

Academic-Support Departments Assessment Reporting

Institutional Effectiveness
UNA Office of Academic Affairs

Assessment Reporting Guidelines for

Institutional Effectiveness Planning & Assessment

UNA requires all academic, administrative and academic support units to submit annual reports by July 31 of each year documenting success outcomes (and in some cases student learning outcomes), demonstrating the extent to which each outcome has been achieved and describing how the results have been used for continuous improvement for the unit.

This reporting is an integral component of UNA's commitment to institutional effectiveness through purposeful assessment and is utilized for University planning and budget/resource allocations.

Additionally, each academic, administrative and academic support unit on campus is required to submit a five-year report on a staggered timeline, documenting progress made in the most recent five years and planning five years into the future. Some units are also externally audited as an additional evaluation component. This triangulated assessment approach ensures an effective evaluation of administrative support units throughout the institution.

This assessment reporting process enables UNA to remain compliant with current SACSCOC standards and expectations.

SACSCOC Requirements

Academic, administrative and academic support units are divided into two distinct groups according to SACSCOC guidelines and reported to SACSCOC separately.

Administrative support services are reported with SACSCOC standard 7.3: Å

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Academic and student support services are reported with SACSCOC standard 8.2c: Å

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Annual Report: Required Components

- 1) Mission Statement of your department and how it aligns with the UNA Mission
- 2) At least 3 Success Outcomes
- 3) At least 1 direct measure and 1 indirect measure per Success Outcome
- 4) Measures: Brief description of each measure, why it is appropriate to measure the outcome and what it measures. Include the target or benchmark.
- 5) Results: Analysis of assessment results. Include any trends or gaps. The analysis indicates if the outcome was Met or Not Met.
- 6) Actions: Continuous Improvement Actions based on analyses of results. Units must include action steps based on data.

Mission Statement

The mission statement section should answer the questions:

Who are you?

What do you do?

Who do you serve?

What results do you expect?

Example: Institutional Research collects, analyzes, and reports data to faculty, administrators and staff in order to provide information that supports institutional decision-making, planning, effectiveness and assessment.

Success Outcomes

Success outcomes are used to measure performance relative to goals, outline how a unit will help the institution achieve its mission and monitor key metrics.

Writing Success Outcomes

Write a focused, specific outcome that is achievable and measurable.

Consider the needs of your department/unit. Write an outcome that allows you to address a need.

Consider any survey results, needs assessments, the UNA Strategic Plan, etc. that might identify areas to address. Please do not write a Success Outcome that has already been accomplished.

If addressing operational tasks, describe tasks or processes that support an operational aspect of a program or office.

If addressing operational performance, describe level of performance of operational aspect of a program or office (customer satisfaction, quality of work, timeliness of a product or process).

Focus on one outcome rather than combining multiple outcomes into one Success Outcome.

Service Delivery Success Outcomes

What do you do to achieve your mission? These outcomes reflect the core functions and purpose of your unit, especially how you provide essential services to students, faculty, staff, parents, employers, alumni, etc.

Examples:

- The Registrar's Office maintains accurate, secure student records.
- The Business Office communicates timely information about report processes and due dates.
- Collier Library: Students will demonstrate basic information literacy skills.
- Career Services: Students will be able to create an effective resume.
- Human Resources: All new employees will become familiar with the benefit package.

How to Write Success Outcomes

Writing the outcome:

[Intended audience] who [action verb 1]

Examples of Success Outcomes

GUC Operations will identify and raise funds for the Banquet Hall Renovation.

Fraternity and Sorority Life will incorporate culturally diverse educational opportunities for students in the the form of campus speakers, workshops, and online learning opportunities.

Facilities will decrease the amount of time to process and complete work orders.

The department (insert name) will update its website in order to meet customer demand and to be more user-friendly.

Measures

Each Success Outcome must be assessed by at least **1 direct measure** that assesses the extent to which the outcome was achieved.

An **Indirect Measure** should also be included to measure the impact of the outcome.

Direct Measure: Measures to what extent the outcome was achieved.

R *∅* *A* *A³ ‡* *∅* *∅* *∅*

Indirect Measure: Follows the direct measure to explain its impact. What additional value did we get from what we did?

R *∅* *A* *A³ ‡* *∅* *∅* *∅* *A³ ‡* *∅* *A³ ‡* *∅* *∅* *∅*

∅ *∅* *∅* *∅* *∅* *∅* *∅* *∅* *∅* *∅* *∅* *∅* *∅*

Note: A unit does not have to create special data collection process for SACSCOC reporting. Annual report assessments should align with what you are already doing to review and assess your unit.

Examples of Direct Measures

Measures should specifically assess the Success Outcome and provide data to indicate to what extent the outcome was achieved.

A measure provides evidence that the goal was met, partially met or not met.

When describing the measure, you must identify what the Target goal is for this measure.

Examples of Direct Measures

Survey Results

Project Results (narrative explaining upgrades to facilities, maintenance projects, etc.)

Evidence that an event was held and was successful (check in sheet to document attendance, feedback from participants)

Usage data (for programs, services, facilities, resources, marketing, etc.)

User satisfaction

Needs assessment of users

Benchmark with other institutions or professional standards

Student/staff participation and pass rates from training

Participation data for partnership goals

Focus Group Data

Examples of Indirect Measures

Surveys capturing feedback from students, alums, or employers

Focus groups of students, alums, or employers

Exit interviews

An external review of the program

Involvement records

Success of students after graduation (graduate school, job placement, etc.)



Actions

Questions?