



Assessment Planning

Karen D Matthews, DM, MPA

Director, Strategic Planning & Assessment
Office of Institutional Effectiveness, Planning
& Assessment

April 10, 2019



Meeting Purpose

- Achieve consensus on the importance of developing a collaborative, systematic institutional assessment plan;
- Present an option for operationalizing a structure for university assessment planning;
- Discussion



Definitions

Institutional – The common agreement across UMB that the processes and procedures established are the institution's processes.

Assessment – The systematic process of documenting and using data to achieve outcomes.

Using data to inform decision-making – means to strive to create a culture of making decisions grounded in the best available evidence (research and experiential), while considering the UMB context.

Institutional Effectiveness

Purpose:

“Concerned with bringing together assessments of all components of an institution to provide evidence of accomplishing its mission” (Volkwein, 2010).

Focus: Internal improvement and external accountability

Addresses the following questions:

- Is UMB meeting its goals?
- Is UMB meeting its professional standards?
- How does UMB results compare to other similar institutions?
- Is UMB cost-efficient in implementing its goals?
- Is UMB continuously improving?

Volkwein, J. F. (2010). A model for assessing institutional effectiveness. *New Directions for Institutional Research*, 2010, 13-28. doi:10.1002/ir.328



Stakeholders and Guiding Plans

- **Stakeholders**
 - Accreditors (e.g., MSCHE, ABA, LCME, ADA, ACPE, CCNE, etc.),
 - Regulators (e.g., MHEC, Dept. of Budget & Management, legislators, etc.)
 - UM Governance (USM, BOR, etc.)
 - Other (e.g., consumers, civic organizations, the general public)
- **Plans**
 - Maryland Performance Accountability Plan
 - USM System Plan and required reporting initiatives
 - (e.g., Cultural Diversity Report, Faculty Workload Activity Report, IPEDS, etc.)
 - President’s Performance Management Plan
 - UMB Strategic Plan 2017-2021
 - 6 Themes, 28 Strategic objectives, 303 Goals (through 6/30/2018)
 - Unit (i.e., school or VP area) plans aligning with the UMB Strategic Plan



MSCHE Assessment Requirements by Standards

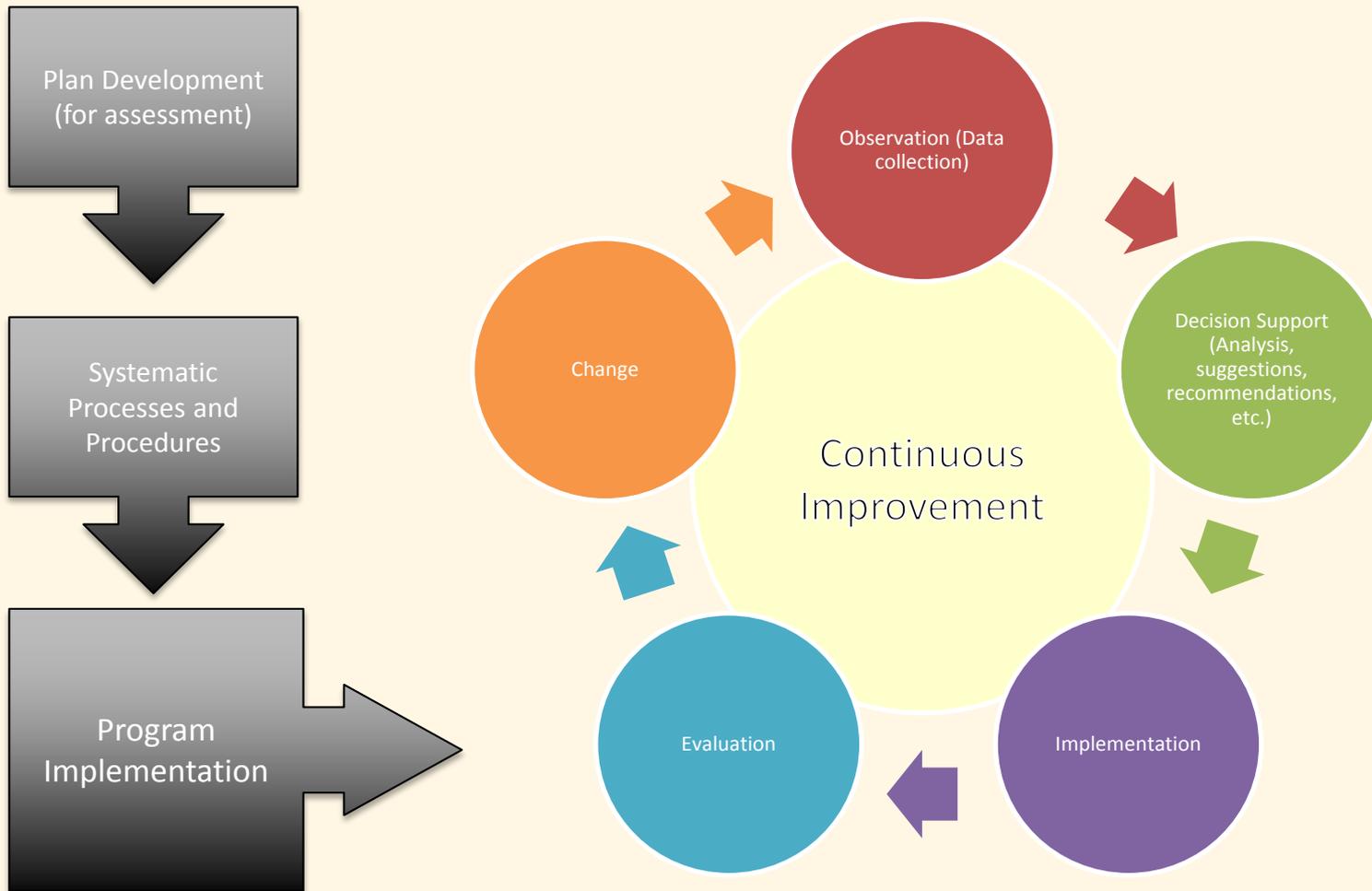
Standard #	Periodic Assessment of...
1: Mission and Goals	"Mission and goals to ensure they are relevant and achievable."
2: Ethics and Integrity	"Ethics and integrity as evidenced in institutional policies, processes, practices, and the manner in which these are implemented."
3: Design and delivery of the student learning experience.	"The effectiveness of programs providing student learning opportunities."
4: Support of the student experience	"The effectiveness of programs supporting the student experience."
5: Educational effectiveness assessment	"The effectiveness of assessment processes utilized by the institution for the improvement of educational effectiveness."
6: Planning, resources, and institutional improvement	"The effectiveness of planning, resource allocation, institutional renewal processes, and availability of resources."
7: Governance, leadership and administration	"The effectiveness of governance, leadership, and administration."



Assessment at UMB

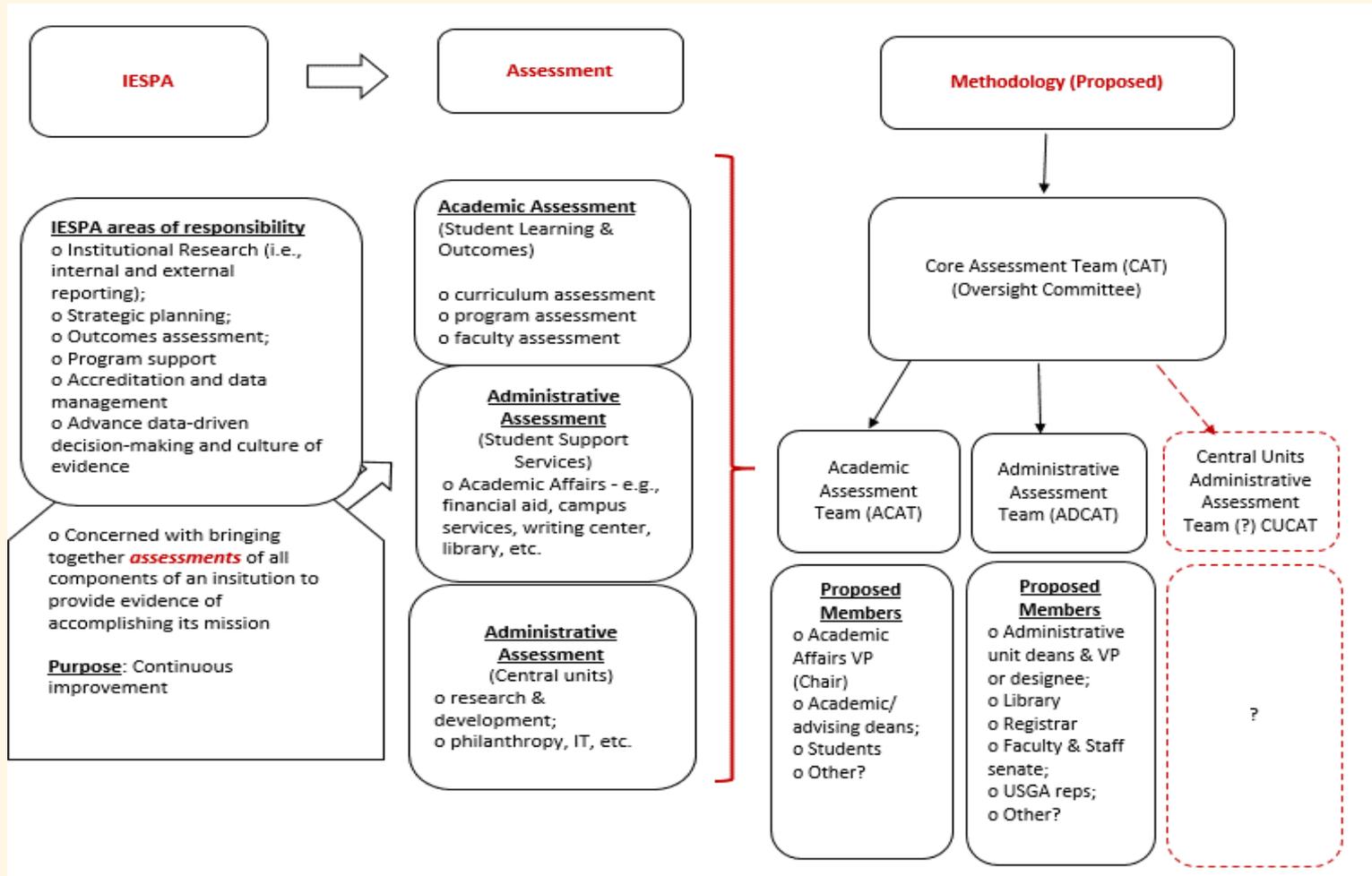
- Assessment practices are widely decentralized but occurring across the institution;
- Convened the BPAG to share best practices for academic assessment;
 - Resulting from the MSCHE Accreditation Self-Study and the subsequent feedback;
- Assessment Categories
 - Academic (general focus of the BPAG to date)
 - e.g., curriculum, student learning, faculty productivity;
 - Student Support Services (unit-specific assessment)
 - e.g., Financial Aid, Campus Services, HS-HSL units
 - Administrative (Central Units) (unit-specific assessment)
 - e.g., Research & Development, Philanthropy, CITS, Administration and Finance, Communications & Public Affairs units

Conceptual Framework



Assessment Accountability Cycle

Proposed Institutional Effectiveness Plan for Assessment





CAT Team Responsibilities (Proposed)

How can the CAT Teams support the continuous improvement and accountability for UMB's assessment planning?

- Map assessment activities across the enterprise
- Expose gaps
- Identify and establish KPIs and benchmarks
- Standardize policies and procedures to demonstrate evidence of assessment
- Implement best practices
- Assess progress
- Adjust assessment process, as needed (at unit level)



Discussion



For More Information

Assessment Planning information is available on the Institutional Effectiveness, Strategic Planning, and Assessment website:

www.umaryland.edu/iespa

Contacts:

Karen Matthews karen.matthews@umaryland.edu 6-2422

Greg Spengler gspengler@umaryland.edu 6-1264