



MINUTES

**Institutional Effectiveness Committee  
November 7, 2008  
10:00 – 11:00 am  
Library 113**

- I. Welcome and Introductions
- II. Charge
  - Ongoing
  - Systematic
  - Integrated
- III. 3 Major Assessments
  - Strategic Plan
  - Program Review
  - PET
- IV. What gaps exist at AC?
- V. What must AC change?
- VI. TK20
- VII. Other
  - Program Review – Distance Education Questions
- VIII. Next Meeting: January 13, 2009 at 2:30 pm in Library 112

Attendees: Danita McAnally Dale Longbine  
Rebecca Easton Kim McMahon  
Mark Hanna Delton Moore  
Brandy Hayes Jeanette Nelson  
Bobbie Hyndman Sheree Talkington  
Kara Larkan-Skinner

Absent: Richard Pullen  
Eric Wallace  
Macy Kohler

Call to order: 10:07 am

Danita checked attendance. Then she welcomed everyone to the IE Committee. The IE committee has been in existence for decades but hasn't been actively engaged because we have just been trying to get the Program Review implemented, so we have been holding off.

Danita introduced:

- Kim McMahon - Point person for staff
- Brandy Hayes – Point person for Danita
- Kara Larkan-Skinner – Director of Outcomes Assessment
- Delton Moore – Director of Institutional Research
- Bobbie Hyndman – CIS
- Dale Longbine – Involved with a lot of different aspects of the college and recipient of Administrator of the Year award
- Becky Easton
- Jeannette Nelson
- Sheree Talkington – Look forward to reading her PET forms. They are a models and we learn a lot.
- Macy Kohler – absent
- Eric Wallace – absent, WFD recommended him for IE Com.
- Mark Hanna – Deals with a lot of Planning, Assmnt. & Eval.

Our charge in IE is to make sure that

1. Planning, Evaluation and Assessment is ongoing, never stops, sustainable. This is the key thing for IE.
2. IE is systematic. Different components have to be systematically connected.
3. IE is integrated. It is hard to be systematic and not integrated too but we may have problems in integration.

Your job as the IE Committee is to assess whether we as a college have an effect on the institutional effectiveness approach. Assess assessment. You can't really separate the words institutional and effectiveness. It's a challenge to explain it.

Danita referred to slides pulled from new employee evaluation. She went through each slide and discussed them.

Three Major Assessments:

1. Planning
2. Evaluation – Measurement
3. Assessment – Did we discover if what we set out to do really did work?
  - a. Strategic Planning
  - b. Program Review
  - c. Planning & Evaluation Tracking

Outcome assessments is proof that instruction or services delivered resulted in a change. It is hard to get behavioral changes. It is possible if you have time. Work on knowledge, expertise and skills.

Strategic Plan is a foundation document. Program Review and Planning & Tracking are done at the unit level, department, unit office, etc. Program Review is five year. We have been hitting some at seven, but shooting for five. Planning & Tracking is annual. We don't wait until then to look at it. Bi-annually we see if we have to change it. Why change? It should be dynamic. Program Review has a systematic, ongoing time schedule, PET is ongoing. Some people only do it because Danita tells them to and it is not valued to them. What's coming out of Program Review should be going into the next strategic plan, etc. It should be a systematic approach.

Outcomes Assessment outcomes, whether they have knowledge, display skills, demonstrate behavioral changes, that is what is supposed to drive the institution.

Delton Moore stated that if outcomes assessments are done outside Planning & Tracking and Program Review, then they are not integrated to the culture of the college. Danita stated once again that it is a challenge to explain IE. Planning & Tracking, Evaluation & Assessment - when you make those revisions and improvements, that is IE. This is the way we can do what's best here especially when the budget's tight. The student is the most important client. Institutional Effectiveness is simply a long word which means we have Planning and Evaluation & Assessment that's making a difference at AC.

Next Danita asked what gaps are in existence at AC regarding Ongoing, Systematic and Integrated, and had an open forum with committee members.

The committee members came up with the following list:

1. Budget - Disconnected
2. Outcomes – Misunderstanding PET
3. Not holding people accountable
4. Buy-in – Incomplete
5. Success – Not communicated
6. Follow-through
7. Not communicated value
8. Strategic Plan – Not driving
9. No reward (not evident)
10. No recognition
11. Fear

#### Changes

1. Starts at the top and goes down to the next level
2. Motivation to change behavior
3. Find a way to integrate without fear or loss of control

4. Communication choice
5. Shift from grading to reward
6. Use the word Discover, instead of Assessment

Danita asked that the committee meet in a couple of weeks and not wait until January.

Meeting adjourned: 11:00 am