University-Wide Assessment Committee - Administrative Units — 2011-2012

A. Charge

UWAC-Administrative Units Oversight Committee Charge 1. Provide leadership in the review, evaluation, and use of data for continuous improvement and accountability. 2. Disseminate results of assessment of administrative unit operations in order to inform the budget process. 3. Monitor assessment of administrative unit operations in meeting goals and objectives for the following units: Business Affairs, Enrollment Services, Facilities, Human Resources, Information Technology Services, Institutional Research and Assessment, Marketing and Communications, Public Safety, Registrar, University Advancement, and University Relations. 4. Use the assessment results to verify administrative unit operations and to identify patterns of weakness in order to improve services. 5. Provide an annual report to the University-Wide Assessment Committee documenting changes, strengths, and weaknesses of the administrative units. 6. Determine how outputs in the form of products, services, and information will be received and measured by students and other customers.

B. Summary of Topics Discussed

1. Reviewed, evaluated and provided feedback to authors of assessment reports for Administrative Units for the 2010-2011 academic year 2. Reviewed and provided feedback to authors of planning reports for Administrative Units for the 2011-12 academic year 3. Reviewed University-wide survey data for information and applicability and/or inclusion in future planning and assessment documents Administrative Units (CIRP, Sophomore, NSSE, CORE, Senior Exit) 5. Based on committee reviews and confirmed in the SACS Report of the Reaffirmation Committee, the Administrative Units Subcommittee identified ways to improve assessment training and communication, both internal and external to subcommittee. The subcommittee also identified recurring topics of concern from students based on data from various university surveys and discussed possible ways these concerns could be addressed with the administrative areas of the university.

C. Committee Recommendations to Administration

Communication For the last three years, the UWAC Administrative Units Subcommittee has made the recommendation to improve communication and access to survey materials and findings among University community. The subcommittee fully supports the plans for these materials to be accessed through the Institutional Research, Assessment and Analysis website. Further, the subcommittee supports a password-protected site that includes an executive summary for each survey and a link to further data, with all identifications of people redacted, if applicable. Shared ownership The Subcommittee also supports the development of a protocol for a centralized repository (Institutional Research, Assessment and Analysis) for all survey materials gathered across campus, especially those that relate to effectiveness/satisfaction with all administrative operations. This protocol would include IRAA review of materials prior to the administration of surveys. Increasingly, there are surveys conducted in various campus areas that may inform other university departments or that may be redundant with other surveys. The intent is to share data to better inform decisions that seek to improve operations across the university. Service Orientation Increase focus on “service” to students and applicable related publics, as applicable, by incorporating appropriate measures in assessment planning for each unit. Meaningful discourse Restructure 2012-13 monthly meetings of the UWAC-Administrative Units Subcommittee to include workshops for committee members and other related staff to receive training and/or feedback on improving assessment planning and reporting. Workgroups among administrative units are to be encouraged to better communicate across divisions. The sharing of data, which has been a chief focus of the Subcommittee in the last two years, continues to be highly valued by Subcommittee members. PR of Parking Because of the year-to-year prevalence of parking concerns voiced in surveys, focus groups and anecdotally from students, faculty and staff, the University is encouraged to address the public relations and communications efforts surrounding parking. Perhaps the creation of a separate unit – Transportation Planning – would be beneficial as a centralized area that would be charged with managing a comprehensive view of all transportation needs and issues on and surrounding campus (i.e., shuttle service, parking spaces, enforcement, bike paths, sidewalks, communications, planning). There is general agreement that improved communications are critical as the fall semester nears.