

University Assessment Council Agenda

March 4, 2016

9:00-10:30 a.m.

West Grace Student Housing (ASPiRE Building)

WGS 1004g

http://www.maps.vcu.edu/monroepark/wgracehousing_south

1. Announcements

a. Award Application: Outstanding Practices in Assessment

See attached FAQ; note that the formal release of the application is pending. We expect the application form to be released the week after spring break.

b. Assessment Reporting Date for 2015-16

It is never too soon to start prodding “them” to prepare to prepare their WEAVE! New date (upon popular demand) is the 2nd Friday in October. October 14.

2. Information & Discussion

a. Guidelines and Suggestions for “Closing the Loop” Comments

See attachment. I came to the conclusion that one of the reasons the CTL responses were not specific to the learning outcomes was the poor construction of the questions.

This is pedagogy 101! That is, when I don't see what I expect to see in student work, go back and examine what asked them to do!!!

These revised questions are intended to elicit more specific information so that we can demonstrate quality in closing the loop.

These are a draft; provide feedback if you are inclined.

b. Alumni Outcomes Survey: Participation Campaign

The Outcomes Survey is an online survey administered by CSO Research. Graduates are surveyed on the following topics:

- First destination occupation and graduate school admissions outcomes
- Engagement in career exploration and job search activities
- Experiential education's role in securing their first destination occupation
- Satisfaction with their first destination occupation
- Motivation for pursuing a college degree and occupation

The response rate for the May 2015 class was 18.5%. This number provides for statistically sound findings only on the institutional level. If the alumni outcomes survey is going to provide school/college level information, participation rates need to improve. This is a long range plan. We are setting a 30% participation rate for the 2016 class.

After spring break, Connie will be contacting each dean's office with a communication package for increasing participation in the Alumni Outcomes Survey. Some of the materials will include:

- Email to be used to communicate to faculty/students
- Timeline for emails from CSO
- FAQs
- Lists of graduating students

Next Meeting:
Friday, April 1
Larrick Center
Jackson Ward Conference Room