

Beth Menees Rienzi, Ph.D., Director of Assessment  
Fall Quarter 2004 – Strategic Plan

**MISSION STATEMENT:** The primary task of the **TLC Assessment Office** is to create a culture of evidence at CSUB through meaningful, manageable and sustainable assessment that leads to organizational improvement. The following are the challenges faced, along with our current strategies and recommendations for campus actions.

WASC Accreditation Process

Our first challenge is using the Western Association of Schools and Colleges (WASC) accreditation process to move the campus towards excellence. Our WASC proposal is due May 1, 2007. Preparation for WASC accreditation begins during 2004-2005.

The new WASC standards require evidence that our campus has developed an ongoing process of identifying issues, collecting assessment data, and using that data to make informed decisions for change and improvement. An extensive collaboration among faculty and other campus colleagues is required to successfully complete this process. (WASC training video).

*Current Strategies*

- The entire campus was invited to participate in the renewal of CSUB Mission, Goals and Objectives during the 2002-2003 academic year. The CSUB Strategic Plan was developed 2003-2004.
- This Mission Statement and Strategic Plan will provide the foundation for our WASC proposal.

Collection and Analysis of Evidence

Our second challenge is to promote and develop effective internal systems of data collection and analysis that will create “evidence” that supports change while it provides documentation necessary for accreditation (e.g., WASC) and compliance (e.g., Title V).

*Current Strategies*

- Continue program assessments as requested by departments and programs (e.g., focus groups, survey, interviews, embedded assessment project).
- Continue development of assessment templates and projects that can be easily used by colleagues not trained in measurement theory and assessment.
- Provide assessment consultation to departments and programs.
- Develop a small grants program for course and program level assessment of student learning outcome objectives. (Assessment Grants)
- Create an institutional electronic portfolio to organize data for quick and organized retrieval of information for accreditation and compliance.

Creating Assessment Support

Our third challenge is to develop a wider base of assessment expertise. Demand for assessment services will increase as we approach the accreditation process. The Assessment Office consists of two half-time employees (.5 faculty member and .5 technical staff) and cannot independently support the level of activity required to successfully complete the accreditation process.

*Current Strategies*

- Our first strategy to meet this challenge is to create a CSUB Assessment Advisory Council (AAC) to advise, inform, and assist the Director of Assessment in meeting the following proposed goals to:
  - Monitor institutional progress towards Mission, Goals, and Objectives consistent with the CSUB Strategic Plan.
  - Identify strategies to assess student learning and development that will inform decisions about “curriculum, pedagogy, student support services, and other institutional practices.”
  - Work as a team to facilitate institutional change based on evidence concerning student learning and development.
  - Develop the next generation of faculty leaders in the assessment process.
  
- Our strategies to develop a pool of assessment experts are to:
  - Identify and train a pool of faculty to become assessment experts.
  - Outsource select assessment projects to campus experts who have specific assessment skills to participate in finite projects. (AAC members)
  - Mentor the small grants recipients mentioned above to widen the base of expertise and involvement across the campus.
  
- Develop an assessment news letter to share information, create visibility, and reward participation with positive focused attention and public recognition.

#### Recommendations from Mitchell Report 7/28/04

##### WASC Accreditation Process

- Funding for a CSUB campus team to attend WASC preparation training during Spring 2005. A team of 3 to 6 faculty members, in addition to the Director of Assessment, should be selected for participation with the understanding that they will be actively involved in development of the WASC proposal and active members of the Assessment Advisory Council.
  
- Increased release time for the Director of Assessment starting in 2005-2006 to allow for additional responsibilities with WASC proposal development.
  
- Top level support for the WASC assessment process that is visible to faculty and administration.

##### Collection and Analysis of Evidence

- Continue financial support for assessment programs.

##### Creating Assessment Support

- Provide rewards for departments and individuals who move the campus towards excellence through assessment. (Assessment Grants)
- Recognize assessment efforts of departments and schools.
- Comment on assessment activities in Reviews for Tenure and Promotion (RTP).
- Comment publicly on assessment

#### **Next Meetings:**

**November 19, 2004 12- 2 pm at the Faculty Teaching and Learning Center**

**January 21, 2005 12 – 2 pm at the Faculty Teaching and Learning Center (Tentative)**