University-Wide Assessment Committee
Administrative Units
October 4, 2011
2:00 p.m., Dawsey Conference Room

Members present: John Beard, Lori Church, Jennifer Hughes, Holly Legg, Chris Mee, Thom Mezzapelle, Anne Monk, David Parker, Greg Thornburg, Sandy Williams

Members absent: Abdallah Haddad, Matt Hogue, Dan Lawless, Tim McCormick, Kim Sherfesee

Opening Remarks

Anne Monk, Chair, convened the meeting at 2 p.m. in the Dawsey Conference Room and welcomed all present with special welcome to David Parker from Media Services.

Meeting Minutes

The minutes from the meeting on August 31, 2011 were distributed. A motion to approve the minutes, with no corrections, was offered by John Beard, seconded by Jennifer Hughes, and approved by the committee.

End of Year report

All committee members received the University-Wide Assessment Committee year-end report through e-mail.

Assessment Reports

All 2010-2011 assessment reports were due October 1. There are still a few that are outstanding. After one week, the editors of all outstanding reports will be contacted. After that step, if reports are still not submitted, the next step would be to contact the supervisor to let them know which reports are outstanding. Chris Mee would contact any departments that are outstanding after that. Then it would be passed to John Beard for accountability. Anne Monk stated that the committee would be reviewing these reports before the next meeting. She will send out the assignments within the next few days so that all subgroups will have time to meet and review the departments assigned to them before the next meeting.

US News and One Year Retention

US News

Coastal Carolina University has been re-classified as a regional university and is in the first-tier of institutions in the South Region with overall rankings of 59 of 127 in the “US News Best Regional Universities Rankings.” The University was ranked in the Masters Small division. US News uses a three-year rolling average. Among our peer and South Carolina institutions, Coastal seems to be holding its own in the rankings. However, Coastal remains behind its aspirant universities.
**One-Year Retention**

Coastal’s one-year retention rate has continued to decrease while the freshmen headcount has continued to increase. The mean SAT scores and the mean core GPA have also declined.

**Senior Exit Survey**

The Senior Exit Survey will be administered again this fall. It was not included in the Registrar’s Office graduating senior checklist but will be in future semesters. As of today, there will be approximately 430 seniors who will be asked to take the survey. After a year, it would be a great idea to assess the survey and see if any changes need to be made.

**Student Development**

The Student Development Oversight Committee has scheduled several focus groups to help answer the research questions the committee chose at the beginning of last year. The Administrative Units Oversight Committee has been invited to participate. The dates are November 1-2 from 7 to 9 p.m. in the Wall Boardroom. Please let Jennie Cassidy if you would like to participate.

**Student Learning**

Once the assessment reports are finalized, the Student Learning Oversight Committee will review them to garner similarities and make any other recommendations for next year’s results.

**New Business**

More training opportunities are needed concerning writing objectives and writing assessment results. Chris Mee reported that there will be TEAL Online training offered in January concerning writing objectives.

It was recommended by Chris Mee that the Committee should delay ordering the Noel Levitz survey. The University will be purchasing the NSSE survey this year for Quality Enhancement Plan (QEP). The survey might provide useful questions for the committee that would answer the reasons that the Noel Levitz survey was considered.

If anyone would like to have others within the department have access to the departmental assessment report within TEAL Online, please e-mail Holly Legg a list of names and what reports they need access too. The Committee would like to have access to see all administrative units within TEAL Online.

**Next Meeting**

The next meeting of the University-Wide Assessment Committee – Administrative Units will be on Tuesday, November 1, 2011 at 2 p.m. in the Dawsey Conference Room. There being no further business to discuss, the meeting adjourned at 2:45 p.m.