director of institutional research work as team to help participants understand the concept as well as some pit-falls in this session.

Assessment in Student Affairs: Listening to Our Students

Presenter: *Dr. Bob Perkins, Dean of Students, North Carolina Wesleyan College, and Dr. Jon Wiggs, Director of Institutional Research, North Carolina Wesleyan College.*

Abstract: This session will involve a presentation and discussion of two perspectives on the importance of doing assessment: one based upon external pressures related to accreditation and institutional survival; and the other based upon the importance of identifying and addressing student needs. Both perspectives emphasize the critical need for assessment, but come at the issue from very different angles for those on our campuses who may not understand the reason why assessment has become so important in today's higher education environment.

Assessment of General Education Programs

Presenters: *Dr. John Thornell, Vice President for Academic Affairs, North Carolina Wesleyan College and Dr. Jay Stubblefield, Associate Dean, North Carolina Wesleyan College*

Abstract: The Southern Association of Colleges and Schools (SACS) reports that standard 3.5.1 (The institution identifies college-level general education competencies and the extent to which graduate have attained them) is among the standards most frequently cited for non-compliance. The second element of the standard (extent to which graduates have attained them) is the crux of the problem. Many colleges and universities have general education competencies that are worthy as goals, but almost impossible to measure using traditional metrics. For example, NC Wesleyan College has a general education goal that graduates will demonstrate "informed ethical decision-making."

The purpose of this session will be to examine closely the language of the standard and its meaning and offer recommendations as to steps to be taken to achieve SACS compliance. The primary author will have just completed serving as a member of a SACS Off-Site review team for a cluster of independent colleges. The information provided by SACS at that review, the best practices of successful colleges in response to this standard, including the development of measurable general education competencies, and the ways in which a cluster of independent colleges conducted assessment of general education programs will be discussed.

Assessing Distribution Requirements in General Education

Presenter: *Dr. Janet Warman, Director of General Studies, Elon University*

Abstract: Assessment in General Education, because it involves many different departments, presents numerous complications and challenges. This session will outline the plan that Elon University has begun to use to assess its General Studies Program, which includes courses in the first-year core, distribution requirements across all departments in the Arts and Sciences, and the junior/senior capstone seminar. Key principles of the plan include maximum use of assignments already in place, minimum work for faculty, rotation so that not all departments are assessed every year, and a focus on dialogue about the results rather than simply the generation of numbers.