# Unified Vision: Merging Assessment and Strategic Planning Data, Developments, and Distribution

Brandi Newkirk, MBA
Director, Accreditation and Planning

Melanie Wicinski, PhD Director, Office of University Assessment

Bailey Watson
Professional Services Consultant, Nuventive, LLC









### Learning Outcomes

Following this session participants will be able to describe how FAMU:

- 1. Moved from decentralized to centralized management of the strategic plan using Nuventive software.
- 2. Plans to use the data and analysis in future planning processes and how the Division of Strategic Planning, Analysis and Institutional Effectiveness supports the university in supporting the strategic plan.
- 3. Created excitement among internal and external constituents finding the right team and working to ensure reliable and straightforward processes.



# Agenda

- I. Introducing FAMU!
- 2. Division Overview
- Office of University
  Assessment
- 4. Office of Institutional Effectiveness/Strategic Planning
- 5. Breaking the Silos
- 6. Site Demonstration
- 7. Lessons Learned
- 8. Questions





# Who is FAMU?

- Founded 1887
- One of 12 State of Florida public institutions
- Only public HBCU in Florida
- Rated #1 public HBCU by U.S News& World Report
- R2 Carnegie Classification
- 9,000 Students in:
  - 14 Colleges/Schools
  - 54 bachelor's degrees
  - 29 master's degrees
  - 12 doctoral degrees



FLORIDA A&M UNIVERSITY

Division of Academic Affairs/Office of the Provost

Division of Strategic Planning, Analysis and Institutional Effectiveness

Office of University
Assessment

Director and Four Team Members

Office of Institutional Research and Analytics

Assistant VP and Nine Team Members Office of Institutional Effectiveness

Director and Five Team Members

**FAMU** 

DIVISION OF STRATEGIC PLANNING, ANALYSIS AND INSTITUTIONAL EFFECTIVENESS

# Division of Strategic Planning, Analysis and Institutional Effectiveness







To be the most trusted university provider of data/information for evidence-based decision-making

act as trusted counsel to
University leaders, enabling
FAMU to fulfill its mission of
teaching, research, and service

Strategic Planning
Institutional Research
Analytics & Reporting
Accreditation
Assessment
Performance Funding Metrics



FLORIDA
AGRICULTURAL AND
MECHANICAL
UNIVERSITY





DIVISION OF STRATEGIC PLANNING, ANALYSIS AND INSTITUTIONAL EFFECTIVENESS The mission of the Office of University Assessment is to promote a culture of evidence at FAMU through the implementation of a manageable and sustainable assessment process that leads to quality programs and service improvements.

Office of University Assessment

❖ Staff of 5

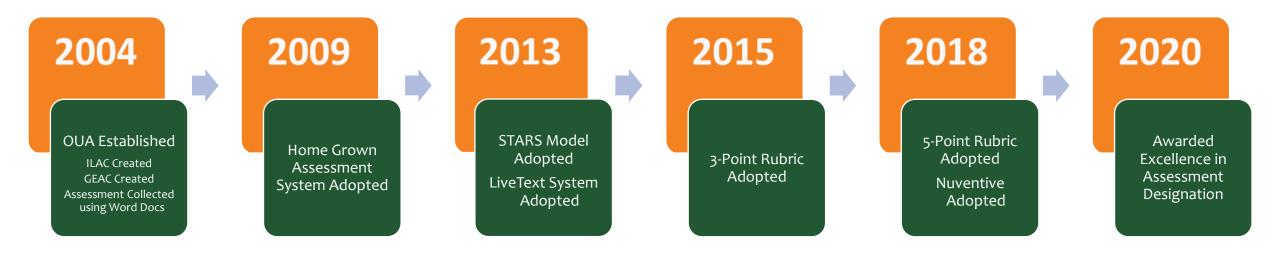
Role

- 2020 Excellence in Assessment Designee
- Compiles all FAMU Assessment
  - Three Levels
    - ❖ Instructional Programs (IP)
    - ❖ Administrative and Educational Support Units (ADESU)
    - Dean
- Other Responsibilities
  - Graduate Exit Survey
  - ETS Proficiency Profile
  - ❖ NSSE/FSSE
  - President's Evaluation
  - ❖ Board of Trustee Annual Self-evaluation





# Our History







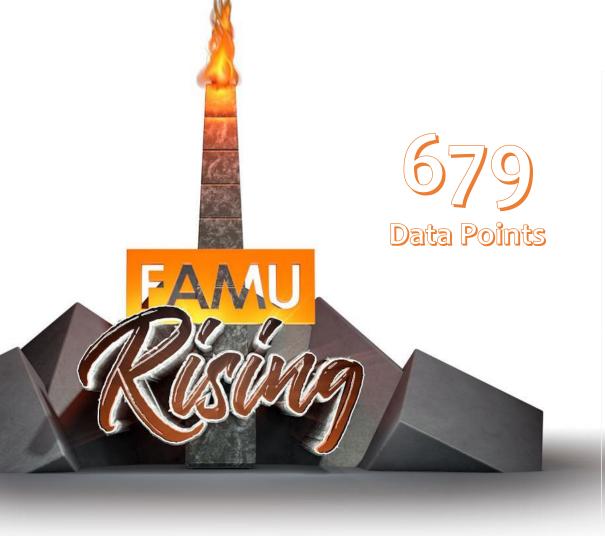
The mission of the Office of Institutional Effectiveness is to lead, coordinate, and support initiatives and projects related to planning, assessing, examining, and reporting on the accomplishment of FAMU's mission and strategic goals.

The Office promotes a commitment to excellence and continuous improvement through oversight of assessment, accreditation, academic program quality, accountability and strategic planning functions.

Includes: Program and Institutional Accreditation; Board of Trustees compliance reporting; Board of Governors compliance reporting; and Performance Based Metrics reporting.



# Office of Institutional Effectiveness



# 2017-2022 Strategic Priorities

### **Strategic Priority 1**

- ✓ 5 Goals,
- ✓ 20 Strategies,
- √ 42 Metrics,
- ✓ 179 Action Steps

### **Strategic Priority 2**

- ✓ 2 Goals,
- ✓ 10 Strategies,
- √9 Metrics,
- ✓ 97 Action Steps

### **Strategic Priority 3**

- √4 Goals,
- √16 Strategies,
- √18 Metrics,
- ✓8 Action Steps

### **Strategic Priority 4**

- ✓ 5 Goals,
- ✓ 17 Strategies,
- ✓ 16 Metrics,
- ✓ 101 Action Steps

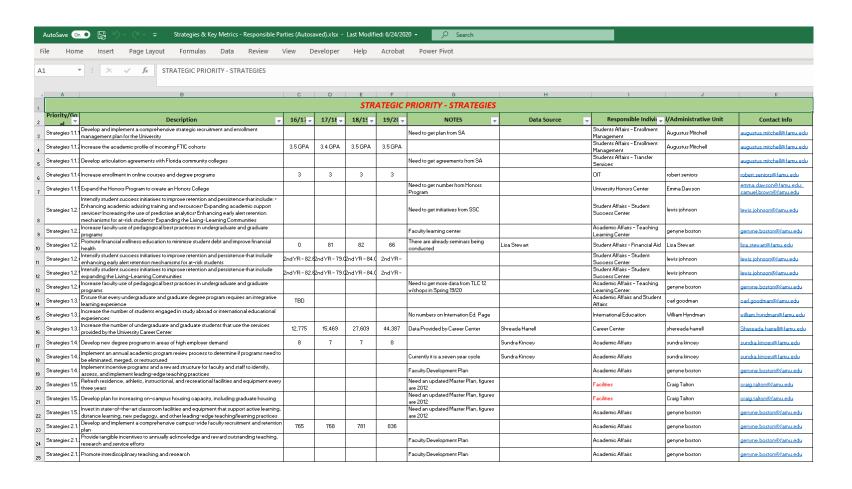
### **Strategic Priority 5**

- ✓ 5 Goals,
- ✓ 16 Strategies,
- ✓12 Metrics,
- ✓ 34 Action Steps

### **Strategic Priority 6**

- ✓ 2 Goals,
- ✓ 7 Strategies,
- ✓ 2 Metrics,
- √ 46 Action Steps

# FAMU Rising – Strategic Priorities

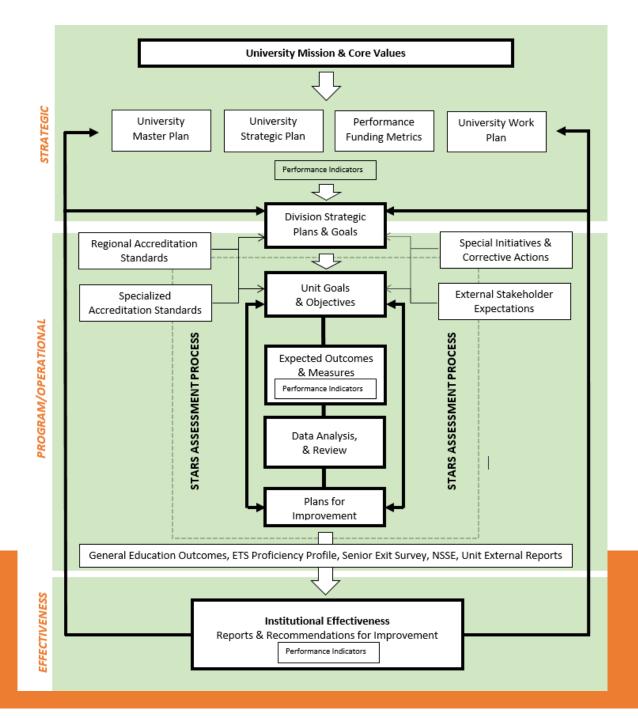


# Previous Status Updates

- Collected in excel spreadsheets
- Migration to Qualtrics forms
- Alternative platform utilization

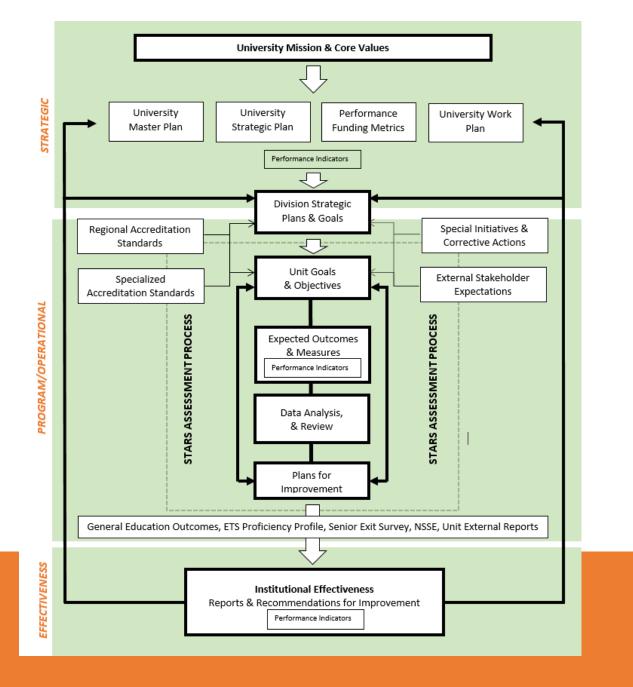
# Legacy Collection Process

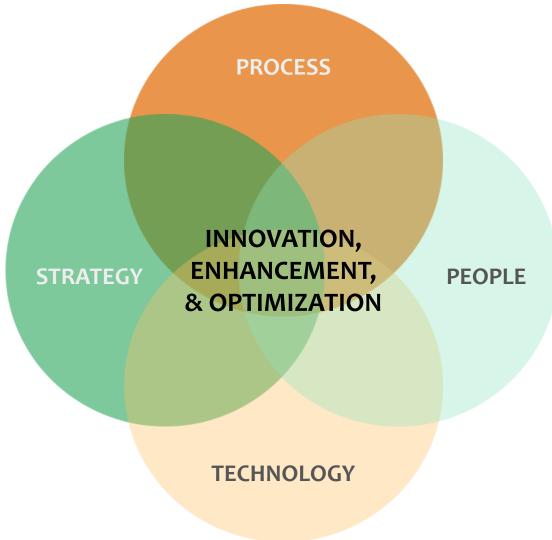




### Alignment of Efforts

- Identify areas of connection
- Develop linkages and set the stage
- Use one platform across all areas involved
- Review data for migration
- Migrate data points into the platform
- Input new data
- Development of dashboards
- Distribution of data







# Live Site Demonstration

Lessons Learned

## Lessons Learned

- 1. Everyone needs a seat at the table.
- 2. Work smarter, not harder.
- 3. Plans change. Be flexible.
- 4. Be willing to train and retrain!
- 5. One platform to rule them all!
- 6. Be careful what you wish for, with great data comes great responsibility.





Melanie Wicinski: melanie.wicinski@famu.edu Brandi Newkirk: brandi.newkirk@famu.edu Bailey Watson: bwatson@nuventive.com



# Appendix: Platform Screenshots



Program Summary: 2020 - 2021

IP - Biology (BS)

Data Last Refreshed 10/15/2021 1:39:13 AM

Current Year Assessment Report Complete



Current Year Overall Reflection Entered



Upcoming Year Plans Complete



STARS Rubric External REPORT - Average Rating

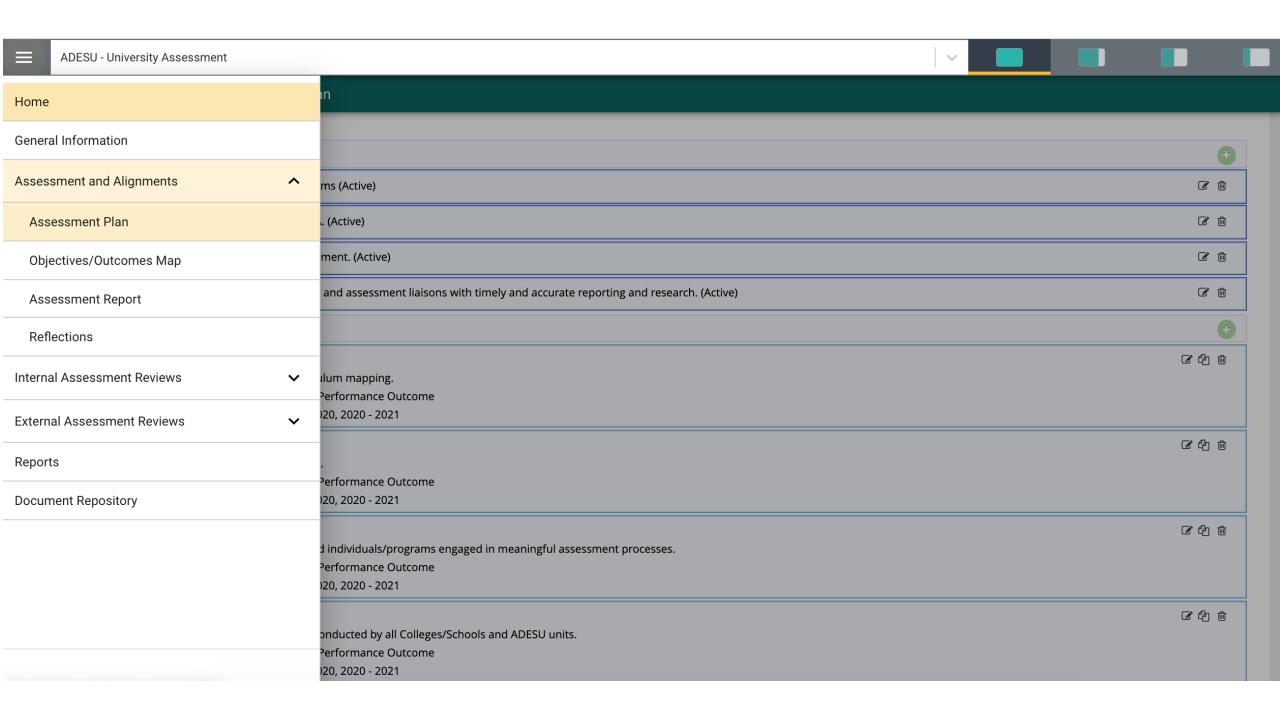
N/A

STARS Rubric External PLAN - Average Rating

N/A

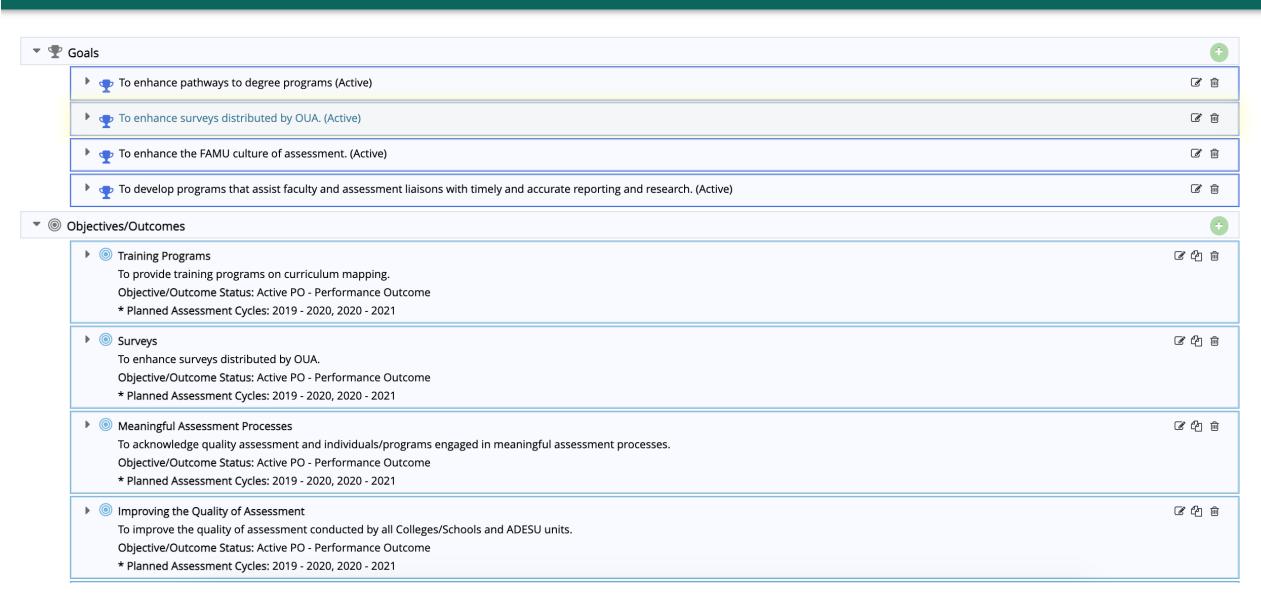
Objective/Outcome	Current Year Assessment Methods	Current Year Assessment Reports Completed	Upcoming Year Plan Complete	Mapping Complete
Critical Thinking Skills	2	2	<b>✓</b>	<b>✓</b>
Discipline Specific Content Knowledge	2	2	<b>✓</b>	<b>✓</b>
Ethical Choices	2	2	<b>✓</b>	<b>✓</b>
Laboratory Skills	2	2	<b>✓</b>	<b>✓</b>
Written and Spoken Communication Skills	3	3	<b>✓</b>	<b>/</b>







### Assessment and Alignments > Assessment Plan



### Assessment and Alignments > Objectives/Outcomes Map

? i = Y

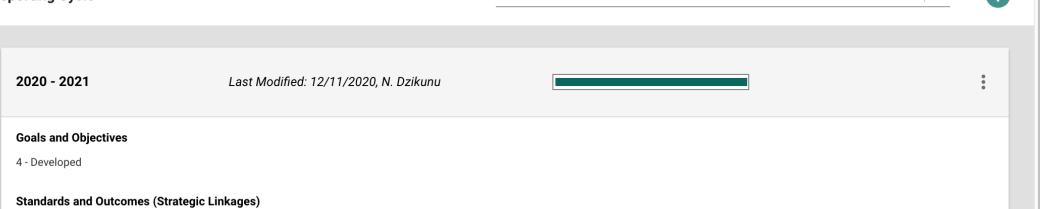


- FAMU Strategic Priorities 2017 - 2022	Objectives/Outcomes				
Strategic Priorities	Training Programs To provide training programs on curriculum mapping.	Surveys To enhance surveys distributed by OUA.	Meaningful Assessment Processes To acknowledge quality assessment and individuals/programs engage	Improving the Quality of Assessment To improve the quality of assessment conducted by all	Develop Nuventive Assess Platform To develop and in the Nuventive Assessment
Strategic Priority 1 Exceptional Student Experience		~		~	
Strategic Priority 2 Excellent and Renowned Faculty			~		
Strategic Priority 3 High Impact Research, Commercialization, Outreach, and Extension Services					
Strategic Priority 4 Transformative Alumni, Community, and Business Engagement					
Strategic Priority 5 First-Class Business Infrastructure					~

- FAMU Strategic Priorities 2017 - 2022	Objectives/Outcomes				
ADESU - University Assessment - FAMU Strategic Goals 2017 - 2022	Training Programs To provide training programs on curriculum mapping.	Surveys To enhance surveys distributed by OUA.	Meaningful Assessment Processes To acknowledge quality assessment and individuals/programs engage		
- FAMU Strategic Priorities 2017 - 2022 - Florida Board of Governors Performance Metrics		~		~	
- President Goals			~		
Strategic Priority 3 High Impact Research, Commercialization, Outreach, and Extension Services	5				
Strategic Priority 4 Transformative Alumni, Community, and Business Engagement					
Strategic Priority 5 First-Class Business Infrastructure					~

### External Assessment Reviews > STARS Rubric External Rating PLAN

### **(1) Reporting Cycle** View All



### **Assessment Measure**

4 - Developed

4 - Developed

### Criterion

4 - Developed

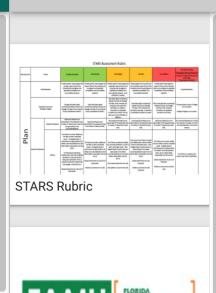
### **Plan Attachments**

4 - Developed

### **Average Rating for Assessment Plan**

5

### **General Plan Comments**



### Assessment Plan

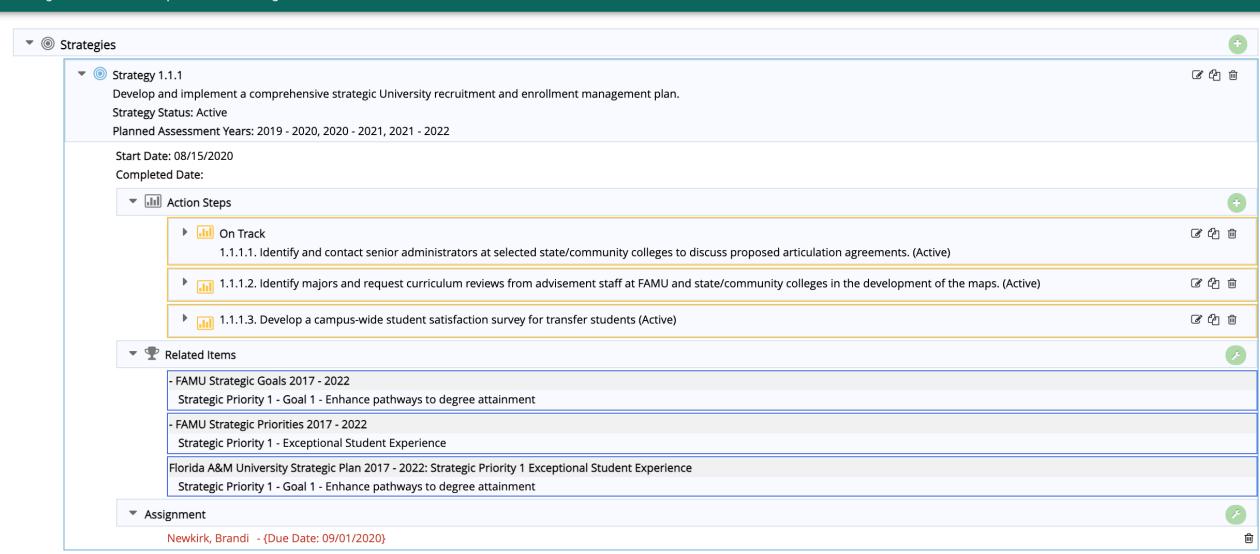
Assessment Plan Report

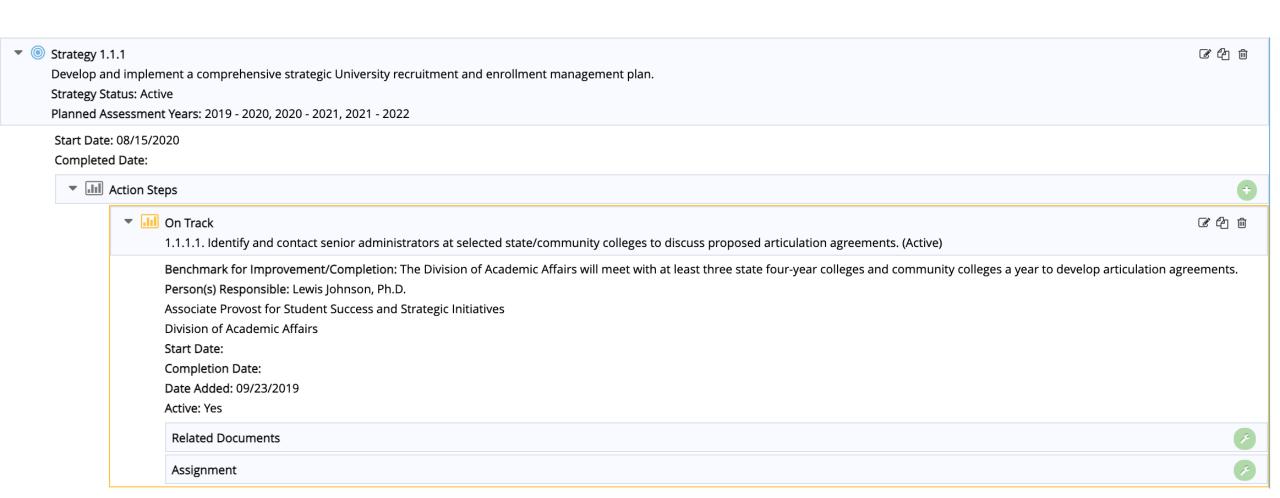


MECHANICAL

Assessment Impact - Plans, Res...

### Strategic Priorities and Updates > Strategies and Actions





### Strategy and Action Assignment Console





Search:



Complete \$	Status 💠	Due \$	Assignment	Assignee \$	Email Last Sent
08/11/2020	Complete	08/11/2020	Strategy: Strategy 1.4.2 Action Step: 1.4.2.1 Review existing State and University guidelines related to academic program review and degree authorization/termination, including BOG low productivity requirements  View Assignment	Brandi Newkirk	08/11/2020
10/18/2019	Complete	10/31/2019	Strategy: Strategy 1.1.1 Action Step: 1.1.1.1. Identify and contact senior administrators at selected state/community colleges to discuss proposed articulation agreements.  View Assignment	Brandi Newkirk	10/18/2019



Strategic Plan Executive View

Home

Analytics and Reports

**KPI** Dashboard

Strategic Plan Summary

Assessments Aligned with Strategic Plan

^

Document Library



## 17-2022 Strategic Plan Update on Metrics & KPIs

ELORIDA A&M UNIVERSITY has entered a new and exciting phase in our evolution, providing us with an opportunity to evaluate our priorities, while Rising" to meet the challenges of an ever-changing higher education landscape and highly competitive global marketplace. This Dashboard contains useful data and graphical insights into the University's performance and outcomes on the goals and metrics identified in the University Strategic Plan.



### Strategy Summary

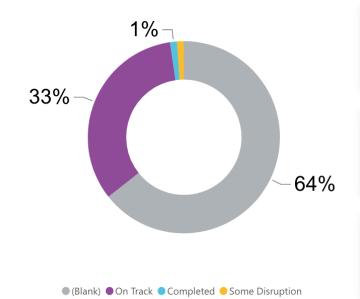
 $\vee$ 

Priority Goal Status Year
FILTERS All V All V All All

**87**Total Strategies

84 Active

Completed

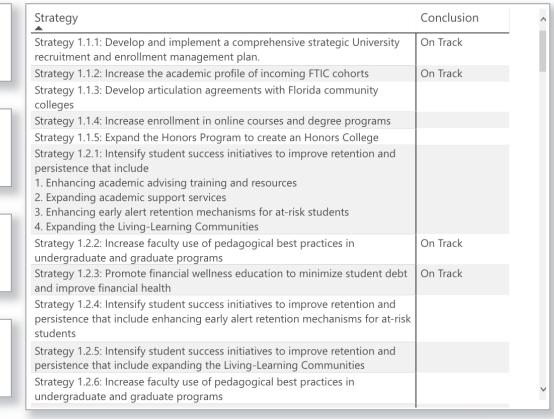


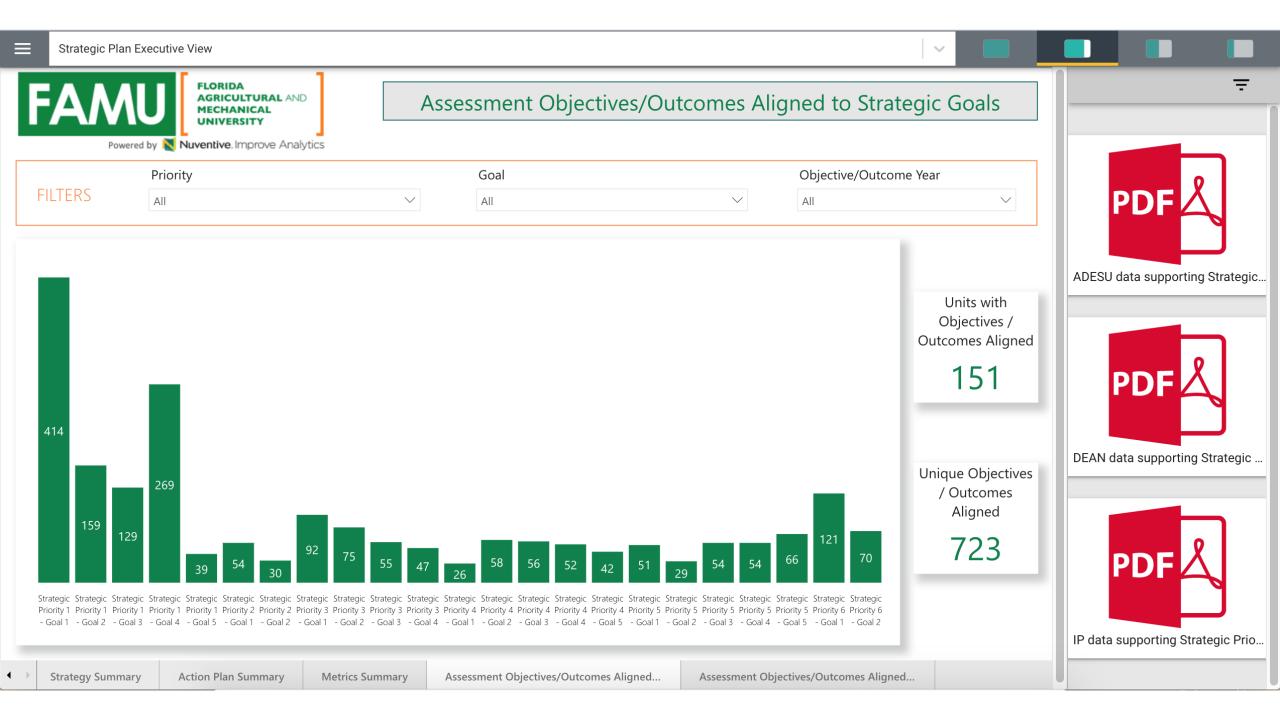
29

On Track

Some Disruption

56 No Status





Priority

### Assessment Objectives/Outcomes Aligned to Strategic Goals

Objective/Outcome Year

Units with Objectives / Outcomes Aligned
151

Unique Objectives / Outcomes Aligned
723

Priority 1 Priority 1 Priority 1 Priority 1 Priority 1 Priority 1 Priority 2 Priority 2 Priority 3 Priority 3 Priority 3 Priority 4 Priority 4 Priority 4 Priority 4 Priority 4 Priority 5 Priority 5 Priority 5 Priority 5 Priority 5 Priority 6 Priority 7 Priority 8 Priority 8 Priority 9 Priority 9

Goal

**ADESU** assessment data supporting Strategic Priorities and Goals

FAMU ROGRAMA AGRICULTURAL AND INCIDENCE

2019 - 2020

- FAMU Strategic Goals 2017 - 2022

Strategic Priority 1 - Goal 1 - Enhance pathways to degree attainment

ADESU - Athletics\*

Objective/Outcome: To create an environment that encourages high academic achievement for all student-athletes and provides the support to ensure that success

To increase student-athlete graduation and retention rates

Objective/Outcome Status: Active SLO - Student Learning Outcome

\* Planned Assessment Cycle: 2019 - 2020, 2020 - 2021

Assessment Measures	Result Summaries	Improvement Narratives
Direct - Reports Analysis - We will review our student-athlete registration policies  * Criterion: Ensure that student-athletes are being registered at times that don't conflict with practice or competition  Notes: We will work with our campus partners to ensure that our student-athletes are registered and properly enrolled prior to university deadlines  Assessment Year(s): 2019 - 2020, 2020 - 2021  Related Documents:  Academic Advisement Form.odf	Reporting Period: 2019 - 2020 Conclusion: Criteria Not Met We are continuing to assess and evaluate our processes and gather data. We will update our assessment as we are able to review the measurable goal data. (09/09/2020)	Improvement Narrative: Still evaluating our goals and objectives as we are a new staff. We will gather all measurable data and update our assessment once we have reviewed . (09/09/2020) Improvement Type: Reduce Cycle - Time

11/05/2020 Generated by Nuventive Improve Page 1 of 742

# Unified Vision: Merging Assessment and Strategic Planning Data, Developments, and Distribution

Brandi Newkirk, MBA
Director, Accreditation and Planning

Melanie Wicinski, PhD Director, Office of University Assessment

Bailey Watson
Professional Services Consultant, Nuventive, LLC.





