



University Assessment Committee Meeting
Date: Friday, February 7; Time: 1:30 – 3:00 PM
Location: Memorial Student Center Room 2W22

Minutes

Members Present: Yi-Po Chiu, Marty Laubach, Adam Russell, Larry Sheret, Wendell Dobbs (for newly appointed CAM member Fulton Burns), Lori Thompson, Carrie Childers (for Loukia Dixon), and Mary Beth Reynolds

Members Absent: Omar Attarabeen, Asad Salem, Rayshawn Eastman, April Fugett, Karen McComas, Paula Lucas, Trish Gallagher, Sarah-Frances Lyon, Tim Melvin, Kim DeTardo-Bora, Ralph McKinney, Chris Sochor, Nicki LoCascio

1. **Approval of minutes from the December 16, 2019 meeting:** Due to lack of a quorum, the vote on the minutes of December 16 was postponed.
2. **Update on progress made on recommendations from subcommittees:**
 - **Co-Curricular Assessment** – At the request of Sarah-Frances Lyon, this report was postponed. Marty Laubach expressed concern that, due to scheduling issues, the faculty members of this committee had not been able to attend its meetings.
 - **Alumni Outcomes** – Adam Russell and Mary Beth Reynolds reported that they have been working to implement some of the subcommittee’s suggestions to improve alumni survey response rates. Specifically, they checked to see if we could send the surveys through Qualtrics as both text and email messages and discovered that Marshall’s current contract with Qualtrics does not include text messaging capabilities. Next, they will investigate the possibility of sending short texts through EAB’s Navigate platform to alert alumni that they will soon receive a short survey via email. Adam and Mary Beth have set up a meeting with staff from University College to discuss this possibility. We are continuing to contact alumni through email (preferred email addresses for post-graduation contact). We also are offering incentives for completion. Mary Beth compiled a list of web-links from departments that post outcome information regarding their graduates. Mary Beth said that she will make this list available from the Alumni Outcomes page on the Assessment website, noting that the Higher Learning Commission requires all institutions to provide public disclosure of alumni outcomes.
 - **General Education Assessment** – Adam Russell discussed the subcommittee’s recommendation that we create either Microsoft Teams or Blackboard Organizations for specific general education assessments. He reported that we decided to go with Blackboard Organizations and that Chris Sochor will set these up for capstone course assessment, community based learning assessment, critical thinking course assessment, FYS course assessment, international and multicultural course assessment, and writing intensive course assessment. The purpose of these organizations will be to provide easily digestible feedback to those in charge of these programs. Adam will create short reports this summer following the summer 2020 assessment project.

- **Assessment Day** – Mary Beth Reynolds and Adam Russell discussed plans for upcoming Assessment Day surveys and other activities. They sought feedback on prizes to be offered this year. After a robust discussion, the group decided to move forward with the plan to offer fewer high priced items, with a larger number of prizes of lower monetary value. The hope is that having a greater chance to win will increase participation. Although there was concern about gift cards to the Marshall Bookstore not being as attractive as other types of gift cards, Adam pointed out that university requisitions require purchase from the bookstore, so we are confined to gift cards that can be purchased there. Adam noted that, if desired, the bookstore may be willing to exchange its gift card for another in its inventory of equal value if the winner so desires. Carrie Childers also told the group that some of her students have said that they prefer to complete online surveys where all items are on a single page rather than having to access multiple pages.
3. **Syllabus evaluations for spring 2020** – Mary Beth Reynolds explained the plan to review syllabi for general education courses. After some discussion, the group decided that, in addition to the regular Board of Governors syllabus policy required elements, the reviewers also will check to make sure the following course types (critical thinking, multicultural, and international) include required baccalaureate degree profile outcomes on their syllabi.
 4. **Newsletter update** – Adam Russell reported that the inaugural Assessment newsletter has been submitted to University Communications and should be disseminated to all exchange users by the end of the month. This issue profiles the English Department’s assessment process, includes an article about Marshall’s spring administration of the National Survey of Student Engagement (NSSE), an infographic outlining NSSE results from past years, and introductions of Mary Beth and Adam. We would like to thank Megan Archer for her assistance with the newsletter.
 5. **National Survey of Student Engagement** – the mailing Schedule is February 26, with students receiving reminders on March 3, March 9, March 17, and April 6. Incentives will be one Apple Watch, three \$100 VISA gift cards, two \$50 VISA Gift Cards, two \$25 VISA Gift Cards, and five \$10 Amazon Gift Cards. Students must complete survey by April 7 to be eligible for prize drawings. Prize Drawings will be held on April 9. Mary Beth asked that committee members encourage freshmen and seniors to take NSSE. Students will not only receive email invitations from President Gilbert, but will have access to unique links in Blackboard and in MyMU.
 6. **Capstone Assessment Update** – Larry Sheret asked if Mary Beth would be willing to ask faculty to volunteer their classes for library assessment. He noted that a good time for faculty to do this is when they must be away at professional conferences because he is able to cover their classes. Mary Beth discussed university-level capstone assessment. She noted that this will be our third summer conducting this project. She explained that we pull a random sample of capstone artifacts, which the Summer Assessment Team evaluates using two AAC&U rubrics (Critical Thinking and Written Communication). She said that Summer Assessment Team members suggested giving programs the choice of our using AAC&U’s Analysis and Inquiry rubric rather than its Critical Thinking rubric. She asked committee members to encourage capstone instructors in their colleges to make students’ capstone projects available for university assessment in the assignment module of Blackboard. After some discussion, Dean Wendell Dobbs agreed to talk to his faculty about making capstone project program notes available for university assessment.
 7. **APS Update** – Mary Beth Reynolds: This item was not addressed due to lack of time

8. **Additional Business** – No additional business was discussed.

The meeting adjourned around 3:00 PM.

Respectfully Submitted,

Mary Beth Reynolds