Members present: John Beard, Jennie Cassidy, Whitney Comer, Allison Faix, Stephen Harrison, Tara Josey, Chris Mee, Caesar Ross, Pat Singleton-Young, Frankie Weeks, Tom Woodle

Members absent: Jean Ann Brakefield, Anne Monk, Travis Overton, Geoff Parsons

Opening Remarks

Jennie Cassidy, Chair, convened the meeting at 9:00 a.m. in SNGL 112 and welcomed all present.

Progress on Previously Made Recommendations

Jennie Cassidy informed the committee that there were no updates on previously made recommendations at this time.

Assessment Day – September 6

Coastal Carolina University’s annual Assessment Day will be held on Friday, September 6 in the Wall Boardroom. A poster session will precede the event. Committee members are invited to attend.

Priorities for This Year

Cassidy suggested that in order to identify UWAC-SD priorities for the coming year, the committee should complete a SWOT Analysis of both personal assessment skills, as well as UWAC-SD Assessment Efforts.

The committee identified the following as strengths in their personal assessment skills:
- Understanding of how to write measurable goals
- Belief in assessment and understanding the purpose
- Collecting data
- Understanding of how to use results for continuous improvement
- Reading and recognizing cause and effect
- Training others to think more assessment minded
- Access to all the facets and recognition of patterns

Also identified were the following weaknesses:
- Staff does not understand the value of assessment
- Staff does not collect data
- People are spread too thin and not an expert in any area
- Motivating staff to incorporate assessment in day to day practices is difficult
- Deadlines are difficult to meet and the assessment calendar can be confusing (overlap of plans, reports, etc.)
- Difficult to determine the right questions to ask
Determining significant data is not easy
Time constraints are hindering
Lack of time to review SLOs and objectives
Moving beyond the numbers to quality is a struggle
Terminology is often confusing and/or inconsistent with different agencies

The following opportunities were noted:
- Assessment committees could be formed within the departments to include staff more
- Staff involvement in the day to day collection of data
- IRAA is available for training and assistance (individually or at the department level)

And finally, the following threat was identified:
- There is not a good time to do assessment.

Cassidy asked that the committee take additional time to complete the SWOT Analysis for the assessments efforts of the UWAC-SD and be prepared to discuss at the next meeting.

Next Meeting

The next meeting of the University-Wide Assessment Committee – Student Development will be on September 24, 2013 in SNGL 112. There being no further time to discuss business, the meeting adjourned at 10:00 a.m.