

WITH GRATEFUL APPRECIATION
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. It's 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 promises. An effective assessment system informs budgeting and planning processes and fuels continuous improvement efforts. Learn from distinguished leaders across higher education how you can build and maintain an effective assessment system that supports data-driven decision-making and achievement of institutional mission.

DAY 1 THURSDAY | OCTOBER 23

9:00 – 9:15 WELCOME AND INTRODUCTIONS — LISA BEATTY, EXECUTIVE DIRECTOR | ABHE COMMISSION ON ACCREDITATION

9:15 – 10:00 SESSION 1: GETTING THE BIG PICTURE OF ASSESSMENT

PRESENTER: LISA BEATTY

OVERVIEW: Developing and implementing an effective assessment plan requires a clear understanding of your unique mission and the overarching purposes of assessment. Assessment plans that demonstrate mission achievement fuel a culture of assessment and drive 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

10:00 – 10:30 Q & A DISCUSSION

10:30 – 10:45 REFRESHMENT BREAK

10:45 – 11:30 SESSION 2: STATING YOUR INSTITUTIONAL INTENTIONS

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

11:30 – 12:00 Q & A DISCUSSION

12:00 – 12:15 A WORD FROM OUR SPONSOR — WEAVE

12:15 – 1:00 LUNCH — CATERED AT THE ABHE DINING ROOM

1:00 – 1:45 SESSION 3: BUILDING A COMPREHENSIVE ASSESSMENT PLAN

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

OVERVIEW: An effective assessment system requires a detailed assessment plan that includes appropriate assessment measures, identifies achievement targets, and explains how and when data are gathered, analyzed, and reported. What are some important considerations when developing or refining a workable assessment plan?

- ▶ Matching measures with desired outcomes
- ▶ Articulating benchmarks that make sense and lead to meaningful analysis and effective action
- ▶ Developing an assessment calendar that provides assessment results when needed for effective and efficient institutional decision-making and improvement processes

1:45 – 2:15 Q & A DISCUSSION

2:15 – 2:30 REFRESHMENT BREAK

2:30 – 3:15 SESSION 4: IMPLEMENTING AN EFFECTIVE ASSESSMENT SYSTEM

PRESENTER: CLAY MCFERRIN, DIRECTOR OF INSTITUTIONAL EFFECTIVENESS | HERITAGE CHRISTIAN UNIVERSITY

OVERVIEW: To reap the benefits of your assessment plan, you must actually implement it. How do you collect and analyze assessment data and disseminate the results to guide your quality improvement efforts?

- ▶ Consistent and systematic collection of assessment data
- ▶ Engaging relevant stakeholders in analysis of assessment data
- ▶ Sharing assessment findings with the campus community
- ▶ Communicating institutional outcomes to the public

3:15 – 3:40 Q & A DISCUSSION

3:45 – 4:00 WRAP-UP

5:00 DINNER OFF-SITE

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INSTITUTIONAL ASSESSMENT CONFERENCE OCTOBER 23-24, 2025

DAY 2 FRIDAY | OCTOBER 24

9:00 – 9:15 **INSIGHTS FROM THE WORD — MICHAEL JACKSON**

9:15 – 10:00 **SESSION 5: USING ASSESSMENT DATA TO DRIVE QUALITY IMPROVEMENT**

PRESENTER: SHERI POPP, INSTRUCTIONAL DESIGNER | COLUMBIA INTERNATIONAL UNIVERSITY

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

10:00 – 10:30 **Q & A DISCUSSION**

10:30 – 10:45 **REFRESHMENT BREAK**

10:45 – 11:30 **SESSION 6: WHAT DOES AN EFFECTIVE ASSESSMENT SYSTEM LOOK LIKE IN REAL LIFE? 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
- ▶ Implementing your assessment plan
- ▶ Asking questions from assessment data
- ▶ Sharing meaningful assessment results

11:30 – 12:00 **Q & A DISCUSSION**

12:00 – 1:00 **CLOSING LUNCH — CATERED AT THE ABHE DINING ROOM**



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