Assessment of Institutional Effectiveness at Kutztown University

Strategic Plan Assessments

During Fall semester, 2011, the Strategic Plan Task Force, as charged by the President of Kutztown University, revised the 2009 – 2014 Strategic Plan. The revised plan was designed to be adaptive and flexible to the university’s needs and challenges, and is a living document that is reviewed constantly, with reviews informed by results and outcomes that guide budgetary and operational decisions. The 2011 – 2014 Strategic Plan can be found at: http://www2.kutztown.edu/about-ku/strategic-plan.htm.

Each division identifies specific actions that will help the university achieve each desired outcome. Each May, the President’s Cabinet, with input from the Strategic Planning and Resources Committee, reviews assessment results related to the Strategic Plan, and an annual update to the plan is provided to the campus community during the President’s Opening Day Gathering. As a “rolling” plan, the university tracks the desired outcomes that have been accomplished, those that are still in progress, those that must be eliminated, and those that need to be added.

Implementation Team for Institutional Effectiveness

The Implementation Team for Institutional Effectiveness, which reports to the President and Cabinet, exists to coordinate and facilitate assessment efforts taking place within programs and divisions across the university. The Team has, for example, revised the KU Alumni Survey, redesigned the process for surveying employees who voluntarily exit the university, and implemented a process for conducting university-wide surveys. In addition, the Team designed, implemented, and now monitors the annual assessment plans and reports for non-instructional units.

Annual Assessment Plans and Reports: Non-instructional Programs

In September, each non-instructional program submits a report of the previous year’s assessments and an assessment plan for the upcoming academic year. Kutztown University utilizes Nuventive’s assessment management system, TracDat. Annual reports and plans are reviewed by the appropriate division vice-president.

Members of the KU community who are responsible for their program’s assessments can access TracDat here: http://kuptracdat.passhe.edu/tracdat/.