

# Administrative Unit Assessment Report

**Assessment** is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

**Administrative Unit**  
Institutional Effectiveness

**Submission Year**  
2024-2025

**Assessment Coordinator Name**  
Erin Paysinger

**Enter Assessment Coordinator Email**  
epaysinger@lander.edu

## Unit Goal

### Goal

#### Goal 1

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

#### Unit Goal

To improve on the assessment process and quality of assessment data collected for the goals and outcomes of each academic program and administrative unit across the university.

#### Pillar of Success Supported

Facilities Positioned for Growth and Efficient Utilization

## Outcomes

### Outcome 1

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

#### What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Collect assessment reports from each academic unit by the October 1st deadline. (Nov. 1st 2024 due to hurricane)

### **Timeframe for this Outcome**

Academic Year 2023-2024

### **Performance Target for "Met"**

100% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### **Performance Target for "Partially Met"**

90-99% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### **Performance Target for "Not Met"**

Less than 90% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### **Assessment Measure Used**

Submission date from the Cognito database

### **Frequency of Assessment**

Yearly after October 1st. (Extension Nov. 1st due to Hurricane Helene 2024)

### **Data Collected for this Timeframe (Results)**

36 out of 47 (77%) of the units submitted their reports by the October 1st deadline.

### **Score (Met=3, Partially Met=2, Not Met=1)**

1

### **Comments/Narrative**

Due to the impacts of Hurricane Helene, the deadline for assessment reports was extended to November 1, 2024. This would essentially allow more time for assessment coordinators to complete their reports upon returning from the two week shut down of campus. Upon returning to campus, faculty and staff were focused on catching up from the interruption within the semester and assessment reports were set to the side. Although we did not meet the target, more conversations took place with assessment coordinators and myself which shows that the reports are being taken seriously throughout the university.

More assessment reports were submitted before the deadline this year than the previous year. 30 out of 47 increased to 36 out of 47.

### **Resources Needed to Meet/Sustain Results**

More buy-in from deans and administrators.

### **Explanation of How Resources Will Be Used**

## **Outcome 2**

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

### What type of Outcome would you like to add?

Operational Outcome

### Enter Outcome

Collect assessment reports from each administrative unit by the October 1st deadline. (Nov. 1st 2024 due to hurricane)

### Timeframe for this Outcome

Academic Year 2023-2024

### Performance Target for "Met"

100% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### Performance Target for "Partially Met"

90-99% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### Performance Target for "Not Met"

Less than 90% of the assessment reports were submitted by October 1st. (Extension Nov. 1st)

### Assessment Measure Used

Submission date from the Cognito database

### Frequency of Assessment

Yearly after October 1st. (Extension Nov. 1st due to Hurricane Helene 2024)

### Data Collected for this Timeframe (Results)

12 out of 23 (52%) of the units submitted their reports by the October 1st deadline. (Nov. 1st)

### Score (Met=3, Partially Met=2, Not Met=1)

1

### Comments/Narrative

Due to the impacts of Hurricane Helene, the deadline for assessment reports was extended to November 1, 2024. This would essentially allow more time for assessment coordinators to complete their reports upon returning from the two week shut down of campus. Upon returning to campus, faculty and staff were focused on catching up from the interruption within the semester and assessment reports were set to the side. Although we did not meet the target, more conversations took place with assessment coordinators and myself which shows that the reports are being taken seriously throughout the university.

More assessment reports were submitted before the deadline this year than the previous year.  
9 out of 23 increased to 12 out of 23

### Resources Needed to Meet/Sustain Results

More buy-in from VPs and administrators.

### Explanation of How Resources Will Be Used

## Outcome 3

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

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an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

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**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Timely feedback is given to assessment coordinators (both academic and administrative).

**Timeframe for this Outcome**

Academic Year 2023-2024

**Performance Target for "Met"**

100% of coordinators received feedback within 2 weeks of report submission

**Performance Target for "Partially Met"**

Between 90-99% of coordinators received feedback within 2 weeks of report submission

**Performance Target for "Not Met"**

Less than 90% of coordinators received feedback within 2 weeks of report submission

**Assessment Measure Used**

Emails sent to coordinators including feedback on reports submitted.

**Frequency of Assessment**

As reports come in.

**Data Collected for this Timeframe (Results)**

10 assessment coordinators received feedback within 2 weeks of submission.

**Score (Met=3, Partially Met=2, Not Met=1)**

1

**Comments/Narrative**

Due to the impacts of Hurricane Helene, the deadline for assessment reports was extended to November 1, 2024. This would essentially allow more time for assessment coordinators to complete their reports upon returning from the two week shut down of campus. Upon returning to campus, faculty and staff were focused on catching up from the interruption within the semester and assessment reports were set to the side. Although we did not meet the target, more conversations took place with assessment coordinators and myself which shows that the reports are being taken seriously throughout the university.

**Resources Needed to Meet/Sustain Results**

\$375 per year to continue to use Cognito Forms for the assessment reports. I am wanting to implement the Planning & Self-Study module from Watermark to house and collect assessment reports.

**Explanation of How Resources Will Be Used**

## Goal Summary

**Goal Summary/Comments**

Although the targets were not met, it seems that they were great improvements as far as communication about assessment reports from assessment coordinators. This communication has created more

consulting with how they may improve their report and following up with feedback from the previous year.

Due to the impacts of Hurricane Helene, the deadline for assessment reports was extended to November 1, 2024. This would essentially allow more time for assessment coordinators to complete their reports upon returning from the two week shut down of campus. Upon returning to campus, faculty and staff were focused on catching up from the interruption within the semester and assessment reports were set to the side. Although we did not meet the target, more conversations took place with assessment coordinators and myself which shows that the reports are being taken seriously throughout the university.

### **Changes Made/Proposed Related to Goal**

Due to the impacts of Hurricane Helene, the deadline for assessment reports was extended to November 1, 2024. The deadline will go back to October 1st in the next cycle. This deadline was extended to allow the faculty and staff more time to complete their reports as the campus was closed due to power outages and physical damage from fallen trees.

Each year, the assessment report template for the current year is sent out in April. This year, I plan to send out the link earlier than April to allow faculty and staff more time to complete their report. They may also enter data as the current academic year is coming to an end. The assessment coordinator's will not have to dig for data as it will already be available at that time.

### **Upload Files (if needed)**

## **Goal 2**

**Unit Goals** are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

### **Unit Goal**

Ensure the quality of surveys that are sent to faculty and staff at the university.

### **Pillar of Success Supported**

Robust Student Experience

## **Outcomes**

### **Outcome 1**

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### **What type of Outcome would you like to add?**

Operational Outcome

### **Enter Outcome**

Expand and improve on the surveys conducted at the university level by the Office of Institutional

Effectiveness and Institutional Research.

**Timeframe for this Outcome**

Academic Year 2023-2024

**Performance Target for "Met"**

Add at least one new survey or improve on an existing one.

**Performance Target for "Partially Met"**

N/A

**Performance Target for "Not Met"**

No improvements on surveys were done

**Assessment Measure Used**

Count of surveys conducted by the Director of Institutional Effectiveness

**Frequency of Assessment**

Ongoing

**Data Collected for this Timeframe (Results)**

A homegrown Student Satisfaction Survey was implemented in 2023-2024 to take the place of Noel Levitz.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

Institutional Effectiveness/Research has been conducting the same surveys for a number of years. I would like to add several new surveys and possibly discontinue one that we have conducted in the past. I have discontinued the Noel Levitz survey and replaced it with a homegrown Student Satisfaction Survey. Not only did it save money, the new survey is user friendly and less bulky. The amount of questions were reduced while still collecting plenty of feedback from the students within every area on campus.

The Alumni survey was passed over to the Office of Alumni Affairs as they are able to collect alumni information through the system that they use.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Outcome 2

**Outcomes** are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

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**What type of Outcome would you like to add?**

Operational Outcome

**Enter Outcome**

Begin utilizing the recently developed "Survey Distribution Approval Form" and approval process.

**Timeframe for this Outcome**

Academic Year 2023-2024

**Performance Target for "Met"**

At least one survey is submitted through the form and approved through the new process.

**Performance Target for "Partially Met"**

N/A

**Performance Target for "Not Met"**

No surveys are submitted through the form and approved through the new process.

**Assessment Measure Used**

Count of survey information submitted through Cognito forms.

**Frequency of Assessment**

Ongoing

**Data Collected for this Timeframe (Results)**

5 surveys were submitted into Cognito forms.

**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

Matt Braaten and Taylor developed a new Survey Policy which requires those who wish to send surveys out to one of the list serves to submit a Survey Distribution Approval Form. Erin sends out an email every year to remind faculty and staff about the survey policy and provide the approval form link.

Five new submissions were submitted into Cognito. 2 for Student Life, 1 for IDS, 1 for Library Services, 1 for Financial Aid.

**Resources Needed to Meet/Sustain Results**

**Explanation of How Resources Will Be Used**

## Goal Summary

**Goal Summary/Comments**

Institutional Effectiveness/Research has been conducting the same surveys for a number of years. I would like to add several new surveys and improve other surveys.

**Changes Made/Proposed Related to Goal**

We implemented Watermark's Course Evaluations and Surveys at Lander. Course evaluations moved from Campus Labs to Watermark and saw a significant increase in the response rate from students. I have also created a new survey within Watermark to capture satisfaction of our students (Student Satisfaction Survey).

I have discontinued the Noel Levitz survey and replaced it with a homegrown Student Satisfaction Survey. Not only did it save money, the new survey is user friendly and less bulky. The amount of

questions were reduced while still collecting plenty of feedback from the students within every area on campus.

The Alumni survey was passed over to the Office of Alumni Affairs as they are able to collect alumni information through the system that they use.

**Upload Files (if needed)**