

Institutional Effectiveness

Academic Year 2024-2025

Institutional Effectiveness Success Outcomes

Goal 1: Improvement on the Assessment Process and Quality of Data **PARTIALLY MET**

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.

MEASURES	RESULTS	ACTIONS
<p>Collect assessment reports from each Administrative Unit by the October 1st deadline.</p> <p>Measured by counting the number of Administrative Unit assessment reports that met the deadline of October 1st.</p> <p>Target</p> <p>90% of the assessment reports were submitted by October 1st.</p>	<p>NOT MET</p> <p>Summary</p> <p>Of the 23 units assessed, 16 submitted their reports by the deadline, resulting in 70% compliance and 30% non-compliance. The deadline was extended to November 1, 2024, due to Hurricane Helene, which closed our campus for two weeks in September and October.</p> <p>Analysis</p> <p>This outcome was not met in 2024 due to the extended deadline following Hurricane Helene, which closed our campus for two weeks.</p> <p>In 2025–2026, I am implementing Watermark Planning & Self-Study, which will allow assessment coordinators to work on their reports throughout the academic year. I anticipate this will lead to reports being submitted prior to the deadline. In addition, I am providing ongoing training and support for the assessment coordinators.</p>	<p><i>No actions have been added.</i></p>
<p>Collect assessment reports from each academic programs by the October 1st deadline.</p> <p>Measured by counting the number of Academic Programs assessment reports that met the deadline of October 1st.</p> <p>Direct - Counts</p> <p>Target</p> <p>90% of the assessment reports were submitted by October 1st.</p>	<p>NOT MET</p> <p>Summary</p> <p>Of the 49 academic program reports, 41 were submitted by the extended deadline of November 1, resulting in 83% compliance and 17% non-compliance. The extension was granted due to Hurricane Helene, which closed our campus and left us without power and internet for two weeks.</p> <p>Analysis</p> <p>This outcome was not met in 2024 due to the extended deadline following Hurricane Helene, which closed our campus for two weeks. In 2025–2026, I will implement Watermark Planning & Self-Study, which will enable assessment coordinators to work on their reports throughout the academic year. I anticipate this will result in reports being submitted prior to the deadline. Additionally, I am providing enhanced training and support for the assessment coordinators.</p>	<p><i>No actions have been added.</i></p>

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<p>Timely feedback is given to assessment coordinators by Director of Institutional Effectiveness.</p> <p>Measured by counting the number of review by Director of Institutional Effectiveness sent to coordinators within 2 weeks of report submission (Administrative Units and Academic Programs).</p> <p>Target</p> <p>100% of coordinators received feedback within 2 weeks of report submission</p>	<p>MET</p> <p>Summary</p> <p>All reports were provided feedback within two weeks of their report being submitted.</p> <p>Analysis</p> <p>All reports received feedback within two weeks of submission. With the implementation of Watermark Planning & Self-Study, I will be able to provide feedback more efficiently and include the Dean's input within the same timeline.</p>	<p><i>No actions have been added.</i></p>
<p>Implement a new Assessment system to replace Cognito- Watermark Planning and Self-Study.</p> <p>Implement and roll out a new Assessment system to replace Cognito- Watermark Planning and Self-Study.</p> <p>Direct - Total Time</p> <p>Target</p> <p>Implement and roll out for Assessment Coordinators within the 2025-2026 Academic Year.</p>	<p>MET</p> <p>Summary</p> <p>Watermark Planning & Self-Study was fully implemented in the Summer of 2025. This will completely replace Cognito.</p> <p>Analysis</p> <p>Watermark Planning & Self-Study was fully implemented in Summer 2025 and will completely replace Cognito for Assessment purposes.</p>	<p>Additional Training</p> <p>IN PROGRESS</p> <p>Training sessions will be offered to Assessment Coordinators in 2025-2026 and Assessment reports will be fully built out for 2025-2026 by the coordinators.</p> <p>Academic Program sessions are scheduled for October 21st and November 2th, 2025. Unit sessions are scheduled for November 12, 2025.</p> <p>Recommended Due Date: 12/31/2025</p>

Conclusion

Although timely feedback was provided to Assessment Coordinators after report submission, the number of reports submitted by the deadline did not meet the target of 90%. This outcome is considered partially met, with 2 of the 4 measures achieving compliance while the remaining 2 did not.

Watermark Planning & Self-Study was fully implemented in Summer 2025 and will completely replace Cognito for assessment purposes. All programs and units have been structured within Watermark P&SS. Training sessions will be conducted in 2025-2026 to enable Assessment Coordinators to build their reports, including outcomes, targets, and measures. The next Assessment report cycle will be administered through Watermark Planning & Self-Study only.

Goal 2: Ensure the Quality of Assessment **MET**

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

MEASURES	RESULTS	ACTIONS
<p>Expand and improve on the surveys conducted at the university level by the Office of IE and IR.</p> <p>Expand and improve on the surveys conducted at the university level by the Office of Institutional Effectiveness and Institutional Research.</p> <p>Direct - Counts</p>	<p>MET</p> <p>Summary</p> <p>A new survey was created to collect data for the Student Support Services grant. This survey was sent to all students. The results were used to determine the percentage of eligible students for this SSS grant.</p>	<p><i>No actions have been added.</i></p>

<p>Target</p> <p>Add at least one new survey or improve on an existing one.</p>	<p>The administration surveys (President, Provost, Dean, Chair evaluations) were administered through Qualtrics in the past. In 2024-2025, I administered these surveys using Watermark Course Evaluations and Surveys.</p> <p>Chair-Survey 2025.pdf</p> <p>Dean-Survey 2025.pdf</p> <p>President-Survey 2025.pdf</p> <p>Provost-Survey 2025.pdf</p> <p>Student-Eligibility-Survey-Student-Support-Services-(Current-Students).pdf</p> <p>Student-Eligibility-Survey-Student-Support-Services-(Incoming-Students).pdf</p> <p>Analysis</p> <p>Watermark CES was implemented in 2023-2024 for course evaluations. This system also has the capability to administer general surveys. With this in mind, I decided to implement a new survey and transition some of our existing surveys into Watermark, as it provides more robust reporting features and additional benefits.</p> <p>For example, the SSS Grant-Student Eligibility Survey was administered in Watermark, which allowed for easier access, the ability to send directly to student emails, automated email reminders, and enhanced reporting options. This success motivated me to move the administration surveys into Watermark as well.</p> <p>When administration surveys were administered through Qualtrics in 2023-2024, I spent approximately three hours designing results reports for each group. In contrast, when the same survey was administered through Watermark in 2024-2025, it took no more than 10 minutes to generate results reports. The time required to organize and deliver reports decreased significantly.</p>	
<p>Usage of the "Survey Distribution Approval Form" and approval process for surveys across Lander.</p> <p>Count of survey information submitted through Cognito forms.</p> <p>*Action to improve this approval process.*</p> <p>Target</p> <p>At least one survey is submitted through the form and approved through the "Survey Distribution Approval Form" process.</p>	<p>MET</p> <p>Summary</p> <p>1 survey request was submitted in 2024-2025 via the Cognito form and approved to administer.</p> <p>Analysis</p> <p>Although only one survey request was submitted in 2024-2025 via Cognito Forms, this outcome was met. An email reminder was sent to faculty and staff about submitting a Large Distribution Survey request via the link provided.</p>	<p>Implement New Program or Services</p> <p>IN PROGRESS</p> <p>Transition the Large Population Survey Distribution Approval Form to Dynamic Forms. I have implemented an assessment system within Watermark that replaces Cognito for assessment purposes. The only remaining item in Cognito is this form for survey approvals. I will work with ITS to create the form in Dynamic Forms and post it on MyLander for easy faculty and staff access. Once the form is migrated, I will close our Cognito membership, resulting in savings of approximately \$400 per year.</p> <p>Recommended Due Date: 12/31/2025</p>

	<p>Transition the Large Population Survey Distribution Approval Form to Dynamic Forms. I have implemented an assessment system within Watermark that replaces Cognito for assessment purposes. The only remaining item in Cognito is this form for survey approvals. I will work with ITS to create the form in Dynamic Forms and post it on MyLander for easy faculty and staff access. Once the form is migrated, I will close our Cognito membership, resulting in savings of approximately \$400 per year.</p>	
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Conclusion

Watermark CES was implemented in 2023–2024 for course evaluations. This system also has the capability to administer general surveys. With this in mind, I decided to implement a new survey and transition some of our existing surveys into Watermark, as it provides more robust reporting features and additional benefits. I will be adding more surveys to Watermark in 2025-2026 to create a more centralized place for me to collect survey data.

Goal 3: Accreditation reporting for SACSCOC **PARTIALLY MET**

Implement a new system for our SACSCOC reaccreditation report for 2027- Watermark Planning & Self Study.

MEASURES	RESULTS	ACTIONS
<p>Implement a new system to house the SACS reaccreditation report- Watermark's Planning & Self Study</p> <p>Implement and roll our a new system to the Lander SACSCOC to assist with writing the narratives for each standard, collecting evidence files, and packaging the final report for SACSCOC.</p> <p>Direct - Total Time</p> <p>Target</p> <p>Implement and roll our a new system to the Lander SACSCOC to assist with the 2027 reaccreditation report within the 2025-2026 Academic Year.</p>	<p>PARTIALLY MET</p> <p>Summary</p> <p>Watermark Planning & Self-Study was successfully implemented, and the 2027 reaccreditation (differentiated review) template has been built into the system. Each standard has been assigned to a designated "lead" from the Lander SACSCOC writing team. The writing team will be introduced to Watermark Planning & Self-Study in Fall 2025.</p> <p>Analysis</p> <p>Watermark Planning & Self-Study was successfully implemented, and the 2027 reaccreditation (differentiated review) template has been built into the system. Each standard has been assigned to a designated "lead" from the Lander SACSCOC writing team. The writing team will be introduced to Watermark Planning & Self-Study in Fall 2025.</p> <p>I will conduct training for the Lander SACSCOC writing team within Watermark Planning & Self-Study in Fall 2025. The team will begin writing the narratives for each standard and importing evidence files.</p>	<p>Additional Training</p> <p>IN PROGRESS</p> <p>Conduct training for the Lander SACSCOC writing team within Watermark Planning & Self-Study in Fall 2025. The team will begin writing the narratives for each standard and importing evidence files.</p> <p>Recommended Due Date: 12/31/2025</p>

Conclusion

Watermark Planning & Self-Study was successfully implemented, and the 2027 reaccreditation (differentiated review) template has been built into the system. Each standard has been assigned to a designated "lead" from the Lander SACSCOC writing team. The writing team will be introduced to

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Watermark Planning & Self-Study in Fall 2025.

Conduct training for the Lander SACSCOC writing team within Watermark Planning & Self-Study in Fall 2025. The team will begin writing the narratives for each standard and importing evidence files.

Assessment Report Summary

The 2024-2025 Institutional Effectiveness Assessment report was administered via the new Assessment system, Watermark Planning & Self-Study.

The implementation of Watermark Planning & Self-Study in 2024-2025 will allow the Director of Institutional Effectiveness to improve the assessment process and quality of data. This system will also allow a better way to write our 2027 SACSCOC reaccreditation report. 2024-2025 served as the implementation year and 2025-2026 will serve as the training year.

Other surveys are being researched and reviewed to determine if we want to administer at Lander to collect other data needed.