Members Present: John Beard, Tiffany Brown, Lori Church, Matt Hogue, Jennifer Hughes, Dan Lawless, Holly Legg, Tim McCormick, Chris Mee, Thom Mezzapelle, Sandy Williams

Members Absent: Abdallah Haddad

Guests Present: Caroline Madden (for Greg Thornburg)

Opening Remarks

Lori Church, Chair, convened the meeting at 2:00 p.m. in the Dawsey Conference Room and welcomed all present.

Meeting Minutes

The minutes from the meetings on May 22, 2012 were distributed. A motion to approve the minutes, with minor corrections, was offered by Tim McCormick, seconded by Dan Lawless, and approved by the committee.

2011-2012 Action Items Report

Chris Mee, John Beard, Tim McCormick, and Lori Church met with the Provost to discuss recommendations from the University-Wide Assessment Committee (UWAC). The recommendations are listed below with discussion from the meeting.

- Designate buildings and rooms, outside of the library, for study after hours so that students will have quiet places to study. The new addition of the Library will be great but it still will not add enough seats to cover the student population, especially during major testing times and final. The Library will have a 1 to 15 seat ratio. Our peers have a 1 to 8 ratio.
  - More tutors are needed and were sent to the library after hours of the learning centers. There was talk of possible having the tutors wear a vest or a certain color shirt so that other students will know that they are available for help. The Provost also agreed to expand the hours of CINO to accommodate group study.

- Increase focus on “service” to students and applicable related publics. Incorporate a consistent customer service philosophy for the entire campus and implement a ‘secret shopper’ program to assess customer service.
  - This will continue to be addressed by the President. The ‘secret shopper’ aspect may be outsourced.

- Require the Graduating Senior Exit Survey for all graduates as a part of the application for graduation procedure to capture the insights of all.
  - The survey currently had 40 questions. The Provost would like to see a short form created to administer when graduation applications goes out. The committee will need to have the form ready for Spring 2013.
• Require an extra-curricular graduation component, across all academic disciplines, to foster involvement of students in the University.
  ➢ The Student Development Oversight Committee will focus on this recommendation.
• Incorporate proactive approaches to alleviate parking despair among the University community including, a public relations campaign to communicate with students/faculty/staff about parking lots/spaces at the beginning of each semester. Use technology to inform students/faculty/staff on real-time parking availability and emphasize shuttles schedules to outlying lots. Provide a Public Safety presence at peak traffic times directing constituents to available lots.
  ➢ Better communication about parking is needed to help students understand what is happening on campus. It was also discussed about possibly having a focused group for transfer students in the fall to see if their needs are being met. The University needed to address parking better than it has in the past. A parking plan and a shuttle plan are needed until we reach the goal of the Campus Master Plan. It was suggested that the University should use an outside source to determine the best way to utilize the parking spaces that are on campus.
• Maintain internal “academic assessment review committee”, acting like an external accrediting body (such as CHE, SACS, AACSB, NCATE, etc.).
  ➢ This recommendation would allow the Oversight Committees to have some clout when reviewing assessment reports. The Student Learning Oversight Committee felt that it would give departments more of a reason to complete quality assessment reports.

The Provost will continue to address these recommendations.

Updated TEAL Online

The new TEAL Online is now available and can be accessed by going to www.coastal.edu/tealonline. Holly Legg is in the process of updating the user guidelines for each TEAL Online system. Once updated, the guidelines will be e-mailed to all users as well as will be put online. The most notable changes to TEAL Online are listed below.

• The view has been updated and is easier to follow.
• The user has the ability to reorder goals or objectives by using the red and green arrows.
• In the report phase, only the Analysis of Results and Use of Results for Continuous Improvement will be available for editing. All other sections must be completed during the planning phase.

Within the new TEAL Online are the 2011-12 and 2012-13 assessment reports. All older reports are available under Archives on the main menu. This section is where the old version of TEAL Online is housed and the reports starting in 2008 can be found there.

NSSE Results

The NSSE survey was administered electronically this past spring to a random sample of freshmen and seniors. Chris Mee reported that the NSSE data was received in August. The results are being compiled now and will be added to the website as soon as they are completed. The areas that are interested in reviewing it will be sent the report very soon.

Training
An e-mail was sent out about what types of training are needed to all users of TEAL Online. A second e-mail will be sent out again by tomorrow. The committee was asked to send Chris Mee or Holly Legg any ideas for assessment training. Once the survey results are compiled, a training schedule will be created and distributed to all oversight committees.

Scoring/Evaluation/Recommendations of Assessment Reports

The committee will be responsible for reviewing the 2011-12 assessment reports as soon as they are approved. The rubric used in the past by the Student Learning Oversight Committee has recently been rewritten by Dodi Hodges. This rubric will be used to help update the Administrative Units rubric to better suit the areas under this committee. The rubric should be available within the next two weeks.

Involvement of Others in Your Group

Lori Church stressed how important it was for departments to involve others when writing assessment reports. She mentioned that she was going to create an assessment committee within her area to help share the responsibility of assessment. This will allow for the input of others when writing the report so that one person doesn’t have to shoulder it all. Chris Mee also stated that several people within her department helped with the assessment reports as well.

Assessment Audit

The assessment audit will be available on the website. This will allow for more transparency between departments/colleges as all faculty and staff will be able to view the assessment reports. This will also be more of an incentive to write better reports as the rating from the oversight committees for each report will be on the audit.

Important Dates

Some important dates to remember in the upcoming weeks are:
- October 1, 2012: 2011-12 assessment reports are due
- November 1, 2012: 2012-13 final, approved assessment plans and 2011-12 final, approved assessment reports are due
- March 15, 2013: 2013-14 preliminary assessment plans are due

All of these dates can be found at [www.coastal.edu/tealonline](http://www.coastal.edu/tealonline).

Next Meeting

The next meeting of the University-Wide Assessment Committee – Administrative Units will be on October 2, 2012 in the Dawsey Conference Room at 2:00 p.m. Assignment of review groups for assessment reports will be distributed then.

Adjournment

With no further items to discuss the meeting adjourned at 2:51 p.m.