

# ALL THINGS ASSESSMENT AT KU

The Official Assessment Newsletter of Kutztown University



## Successful Assessment

Examples from Communication Design & Professional Writing

Communication Design faculty assessed projects in several courses in order to assess their program SLOs #1, 3 and 4. A team of faculty assessed the artifacts using rubrics they developed. The assessment results indicated that students did not meet the success criteria of the SLOs. Upon investigation of the results, the faculty determined that in one case the project, as submitted, did not provide enough information to assess. Only the final product was collected, when the project development process needed to be assessed, in addition to the final product. To address this issue the faculty proposed that the full project development portfolio be collected and assessed. The faculty also recommended adjusting the rubric and discussing the criteria for success. These changes are scheduled to be implemented so the SLO can be assessed again in fall 2019. By collaboratively analyzing their results the Communication Design faculty were able to improve their assessment process to hopefully better reflect students' abilities and progress toward achieving the Program SLOs. Nice work, and kudos to Professor Denise Bosler for her leadership role in program SLO assessment!

All Things Assessment is edited by Prof. Krista Prock, Interim Director of the Office of Assessment and members of the Advisory Board are David Beougher, Dr. Anne Carroll, Dr. Gil Clary, Dr. Michelle Kiec, Dr. John Ward and Dr. Carole Wells. GA Crystal Horninger is the student editor. Suggestions for articles, announcements, and feedback are welcome and appreciated.

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Professional Writing faculty assessed student portfolios in their program's professional seminar to assess their SLO #1, Professionalization. The portfolios were scored using a rubric developed by the faculty. The assessment found that student work exceeded the criteria for success. Although the faculty were satisfied with the results, they noted that several portfolios demonstrated issues in maintaining a professional tone and audience-appropriate language. They proposed adding a unit on these topics to another course to address these issues. The Professional Writing Faculty developed methods and rubrics that resulted in information that identified an issue they can address. Nice work, and kudos to Professor Todd Dodson for his leadership role in program SLO assessment!

In both Communication Design and Professional Writing, there were particular assignments collected that were not consistently asking students to demonstrate the skills, behaviors, and attributes on the associated rubric. This student work was collected from several sections of a particular course. It was determined that the best course of action will be to try to create more common assignment elements across sections of the same course, particularly these courses that are used for program level assessment. These academic programs are using their analysis to improve their assessment process so that it generates data that can be used to improve student learning.

## Progress with Nuventive

Since the Fall 2018 semester, work has begun to organize and input assessment materials provided by academic programs into Nuventive's Improve (formerly Tracdat.) Currently, all academic programs have assessment materials for the 2018-2019 assessment cycle collected and stored in Improve, as provided provided to their respective Dean's offices.

The Office of Assessment's dedicated graduate assistants (Morgan Coates, Kayle Ehlinger, and Crystal Horninger) have provided a tremendous amount of support in compiling, translating, and importing assessment materials including SLOs, curriculum maps, methods and measures, and results. Looking ahead to the Fall 2019 and Spring 2020 semesters, the graduate assistants will continue their support of entering program assessment data into Improve.

Moving forward, we would like to open up Improve for use by faculty and staff. Improve allows two levels of access: the first level allows for viewing access only, and the second level allows for viewing, editing, and entering data. The Office of Assessment would like to ask programs to think about who needs access to Nuventive. Please send the list to Krista Prock ([prock@kutztown.edu](mailto:prock@kutztown.edu)) and include the full name and level of access for each individual.

## SLO Progress

This academic year has proved very productive for both academic and administrative departments. At this point, academic programs have revised and updated their SLOs which have been added to the Office of Assessment website. Administrative departments are working collaboratively to revise their SLOs and many offices have SLOs available on the website, too. The Office of Assessment would like to take the time to thank each department for their dedication in creating a culture of assessment in which we can meet the evolving needs of our students.

# Autumn Assessment Day

Kutztown's Autumn Assessment Day will be held on September 20th, 2019. The Keynote speaker will be Dr. Frederick Burrack. Dr. Frederick Burrack joined the Kansas State music faculty as a music education specialist in Fall, 2005. He oversees the graduate studies for the Music Program and is Director of the Office of Assessment associated with the Provost Office. Dr. Burrack's research interests include student learning assessment methods, cross-disciplinary instruction, and instructional thought development in music teachers. He has numerous publications in music educators and assessment journals and has presented nationally and internationally.

Dr. Burrack will provide a keynote program and will meet with several groups on September 20. The focus of the day will be on professional development and assessing our assessment.



## Drexel Assessment Conference

The 6th annual Drexel Assessment Conference will be held September 11-13, 2019. This conference brings 420+ higher education faculty and administrators from throughout the Mid-Atlantic region, the nation and abroad to talk about how the quality of the student academic experience must be the driver behind all assessment and accreditation activities.

The call for proposals is open! Share your passion for teaching, learning, assessment, and providing a quality student experience. Propose a presentation on research, best practices, insightful teaching and learning experiences, or innovative assessment methods that speak to academic quality as a driver of assessment.

Proposals will be accepted until June 3rd. For more information visit: <https://drexel.edu/aconf/program/proposals/>

Please contact the Office of Assessment if you are interested in attending or presenting.

## For More Information

**Please visit the Office of Assessment Website**

<http://www.kutztown.edu/assessment>