Anecdote to Analysis
Using Data to Improve Assessment Practice

Madeline Smith, Ph.D., Director of Assessment
Allan Aycock, Senior Director for Accreditation & Institutional Effectiveness
Maggie Parker, Associate Director for Accreditation & Institutional Effectiveness

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Agenda

- Participant Learning Outcomes

- Institutional Context

- Moving from Anecdotal Evidence to Action

- Data Collection and Analysis – The Hard Way (Manual)

- Data Collection and Analysis – The Easier Way (Xitracs)

- Sustaining the Assessment Loop, Year after Year

- Q&A

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Participant Learning Outcomes

- Identify sources of data and information to inform improvements in assessment practice.

- Utilize assessment management systems to gain meaningful analytical insights from student learning outcomes achievement data.

- Analyze student learning outcomes achievement data in order to provide meaningful feedback to academic programs.

- Plan for assessment policy changes based on analytical insights gained from program- and institution-level assessment data.
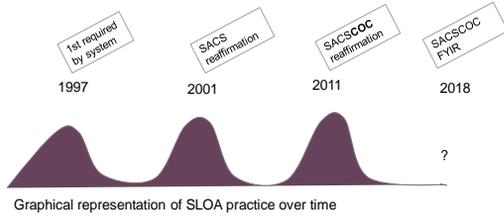
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Institutional Context

- 38K enrollment
- 75% undergraduate
- 17 schools and colleges
  - notable autonomy
- 450+ academic programs
  - baccalaureate, masters, specialist, doctoral, certificates
- 5 campuses + online

Historical focus on excellence in undergraduate education
study abroad, service learning, research, first-year seminar, freshman college, learning communities, experiential learning

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Institutional Context

1st required by system — 1997

SACS reaffirmation — 2001

SACS**COC** reaffirmation — 2011

SACSCOC FYIR — 2018

?

Graphical representation of SLOA practice over time

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Institutional Context—2016

- SLOA Reporting Tool
  - ➢ Academic Planning System– electronic filing cabinet

- SLOA Evaluation & Compliance
  - ➢ 7-year Program Review

- FYIR is imminent . . . 2018

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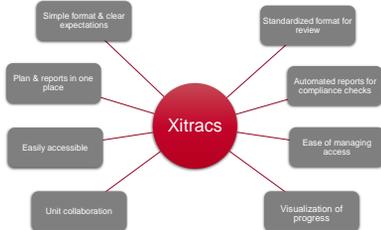## Data Collection & Analysis – The Hard Way (Manual)

- Moving from anecdotal evidence to action.

- Collecting Actionable Data - Open every LOA plan and report in the system checking for:

  - Written SLOs
  - Assessment Plan
  - Evidence of data reported
  - Evidence of data used
  - Reported in the last 3 years

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Data Collection & Analysis – The Hard Way (Manual)

Changes to Policy & Procedure	• All Programs • Annual Reporting • APC Responsibility
Procure & Develop Reporting Tool	• Xitracs
Implement a Support Structure	• SLO Executive Committee • SLO Steering Committee
Improve Campus Communication	• SLO Coordinators, Department Heads, & APCs • Streamline Communications

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Data Collection & Analysis – The Easier Way (Xitracs)

Xitracs

- Simple format & clear expectations
- Standardized format for review
- Plan & reports in one place
- Automated reports for compliance checks
- Easily accessible
- Ease of managing access
- Unit collaboration
- Visualization of progress

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Data Collection & Analysis – The Easier Way (Xitracs)

- **Standardized format for reporting and reviewing**

- Automated reporting mechanisms
- Clarified expectations/format
- Access management & ease of access
- Unit collaboration
- Consolidation of plan & reports in one place

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Sustaining the Assessment Loop, Year after Year

The micro loop: academic programs using data to improve assessment practice

Year 1 (AY 2016-17)

- Analytical insights gained at the program level
  - Notable improvement in organization of assessment reporting
  - Evidence of challenges establishing measurable student learning outcomes (SLOs) and selecting well-aligned measures
  - Program-level assessment largely viewed as punitive, tendency among programs to report all outcomes as met

- Using the data to implement change at the program level
  - Programs encouraged to address:
    - Unmeasurable SLOs
    - Use of course grades as measures
    - Ceiling effect, in part by revisiting measures and targets

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Sustaining the Assessment Loop, Year after Year

The micro loop: academic programs using data to improve assessment practice

Year 2 (AY 2017-18)

- Analytical insights gained at the program level
  - Notable improvement in understanding of assessment reporting, measurability of student learning outcomes (SLOs), and alignment of measures with SLOs
  - Clear need for a shift in focus to assisting programs in making program-level improvements based on data analysis

- Using the data to implement change at the program level
  - Reinforcement of importance of "closing the loop"
  - Increased use of curriculum mapping
  - Programs encouraged to assess multiple SLOs per cycle

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Sustaining the Assessment Loop, Year after Year

The macro loop: institution using program-level analysis to inform assessment policies, structure, and support

- Policy Changes
  - Add statements about using course grades as measures.
  - Adjust minimum expectations based on evolving and improving assessment practice.

- Functional Changes
  - Rename sections in the system for clarification
  - Addition of a feedback field
  - Standardized feedback rubric
  - Creation of an assessment website
  - Guidance for specific sets of programs

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Thank you for attending!

Questions?

madeline.smith@uga.edu
aaycock@uga.edu
mcparker@uga.edu

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