

SUPPORTING ASSESSMENT THROUGH STRATEGIC PLANNING



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Presentation Outcomes

- Explain different ways that strategic planning and assessment can be aligned
- Share tools that can be helpful in establishing such an alignment within a University system
- Provide participants with an opportunity to discuss how the framework and tools could be utilized to benefit your institution

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Assessment APP

An Approach to Information...

- **A**ggregates
- **A**nalyzes
- **A**pplies

Purposeful & Planned

- **P**romoting success by means of enriched decision making.
- **P**roviding stakeholder accountability.

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Components of Assessment ~From Grand to Granular~

Purpose/Mission Statement

Goals

Outcomes

Measures

Expected Outcomes/Target

Findings

Action Plans

Improvements

Strategic
Plan

←
Iterative
Assessment

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Purpose of Strategic Plan At the Institution-wide Level

- 1. Provides long-range vision
- 2. Provides a university-wide shared direction
- 3. Organizes attention and energy
- 4. Identifies quantifiable measures of success
- 5. Prioritizes long term allocation of resources
- 6. Builds commitment to action

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Strategic Planning Supports Assessment in Two Major Ways

1

Provides institution-wide structure

2

Helps Determine the need to adjust
and/or realign on-going projects

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Surviving vs Thriving

Survive

Thrive

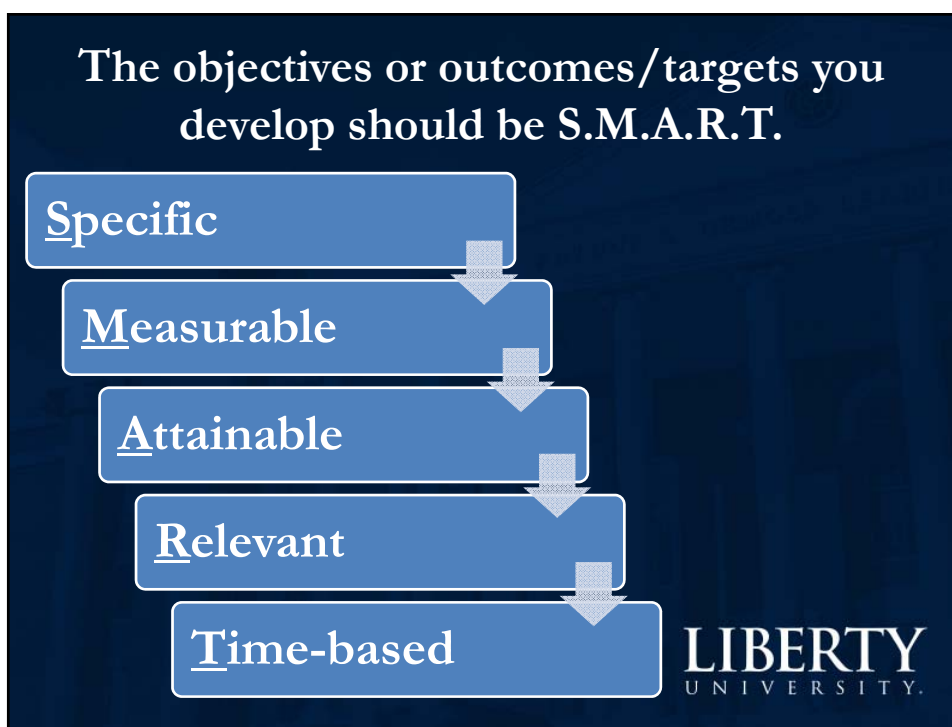
What comes to mind
when you see these words:
Survive & Thrive
How do they differ?

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Historical Approaches

1. Consultant Driven
2. Committee Driven
3. Dean Driven

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Choose Which One Is The Better Target

- We want to graduate more students
- We will increase graduation rate by 5%

- We want to identify ways to reduce employee turnover
- We will keep employees longer

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Aligning Strategic Planning and Assessment Processes

We need to make sure we are driving our institutional assessment and it is not driving us.

Strategic Plan:

- Ensures assessment will be institution-wide
- Focuses data collection at different levels
- Motivates those tasked with assessment
- Provides opportunity to review longitudinal assessment
- Assists with carrying out the assessment loop
- Creates a culture of improvement

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Don't Reinvent the Wheel

- **Resistance:** Really? Do I have to do this???
- **Recognition:** Use assessment formats that are familiar for better stakeholder buy-in
- **Relevance:** Avoid duplication of assessment and SP Expected Outcomes/targets



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SP is used to develop or launch specific projects that later become part of the annual assessment process.



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Strategic plan is a “health check” for a department/level



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P-L-A-C-E Program & Learning Assessment Cycle for Excellence



Strategic
Planning
+
Assessment
=
Cycle of
Improvement

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Q & A

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THANK YOU

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