



## **Overview of the Institutional Assessment Process**

East Carolina University (ECU) is committed to documenting the quality and effectiveness of all its programs and services. As such, all educational programs along with administrative and academic student support services (hereafter known as support units) on campus have developed an assessment plan that includes outcomes, means of assessment and criterion for success and report on the plan annually. ECU has adopted Nuventive Improve as the institutional tracking system that provides the venue to house the assessment reports. Institutional Assessment (IA) provides oversight to the assessment process in support of institutional effectiveness. IA works with the members of the Institutional Assessment Advisory Committee (IAAC) to facilitate the assessment report review process.

Annual assessment reports are due in Nuventive Improve no later than May 15 (for 9-month faculty) or June 15 (for 12-month faculty) for educational programs and August 1 for all support units. Internal unit deadlines may be earlier. A complete assessment report for each active means of assessment includes:

1. Actions Taken since the last report on the means of assessment
2. Results
3. Analysis of Results
4. Actions Planned for the upcoming academic year(s)

Reviews of the assessment reports are completed using the university approved rubric no later than October 15. All completed reviews are sent to appropriate individuals on October 16 and review feedback used by December 15 to improve assessment reports.

## **Leadership and Accountability**

IA, IAAC, Institutional Assessment Review Committee (IARC), Heads of Administrative Offices/Departments/Schools, and Unit Assessment Coordinators (UAC) work together to:

1. Provide resources, guidance, training and support for faculty and staff necessary to develop meaningful assessment plans and reports that demonstrate the use of results in making improvements;
2. Promote timely submission of assessment reports and revisions to assessment plans, if appropriate; and
3. Ensure that an effective and timely review process is completed in order to provide ongoing feedback to units.



### *Institutional Assessment Advisory Council*

The primary purposes of the IAAC are to advise IA on matters relating to assessment and to support the review of assessment plans and reports. Each academic college/school and major administrative/support unit is represented on the IAAC. Members are selected and appointed by the appropriate college dean, vice chancellor, or provost with the expected length of service expected to be three years. A member can be re-appointed. Other members include Chair of the Faculty, Chair of the General Education and Instructional Effectiveness Committee (GEIEC), Southern Association of College and Schools – Commission on Colleges (SACS-COC) liaison and the Associate Provost for Institutional Planning, Assessment and Research (IPAR).

The IAAC charge includes, but is not limited to:

1. Providing advice on guidelines and processes for comprehensive assessment in each area where assessment is required;
2. Providing advice on the purpose, method and use of assessment in academic and non-academic unit program review;
3. Providing advice on the purpose, method and use of assessment in meeting UNC System Office requirements;
4. Providing advice on quality standards for assessment tools (such as rubrics, surveys and national exams);
5. Providing advice on strategies (such as the implementation of training workshops) for ensuring the appropriate application of assessment tools and appropriate use of results by faculty, staff and administrators;
6. Providing advice on procedures for reviewing assessment plans and reports and for using feedback for improvement; and
7. Providing advice on guidelines and procedures that support campus engagement in collaborative, integrated planning and assessment that supports institutional effectiveness.
8. Communicate with UACs and department/school or college leadership all institutional instructions and deadlines regarding assessment as appropriate; move to IAAC section
9. Provide a current list of Unit Assessment Coordinators (UACs), and Heads of Administrative Offices/Departments/Schools in designated units to IA each fall, or whenever changes are made.



### *Institutional Assessment Review Committee*

An Institutional Assessment Review Committee (IARC) was established to improve the institutional outcomes assessment process at East Carolina University. The IARC replaced the college and division level Assessment Review Committees which began in 2013. The members of the IARC include both faculty and staff from across campus.

The duties of the IARC include:

1. Reviewing and evaluating the quality of assessment reports using the approved university's rubric; and
2. Providing feedback on the rubric and review process to IA.

For IAAC members who serve on the IARC additional responsibilities include:

1. Recruiting faculty/staff members to serve as external reviewers on the IARC and review the quality of assessment reports using the approved rubric; and
2. Supporting the consultations with IA and utilizing the feedback to make improvements as needed to assessment reports.

### *Unit Assessment Coordinator*

Unit Assessment Coordinators (UACs) have been identified for every assessment unit on campus and are responsible for 1) coordinating the assessment efforts for each unit, 2) facilitating discussions about curricular and pedagogical changes in educational programs and quality improvements in all units, and 3) entering the information into Nuventive Improve. For educational programs, the UACs should be familiar with the program and for support units the UACs should be familiar with the unit's mission and function.

Faculty and staff develop outcomes, means of assessment, and criterion for success and work with IA staff to enter the information in Nuventive Improve. The role of the UAC is to coordinate, through discussions with faculty and staff, the collection of actions taken, results and the analysis of results for each means of assessment in the current year as well as all actions planned (based on the analysis of results) for the next reporting year. The UACs discuss the assessment report with unit head/chair and IAAC representative prior to the final submission.

### *Heads of Administrative Offices/Departments/Schools*

*(Department Chairs /School or Program Directors or designated individuals)*

Heads of Administrative Offices/Departments/Schools have an important role in keeping assessment a priority within their unit and are encouraged to make discussions of assessment a standing agenda item at faculty and/or staff meetings. It is vital that they communicate often with appropriate UACs and discuss the assessment plans and reports for each educational program or support unit. This includes guiding faculty and staff in adhering to university and internal review criteria and deadlines.



In order to promote and maintain a mature assessment culture, the role of the heads of administrative offices/departments/schools is to review and approve annual assessment reports and discuss with IAAC representative prior to final submission in Nuventive Improve. It should be noted that the quality of an individual unit's assessment report reflects on the entire department, college or administrative unit.

### *Administrative Officers*

*(Deans/Directors/Vice Chancellors/Associate Provosts)*

Administrative officers are in a position to develop and actively support a culture of innovation and improvement using outcomes assessment to enhance educational programs and support services. Demonstrating commitment to the value of outcomes assessment provides the groundwork for enhanced collaboration on institution wide improvement of institutional effectiveness.