University-Wide Assessment Committee
September 28, 2011
8:00 a.m., Dawsey Conference Room

Members Present: John Beard, Teresa Burns, Lori Church, Margaret Fain, Steve Harrison, Holly Legg, Jim Luken, Tim McCormick, Chris Mee, Anne Monk

Members Absent: Jennie Cassidy

Opening Remarks
Tim McCormick, Chair, convened the meeting at 8:00 a.m. in the Dawsey Conference Room and welcomed all present.

Meeting Minutes
The minutes from the meeting on September 28, 2011 were distributed. With minor corrections being made, a motion to approve the minutes was offered by John Beard, seconded by Jim Luken, and approved by the committee.

End of Year Report
Tim McCormick distributed the updated end of year report for the committee that included the Administrations responses to the issues that were discovered through the Senior Exit Survey.

Assessment Reports
Assessment reports for 2010-2011 are due by October 1, 2011. The final 2010-2011 assessment report and the final 2011-2012 assessment plan needs to be approved by November 1, 2011. John Beard will send out a memo reminding all departments of this deadline.

2011-2012 Surveys and Inventories Scheduled

US News Rankings
The Office of Institutional Research, Assessment and Analysis distributed the Executive Summary for Coastal Carolina University and 2012 US News Best Regional Universities Rankings. With the release of the 2012 “US News Best Regional Universities Rankings”, Coastal Carolina University has been re-classified as a regional university and is ranked in the first-tier of institutions in the South Region with an overall ranking of 59 of 127. When compared to other public institutions in the South Region, Coastal ranks 26 of 70 or in the 37th percentile of such institutions.

Tim McCormick reported that Coastal is rated in the lower third of peer institution assessment scores in relation to its peer institutions with an overall score of 2.7 on a 5
point scale. The University ranked 8\textsuperscript{th} in average freshmen retention at 68\% and 7\textsuperscript{th} in average six-year graduation rate at 45\% among 10 peer institutions. Coastal is in-line with its peer group regarding class size, student/faculty ratio, acceptance rates and average alumni giving rates. The University ranks 8\textsuperscript{th} in percentage of full-time faculty among 10 peer institutions. Tim also reported that Coastal is 7\textsuperscript{th} in SAT/ACT scores among its peer institutions. The University also had the 5\textsuperscript{th} lowest acceptance rate for freshmen among peer institutions.

In relation to the South Carolina regional universities identified by the Carnegie Classification (Master’s Small), the University is rated 4\textsuperscript{th} of 5 institutions in overall scores and ranking. Coastal also has an average six-year graduation rate 14\% to 35\% below the top three in-state regional institutions. Of the top 10 institutions in the rankings, 7 are private institutions.

\textit{One-Year Retention Trend Analysis}

The Office of Institutional Research, Assessment and Analysis also completed a one-year retention trend analysis for 2006-2010. Tim McCormick stated that this report identified retention trends and provided correlations with basic cognitive indicators such as mean SAT and mean core grade point. The report indicated that the number of freshmen at Coastal Carolina University has increased but the first-year retention rate has declined by 8.1\%. Mean SAT scores and core GPA has also decreased by 38.7\% and 2.7\%, respectively. A committee member asked when we started the mandatory housing requirements. Another member responded that the freshmen housing requirement became mandatory in 2007 and the sophomore housing requirement became mandatory in 2008. The First-Year Experience (UNIV 110) course that is designed for freshmen began in 2006. It was determined that having full-time faculty teaching this course would help with the retention rates of freshmen.

\textit{Senior Exit Survey Discussion}

The Senior Exit Survey was sent to the committee members for review. There were minor changes that needed to be made before it can be sent out this semester. Tim McCormick asked Holly Legg to find out when the Registrar’s Office would be sending out the checklist for the graduates with the hopes that the survey could be included again on it.

\textit{Student Learning}

The UWAC – Student Learning Oversight Committee will review the 2010-11 assessment reports with responses going to chairs and departments. John Beard also reported that all faculty should have access to their college specific assessment reports. The committee will also be following up on what was completed last year with the State of Student Learning Report.
Student Development

Steve Harrison reported that the Student Development Oversight Committee would be reviewing the NSSE data. The committee will run focus groups over seven nights to talk to students and how they feel about what’s going on on-campus.

Administrative Units

Anne Monk reported that the Administrative Units Oversight Committee will begin next week reviewing the 2010-11 assessment reports.

Next Meeting

The next meeting for the University-Wide Assessment Committee will be on October 26, 2011 at 8:00 a.m. in the Dawsey Conference Room. With no further items to discuss the meeting adjourned at 9:12 a.m.