Assessment Committee Meeting

September 5, 2013

Brockmann Conference Center

2:00pm


Members Present: Barbara Zuck, Brian Simonson, Carlo Dacumos, Carol Reifsneider, Greg Kegel, Kim Watson, Larry Strizich, Ligia Arango, Marianne Hoppe, Mary Pappas, Norton Pease, Randy Bachmeier, Rosalyn Templeton, Tracey Jette, Vicki Gist, Virginia Braithwaite

Chair: Rosalyn Templeton

Minutes: Debra Bradley

1. Meeting was called to order at 2:00pm
2. Approval of minutes from April 11, 2013.
   a. Motion
   b. Second
   c. Questions
   d. Correction – date for having the NWCCU report due 09-16-13 not 09-01-13.
   e. All approving the minutes with the corrections
3. Enrollment Management Plan presented by Tracey Jette
   a. Short synopses presented during Faculty/Staff Orientation
   b. This is a living document (continually edited and updated)
   c. Major trends and data information gathering tools:
      i. Overall Enrollment for the past 10 years
ii. Freshmen Enrollment from 2006-2011
iii. Persistence and retention 2006-2011
iv. Pre-entry Academic Indicators
v. Graduation Rates
vi. Top Four Majors (in order of enrollment size are)
   1. Nursing – 288 or 22.7 %
   2. Diesel Technology – 172 or 13.6%
   3. Business – 127 or 10%
   4. Elementary Education – 103 or 8.1 %
vii. Performance in high risk courses.
viii. Fall 2012 grade distribution for entering freshmen cohort
ix. Financial Aid termination notices
x. Student Engagement Measures
xi. Student Satisfaction Measures
d. Strengths and Weaknesses
i. 240-250 Students have not confirmed enrollment for Fall 2013
   1. This time last year was 450 students
ii. Students feeling like they are not getting feed back
iii. Timing of the survey could be a big facture
e. Key Strategies of Focus for Student Success
i. Improving Academic Performance of underprepared students.
ii. Creating clear pathways to success by implementing a model of enhanced advising
iii. Increase student satisfaction by promoting a culture of quality and service excellence amongst the faculty and staff
iv. Ensuring Financial access for students
v. Elevating intellectual levels of campus
f. General Recruitment Strategies
i. Prospective Student Communication Plan
ii. Transfer Student Communication Plan
iii. Communication with Recruitment Partners
iv. Recruitment Activities
v. Travel
g. Institutional Goals
i. Headcount enrollment goals
   1. 1322 1320 students for Fall 2013
   2. 1350 students for Fall 2014
   3. 1391 students for Fall 2015
ii. Retention goal
   1. 2013 Cohort Retention 60%
2. 2014 Cohort Retention 63%
3. 2015 Cohort Retention 65%
4. 2016 Cohort Retention 67%
5. 2017 Cohort Retention 70%

4. Defining a Unit – Discussion
   a. UCIP – Unit Continuous Improvement Plan
      i. 2011-2012 49 Plans with 12 having Assessments completed
      ii. 2012-2013 49 Plans with 8 having Assessments completed
      iii. Take a look at your areas plans
      iv. Deadline for UCIP is September 30, 2013
   b. SLAP – Student Learning Assessment Plan
      i. 2011-2012 60 Plans and 30 completed
      ii. 2012-2013 58 Plans with 0 completed
      iii. Take a look at your area plans
      iv. Deadline for SLAP is October 31, 2013

5. Possible new day of the week and time
   a. Debra to send out a Doodle.com to all members to see what day of the week and time works for all.

6. Nominations for Chair and or Co-Chair for the Assessment Committee
   a. Send in all nominations to Rosalyn or Debra
   b. Nominations will be taken to the Chancellor for consideration
   c. Deadline is September 12, 2013 at 5pm

7. NWCCU Training
   a. Let those interested getting trained on the NWCCU to let Rosalyn know
   b. All day training in Seattle, Washington at Sea-Tac
   c. Facilitator Training is also available

8. NSSE Report
   a. Will be out in mid-September
   b. New system for reporting

9. Meeting adjourned at 2:57pm