

Promoting Co-Curricular Assessment Using Strategic Planning Concepts

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Presenters

Samuel Hatch

- Institutional Researcher
- Master of Public Policy Candidate
- University of New Mexico Office of Assessment & APR

William Slauson, MPA

- Assessment Specialist
- University of New Mexico Office of Assessment & APR

Approach

- Use strategic planning concepts (and similar terminology) to encourage completion of first-time assessment plans
- Get your constituents familiar with your institution's strategic planning model
- Show where assessment and strategic planning overlap
- Provide programs with assessment expertise during strategic planning process

Why this approach?

- Provides opportunities for co-curricular programs
 - Forward thinking
 - Long and short term goals
 - Program or personnel goals that are not specifically student-based
 - Impact / reflection
- Method to encourage programs to engage in assessment planning
- Higher Learning Commission (HLC)
 - Increased focus on administrative/co-curricular assessment
 - “Enriched educational environment”

Similarities



Strategic Planning Workshop Series

- Attended by academic and co-curricular representatives
 - Basic components of strategic planning
 - Goals / outcomes / standards / data sources etc
 - Assumed that vision and mission statements were already established
- All levels of knowledge were represented
 - Beginner / experts etc.
- Spawned the Strategic Planning Roundtable Series
 - Discuss specific topics at length with UNM experts

Strategic Planning Roundtables

- All attendees of workshops were invited, in addition to new guests
- Invited UNM experts to discuss topics including:
 - Strategic planning experiences (hurdles/benefits)
 - “Tips & Tricks”
 - UNM’s Employee and Organizational Development Unit
- Roundtables were (and are) an opportunity to focus on what the group is interested in
- Group-sourced topics

Co-curricular Support Provided



**FEEDBACK ON
SUBMITTED
CO-CURRICULAR
PLANS/REPORTS**



**ONE-ON-ONE
MEETINGS**



**DROP-IN HOURS
EVERY WEEK VIA
ZOOM**



**STRATEGIC
PLANNING
TECHNICAL
SUPPORT**



**ASSESSMENT
PLANNING
EXPERTISE**

Guidelines for Administrative/Co-curricular Assessment Plans

Submitted assessment plan documents should detail the following:

Goals are higher-level aspirations that describe what you would like your office or program to achieve and/or what you strive to achieve in terms of student success, staff development, etc. These goals are broad, achievable statements and are qualitative in nature. Goals “define the destination.” Questions to consider:

- What does your unit strive to do?
- What service do you aim to provide?
- If you could stand in the future and look back to the past, what would you want to change?

Outcomes are statements that relate to your goals and describe a specific result that can be achieved. Outcomes must be measurable and attainable. Outcomes will define the areas that you want to assess and provide direction for your assessment process. Questions to consider:

- What are the major areas (outcomes) that build towards successful completion of the goal?
- How is each outcome related to the overall goal?
- How do you or will you know you have been successful in attaining those goals?
- How can you evidence or illustrate that success?
- Will you compare your unit to a similar unit at a peer institution?
- Will you use benchmarks or key process indicators? For example, you could strive to see 100% of students your unit served improve in the class they are seeking tutoring for. Or you could strive to help at least 80% of your students with online registration. The goal is to articulate what success would look like for your unit. Also consider existing data you are already collecting that you may be able to use!

Strategies are action items that you complete in order to achieve your outcomes, and ultimately, your goal.

Questions to consider:

- What are the detailed tasks that need to be completed in order to meet each outcome?
- What resources do you need?

Standards/Benchmarks are established milestones that will help you articulate what success will look like for your unit/program. Questions to consider:

- Template provided in Adobe PDF and Word formats
- Improved participation rates

Development of a co- curricular template and guidance

Establishing a Co-curricular Assessment Cycle



Spring 2021

Student affairs outreach and strategic planning workshops/roundtables to engage co-curricular units



Fall 2021

All programs that we worked with to develop strategic plans used our template to submit their first assessment plan in Fall 2021



Spring 2022

Workshops focusing on assessment reporting rolling out in Fall and again in Spring 2022



June 2022

First assessment reports are expected June 30 2022

Next Steps

- Continue to build on momentum from this year
- Identify additional co-curricular assessment champions
- Increase number of participating programs
- Provide additional assessment / strategic planning support through workshops and other meetings

Wrap-Up



Top Takeaways:

Use strategic planning elements to encourage programs to assessment plan

More flexible process that isn't necessarily student-learning based

Provide support!



Contact either of us at assess@unm.edu

UNM Office of Assessment & APR
www.assessment.unm.edu

Administrative / Co-curricular Assessment
guidelines and template:
<http://assessment.unm.edu/assessment-types/administrative-co-curricular/admin-co-curric-units/index.html>