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FOR OUR CONFERENCE SPONSOR



OVERVIEW — An essential discipline of a mature institution is an effective system of assessment. This is not a one-time project on the institutional check list but an ongoing process that tracks learning outcomes and demonstrates institutional effectiveness. In short, it is how an institution knows how well they're delivering on their educational promise. It's simply indispensable for institutional excellence. Learn from distinguished leaders across higher education how you can build and maintain an effective assessment system that supports the achievement of institutional mission.

DAY 1 TUESDAY, SEPTEMBER 24, 2024

9:00 – 9:30 WELCOME AND INTRODUCTIONS — LISA BEATTY, EXECUTIVE DIRECTOR | ABHE COMMISSION ON ACCREDITATION

9:30 – 10:15 SESSION 1: ARE WE ACHIEVING OUR MISSION? GETTING THE BIG PICTURE OF ASSESSMENT
PRESENTER: LISA BEATTY

OVERVIEW: Developing an effective assessment plan requires a clear-eyed understanding of your unique mission and the overarching purposes of assessment. This demonstrates mission achievement, fuels a culture of assessment and drives continuous improvement. What are the big picture issues that bring meaning and value to the work of assessment?

- ▶ Understanding the purpose and value of assessment
- ▶ Developing YOUR OWN assessment plan and process
- ▶ Answering the big questions
- ▶ Investing in a culture of assessment

10:15 – 10:45 Q & A DISCUSSION

10:45 – 11:00 REFRESHMENT BREAK

11:00 – 11:45 SESSION 2: WHAT ARE OUR AIMS? ACADEMIC AND ADMINISTRATIVE ASSESSMENT
PRESENTER: MICHAEL JACKSON, ASSOCIATE DIRECTOR | ABHE COMMISSION ON ACCREDITATION

OVERVIEW: Assessment is made possible by the creation of clear statements of intention and the actual outcomes that demonstrate results. How do you appropriately communicate your intended and actual results in the domains of student learning and institutional effectiveness?

- ▶ Defining the domains of institutional effectiveness and student learning
- ▶ Crafting student learning outcomes
- ▶ Writing institutional effectiveness or administrative unit outcomes
- ▶ Appropriately describing outcomes results with clarity and precision

11:45 – 12:15 Q & A DISCUSSION

12:15 – 12:30 A WORD FROM OUR SPONSOR — WEAVE

12:30 – 1:30 LUNCH — CATERED AT THE ABHE DINING ROOM

1:30 – 2:15 SESSION 3: HOW DO WE KNOW IF WE ACHIEVED OUR GOALS? IDENTIFYING EFFECTIVE MEASURES AND BENCHMARKS

PRESENTER: JANET STARKS, VP FOR INSTITUTIONAL EFFECTIVENESS | KINGSWOOD UNIVERSITY

OVERVIEW: Effective assessment requires the right tools, and there is no shortage of available measures to assess student learning and institutional effectiveness. How do you assess the value of various options and set meaningful achievement targets?

- ▶ Identifying criteria for effective assessment measures
- ▶ Matching measures with desired outcomes
- ▶ Understanding the value of a well-crafted rubric
- ▶ Articulating benchmarks that make sense and lead to meaningful analysis and effective action

2:15 – 2:45 Q & A DISCUSSION

2:45 – 3:00 REFRESHMENT BREAK

3:00 – 3:45 SESSION 4: HOW DO WE MAKE SENSE OF OUR EVIDENCE? COLLECTING AND ANALYZING DATA
PRESENTER: CHARLES FABER, FORMER ACADEMIC DEAN | BOISE BIBLE COLLEGE

OVERVIEW: The point of embracing assessment is to ensure that our institution makes wise course corrections that are guided by a meaningful analysis of accurate and timely data. How do we create an environment that encourages decision makers to regularly rely upon data that has been collected?

- ▶ Focus on what matters
- ▶ Consistently and systematically collect and store needed data
- ▶ Compile and present data so that it paints an accurate and compelling story
- ▶ Engage the right stakeholders in collaborative analysis

3:45 – 4:15 Q & A DISCUSSION

4:15 – 4:30 WRAP-UP

5:00 – 6:30 DINNER OFF-SITE



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INSTITUTIONAL ASSESSMENT CONFERENCE SEPTEMBER 24-25, 2024

DAY 2 WEDNESDAY, SEPTEMBER 25, 2024

9:00 – 9:30 REFLECTIONS FROM TUESDAY

9:30 – 10:15 SESSION 5: WHO NEEDS TO KNOW WHAT WE LEARNED? REPORTING ASSESSMENT RESULTS

PRESENTER: CLAY MCFERRIN, DIR. OF INSTITUTIONAL & CHURCH RESEARCH, HERITAGE CHRISTIAN UNIVERSITY

OVERVIEW: Sharing assessment results internally motivates change and provides a context for celebrating success. Sharing your findings externally engenders public confidence and meets federal guidelines for transparency of institutional outcomes. So...what do you share, and how do you summarize your findings for public and regulatory audiences?

- ▶ Summarizing assessment findings in written reports and data visualizations
- ▶ Communicating assessment results to the campus community
- ▶ Finding ways to make assessment results meaningful to outside audiences
- ▶ Meeting regulatory requirements to make institutional outcomes public

10:15 – 10:45 Q & A DISCUSSION

10:45 – 11:00 REFRESHMENT BREAK

11:00 – 11:45 SESSION 6: HOW DO WE CLOSE THE ASSESSMENT LOOP? USING ASSESSMENT DATA TO DRIVE QUALITY IMPROVEMENT

PRESENTER: AARON PROFITT, VICE PRESIDENT FOR ACADEMIC AFFAIRS | GOD'S BIBLE SCHOOL AND COLLEGE

OVERVIEW: Institutional improvement lies at the heart of the assessment process. How do you take what you have learned and use it to improve student learning and institutional effectiveness outcomes? And how will you know if your changes made a difference?

- ▶ Listening to the data and developing effective action plans for improvement
- ▶ Deciding what to act on and what to watch
- ▶ Implementing data-informed change and circling back to assess the effects
- ▶ Connecting assessment to your planning and budgeting processes

11:45 – 12:15 Q & A DISCUSSION

12:15 – 1:15 LUNCH — CATERED AT THE ABHE DINING ROOM

1:15 – 2:00 SESSION 7: WHAT DOES AN EFFECTIVE ASSESSMENT PROCESS LOOK LIKE? AN INSTITUTIONAL EXAMPLE

PRESENTER: JENA DUNN, PROVOST, STARK COLLEGE AND SEMINARY

OVERVIEW: You've heard the theory and best practices for assessment, but what does an assessment system look like in real life — at an institution where assessment processes are assigned to an individual wearing multiple hats?

- ▶ Developing a manageable assessment plan
- ▶ Building an assessment calendar
- ▶ Asking questions from assessment data
- ▶ Sharing meaningful assessment results

2:00 – 2:30 Q & A DISCUSSION

2:30 – 2:45 REFRESHMENT BREAK

**2:45 – 4:00 SESSION 8: HOW CAN I MAKE PROGRESS WITH ASSESSMENT AT MY INSTITUTION?
AFFINITY GROUP ROUNDTABLES**

MODERATORS: CONFERENCE PRESENTERS

OVERVIEW: A hands-on session designed to help you move the assessment process forward at your institution. Commission staff and assessment colleagues from ABHE-accredited institutions serve as moderators for roundtable discussions about specific assessment questions and effective assessment strategies.

- ▶ Documenting assessment plans and processes
- ▶ Implementing best practices for assessment
- ▶ Motivating faculty and staff to engage with assessment processes
- ▶ Celebrating assessment wins

4:00 – 4:30 WRAP-UP

5:00 CLOSING DINNER OFF SITE



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