

Developing a College Effectiveness Plan

Due Date

College Effectiveness Plans are due **December 14, 2012**. Email plans to Ashley Caspary, acaspary@aa.ufl.edu, Office of Institutional Assessment, 352-273-4476.

Introduction

Institutional Effectiveness

Institutional effectiveness is a top priority at comprehensive universities across the United States (Pennsylvania State University, 2011; University of Kentucky, 2011; University of Georgia, 2011; University of Texas at Austin, 2011; University of Wisconsin, 2011). The December 2011 revision of the *Principles of Accreditation* (Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), 2011) presents institutional effectiveness as core requirement 2.5:

The institution engages in ongoing, integrated, and institution-wide research-based planning and evaluation processes that (1) incorporate a systematic review of institutional mission, goals, and outcomes; (2) result in continuing improvement in institutional quality; and (3) demonstrate the institution is effectively accomplishing its mission. (p. 18)

Institutional effectiveness is further defined in standard 3.3.1:

3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas: (Institutional Effectiveness)

3.3.1.1 educational programs, to include student learning outcomes

3.3.1.2 administrative support services

3.3.1.3 academic and student support services

3.3.1.4 research within its mission, if appropriate

3.3.1.5 community/public service within its mission, if appropriate (Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), 2011, p. 27)

The role of the Colleges

As integral components of the University of Florida, the colleges play a primary role in the institutional effectiveness of the university. Colleges collect data and monitor internal processes, analyze the results of these activities, and use the results to monitor and improve academic quality, research, and services. The responsibilities of colleges in the institutional effectiveness process are to:

1. Develop, monitor, and assess College goals annually (includes strategic plans).
2. Collect and review academic program goal assessments annually.
3. Monitor assessment of student learning outcomes in the college's programs.

4. Provide high quality and effective administrative support services, and periodically assess these services.
5. Provide high quality academic and student support services, and periodically assess these services.
6. Provide the enabling conditions and processes for faculty research, monitor faculty research and productivity, and assess this activity periodically.
7. Encourage and engage in community and public service, and periodically monitor and assess this activity.

College Effectiveness Plans provide a comprehensive, organized report on how colleges assess and measure their effectiveness in meeting their mission. The report also presents the processes for how the colleges collect, manage, analyze, and use data to modify and improve their effectiveness.

What this resource contains

This resource provides a set of common components that all College Effectiveness Plans must address in their reports. The way that the components are operationalized in the units across campus is varied, but the common components are invariant. These components are:

- Mission Statement
- College Goals Assessment and Analysis
- Program Goals Assessment and Analysis
- Administrative Support Services – organization and analysis
- Academic and Student Support Services – organization and analysis
- Research
- Community and Public Service
- Assessment Oversight

Evaluating the College Effectiveness Plan

College Effectiveness Plans will be evaluated according to a specific set of criteria for each component for the purpose of providing feedback. This resource provides a description and explanation of the effectiveness cycle, each of these components, and their evaluation criteria. At the end of the document there is a rubric to guide Plan development and self-assessment.

The Effectiveness Cycle

The effectiveness cycle is a systematic process for collecting, analyzing, and interpreting data for the modification and improvement of academic and non-academic units. The cycle is shown in Figure 1.

The College Effectiveness Plan should not present data; this report should be limited to the presentation of the college's processes for institutional effectiveness. College effectiveness data is entered annually using the *Compliance Assist!* software program. Each college has identified individuals who are responsible for the upload of this data.



Figure 1. The General Effectiveness Cycle (Banta, 2009)