



University Assessment Council Annual Report 2004-05

1. Membership. The following individuals were appointed by deans and directors to the UAC:

*Mo Noonan Bischof, Office of the Provost

Carolyn Lazar Butler, Law School

Kathleen Christoph, Learning Technology and Distance Education

*Charles Halaby, General Education Assessment Project

Susan Hyland, School of Veterinary Medicine

*Jennie Johnson, ASM Representative

James Johannes, School of Business

Elaine Klein, College of Letters and Science

Kathy Luker, Office of Quality Improvement

Jocelyn Milner, Academic Planning and Analysis, Office of the Provost, Co-Chair

*Jeanine Mount, School of Pharmacy

*Nadine Nehls, School of Nursing

Sarah Pfatteicher, College of Engineering

Robert Ray, College of Agricultural and Life Sciences, Co-chair

Nora Cate Schaeffer, UW Survey Center

*Miriam Simmons, Graduate School

*Hope Simon, Nelson Institute

*Susan Skochelak, Medical School

Mike Subkoviak, School of Education

Char Tortorice, Office of Testing and Evaluation Services

*Wendy Way, School of Human Ecology

Heidi Zoerb, Wisconsin Alumni Association

* New members. The 2004-05 UAC included 12 continuing members and nine new members. This was an unusually high number of new members. The co-chairs, Bob Ray and Jocelyn Milner, continued from the previous year and that provided a measure of continuity.

2. Meetings. The UAC met twice for formal business meetings: November 10, 2004 and April 28, 2005. The UAC also convened a series of five brown bag workshops that were held December 16, 2004, January 25, 2005, February 17, 2005, March 15, 2005, and April 14, 2005.
3. Charge to the UAC for 2004. Provost Peter Spear attended the November UAC meeting. Spear commended the UAC for their on-going efforts to create an environment where evaluative judgments – the foundation of assessment – are explicitly documented and used as the foundation of evidence for decision making. Spear encouraged the Council to increase the use of direct measures and look directly at the products of student learning. The workshop series planned for this academic year was given as one way to increase faculty and staff familiarity with these methods. For example, the first workshop was on capstone evaluation. Spear encouraged the Council to strengthen the connections between assessment of academic programs and teaching and learning, without duplicating what

others are doing in this area. Spear asked all the school/college reps to submit their assessment reports; we haven't had a full set of reports since 1998 and it's time that we had another complete set.

4. Workshops: Five brown bag workshops were held that were open to the entire university community. Detailed information and the supporting documentation are posted on line at <http://wiscinfo.doit.wisc.edu/obpa/Assessment/WKSP2004.htm>. The topics and presenters were:

December 16, 2004 -- Program Assessment Using the Capstone Course, 3609 Engineering Hall. Evelyn Howell, Landscape Architecture; Elaine Klein and Herb Wang, Letters & Science.

January 25, 2004 -- Master of Engineering in Professional Practice (MEPP): Integrated Assessment for Courses, Program, and Post-Graduation Career Impacts, 3609 Engineering Hall. Wayne Pferdehirt and Tom Smith, College of Engineering.

February 17, 2005 – Using EBI Surveys as Tools for Assessment. 5120 Grainger Hall (Capitol Conference Room). Jim Johannes, School of Business.

March 15 2005 – Applying for and getting Assessment Funds – A Primer for the Spring 2005 Call for Proposals, 350 Bascom Hall. Jocelyn Milner and Mo Noonan Bischof, Provost's Office.

April 14, 2005 – Using Information about Alumni in your Assessment Program, 405 Education Building. Heidi Zoerb, Wisconsin Alumni Association; Clare Huhn and Jocelyn Milner, Academic Planning and Analysis.

In general, the workshops had low attendance – eight to fifteen people. A discussion about the value of these workshops indicated that Council members actually prefer the business meeting format for trading information about methods and problem solving.

5. Annual Reports on Assessment by the Schools and Colleges. Annually, the provost requests the deans to provide a report on assessment activities in the schools and colleges. These reports form the basis of an annual assessment report for the campus and are a source of information for external audiences. Currently, the uneven response of schools and colleges makes it difficult to build the annual report. In 2004, Council members agreed to various reporting formats: a format that the unit prepares for another purpose, including accreditation or advisory board review; an established school/college format that serves other purposes; or a report prepared to content guidelines provided by the provost's office, including the use of the program/ assessment matrix. As of May 2005, 10 of the 12 units had provided 2003-04 assessment reports. Assessment reports are posted at http://wiscinfo.doit.wisc.edu/obpa/Assessment/Assessment_Reports.htm.
6. Ideas for 2004-05. For the next academic year, Council members prefer to return to the format of two to three business meetings in each of the fall and spring terms. Agenda items will include:
 - a) Making better use of alumni information and alumni surveys. At a recent deans' council meeting, the deans expressed an interest in uniform/campus-wide alumni surveys. In an effort to make alumni information more accessible to UW-Madison programs, Academic Planning and Analysis (Jocelyn Milner and Clare Huhn) have forged a partnership with the WAA (Heidi Zoerb) to develop an "alumni profile." A prototype was introduced at the April 14 brown bag workshop. There may be an opportunity to develop this for the purposes of surveying alumni. Alternatively, there are some on-line survey tools developed by Testing and Evaluation Services (Char Tortorice) and DoIT (Kathy Christoph) that might be useful.
 - b) Using assessment and program review information in budget building. Some units want more discussion on strategies for keeping assessment evidence in front of deans at the time that budget decisions are being made.

- c) Specialized accreditation. Specialized accreditation agencies drive much of the assessment agenda in our schools and colleges. Is there an opportunity to reclaim some of the agenda by more involvement with accreditation agencies and in the accreditation process?
- d) Review of the UAC goals in the 2003 Assessment Plan. The 2003 assessment plan specified goals for the UAC. A review of those goals and an articulation of near-term and long-term goals now is in order.

University Assessment Council Homepage: <http://www.provost.wisc.edu/assessment/>
