

Who Are Our HBCU Assessment Professionals?

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Outline



- Introduction to Higher Education Assessment
- Nicholas & Slotnick 2018
- Historically Black Colleges & Universities (HBCU)
- Profile of HBCU Assessment Professionals Study & Results
- Reflections

Introduction to Higher Education Assessment

- Institutional Effectiveness (IE)
 - The purposeful organization of interdependent functions that facilitate student success and support the performance, quality, and efficiency of an institution
 - complex and multifaceted offices/units focused on
 - Reporting on the institution's performance
 - Academic and administrative evaluations – reviews, assessment, and accreditation
 - Faculty contributions – teaching and scholarship
 - Evidence of student learning outcomes – course-level and degree program-level
- Evolution of IE
 - Reauthorization of Higher Education Act of 1998
 - 2006 Spellings Report

(Pinnelli, 2020)

Introduction to Higher Education Assessment

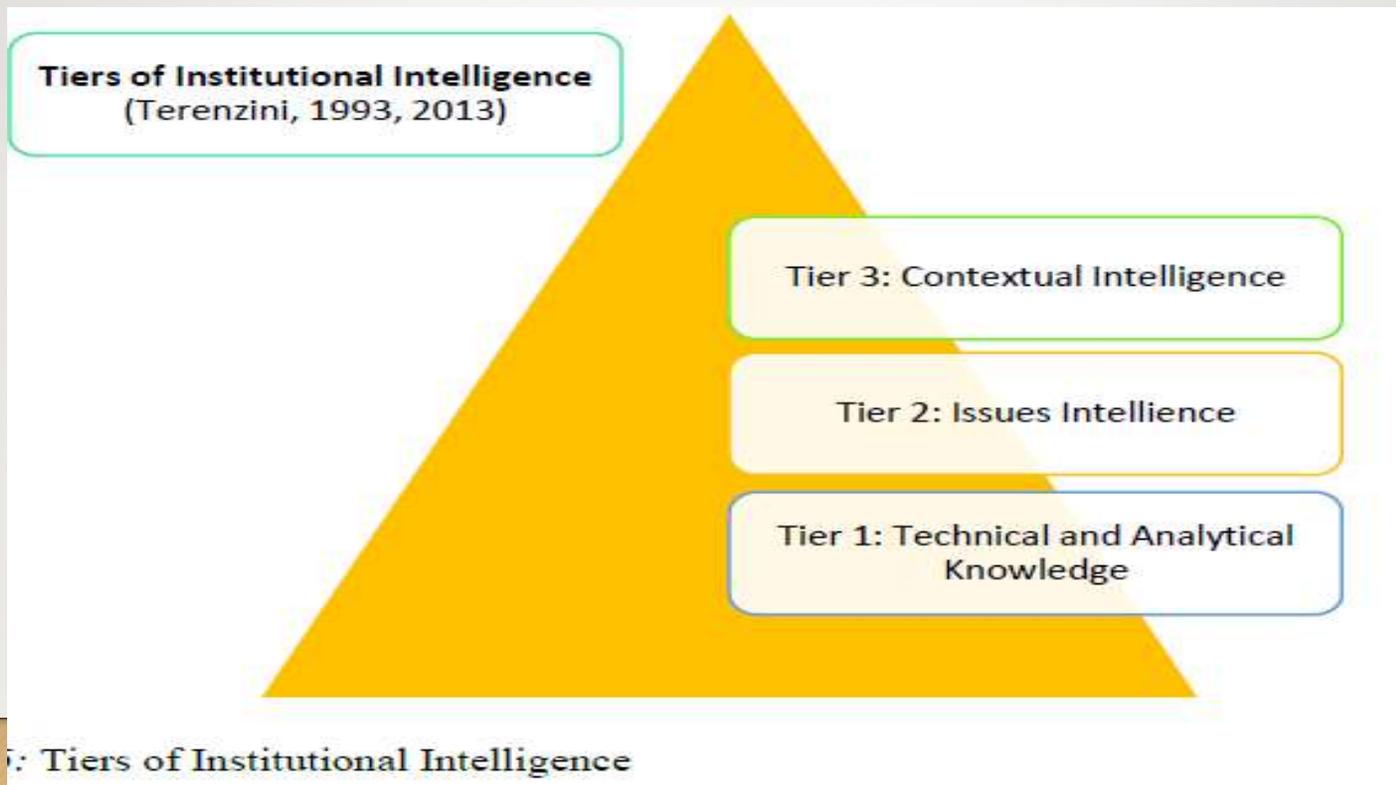
- Institutional Research (IR)
 - Historically supported the data and analysis needs
 - Accountability and planning demands require more from the institution, leading to Institutional Effectiveness (IE)
- IR/IE
 - Addresses the need to improve the use of the analyzed data to inform institutional decision making
 - Leadership – Knight & Tweedell (2016) conducted the first national profile of Vice Presidents for Institutional Effectiveness Leaders
 - Office challenges – disruptions in learning environments, fluctuating enrollment, changing workforce age, younger and less financially stable donors, punitive regulatory landscape, and pressure from stakeholders
- (Pinnelli, 2020)

Introduction to Higher Education Assessment

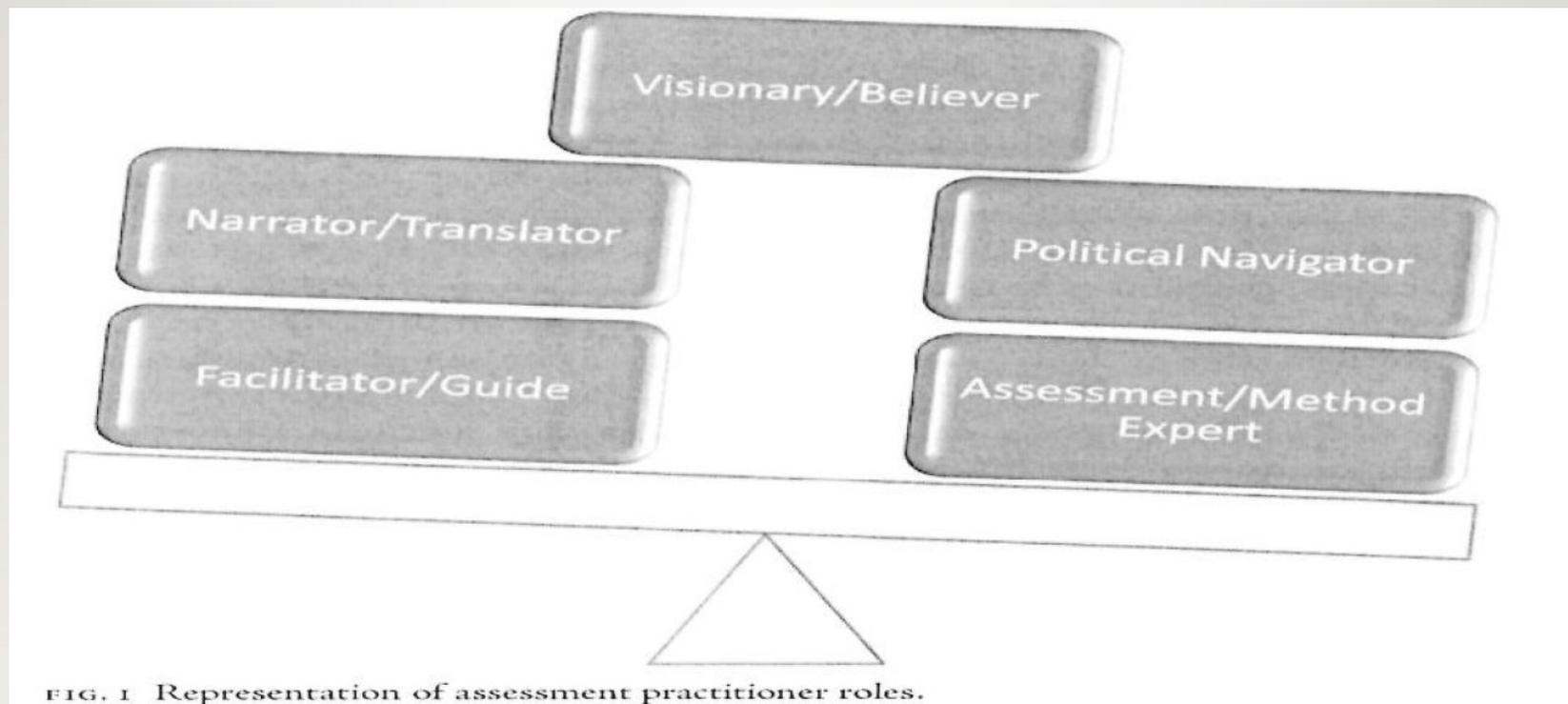
- IE Personnel/ Assessment Professional
 - Has a significant impact on the success or “failure” of an institution
 - Multitask & Manage
- Education
 - No universal academic preparation for positions in IE Offices
- Training
 - Dependent on professional development & exposure (on-the-job-training)

- (Pinnelli, 2020)

Assessment Professional



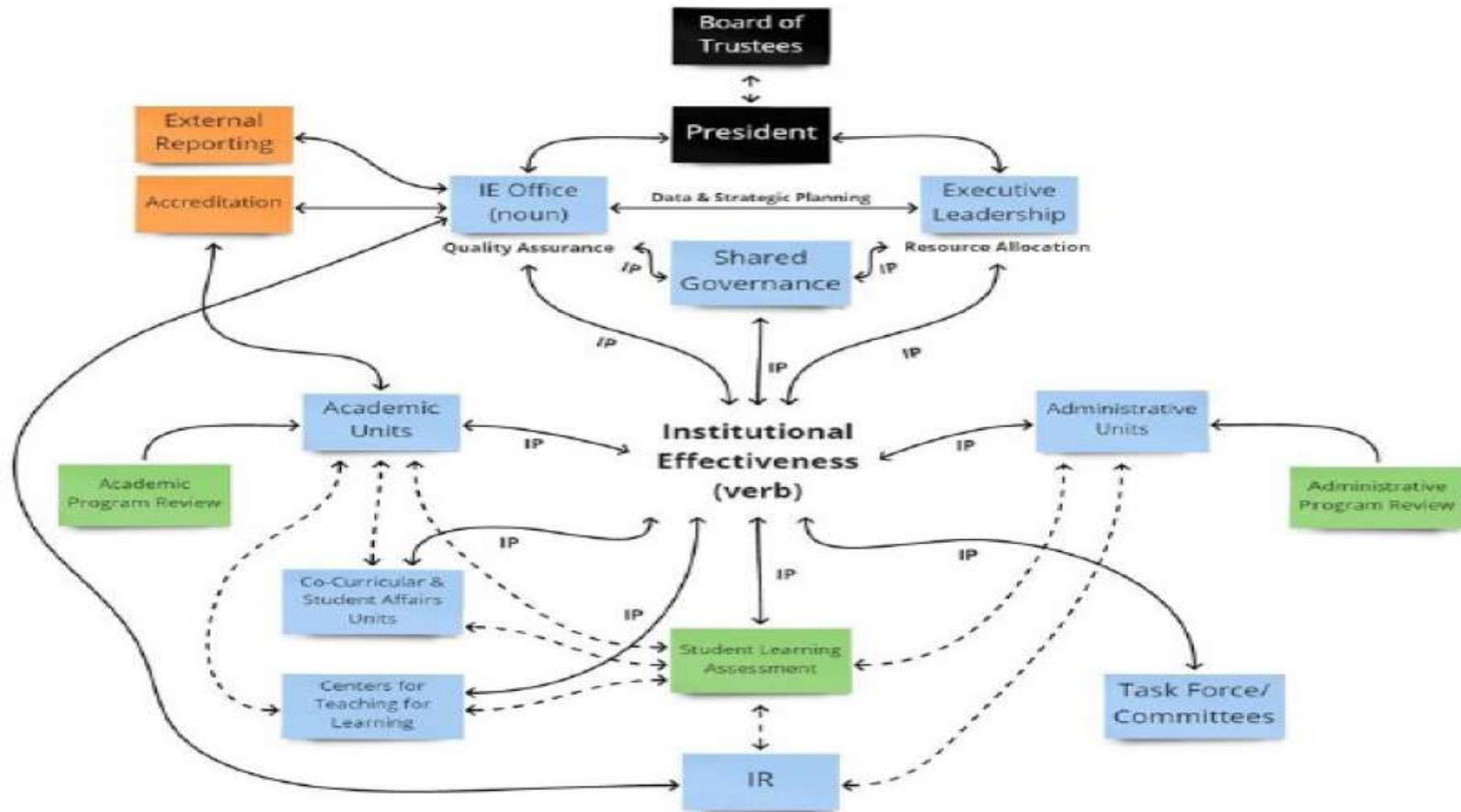
5 Essential Roles of an Assessment Professional



Jankowski & Slotnick (2015)

5 Essential Roles – in Action

Figure 1 The Crossroads of Evidence



Ben-Avie, et al, 2022

A Portrait of the Assessment Professional in the United States: Results from a National Survey

Mark C. Nicholas and Ruth C. Slotnick

Results – 2018 Study

- *The report is based on the results from 305 respondents who answered questions regarding who they are, where they work, what they do, and what motivates them.*
- **Who Are We?**

Academic Degree	%	N
Doctoral	63%	189
Master's	35%	107
Bachelor's	2%	7
Associate's	0%	0
Total	100%	N=303

Disciplinary Background	%	N
Arts and Humanities	7%	21
Business	5%	15
Education	44%	133
Natural Sciences	12%	36
Social Sciences	30%	92
Theology	1%	3
Law	0%	1
Total	100%	N=301

Results – Nicholas & Slotnick 2018 Study

- Where Do We Work?

Type of Institution	%	N
Community College	12%	36
Primarily Undergraduate Institution	13%	39
Research University	29%	88
Undergraduate and Graduate Institution	41%	124
Professional Health-Related Institutions	6%	17
Total	100% [#]	N=304

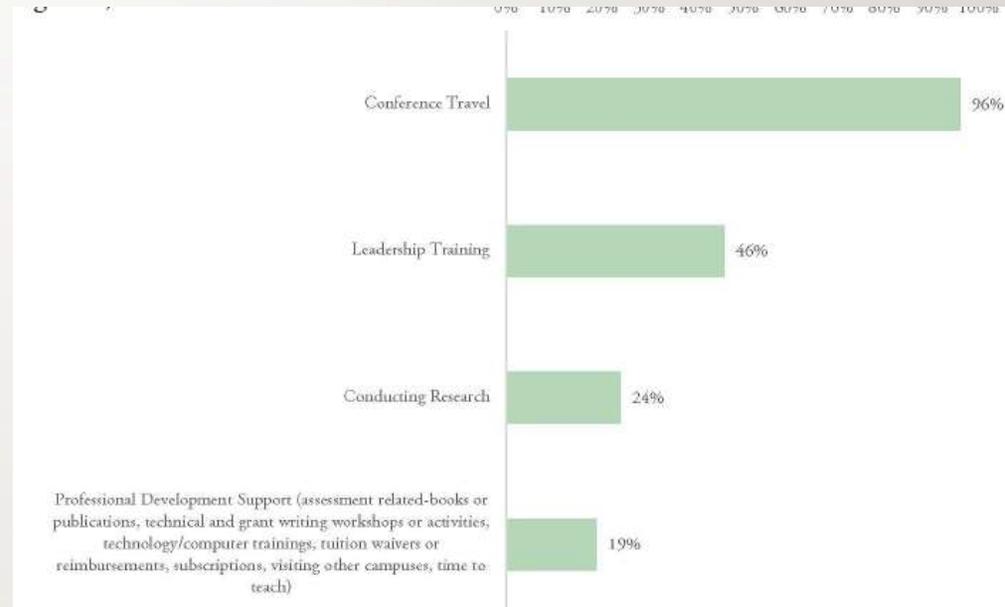
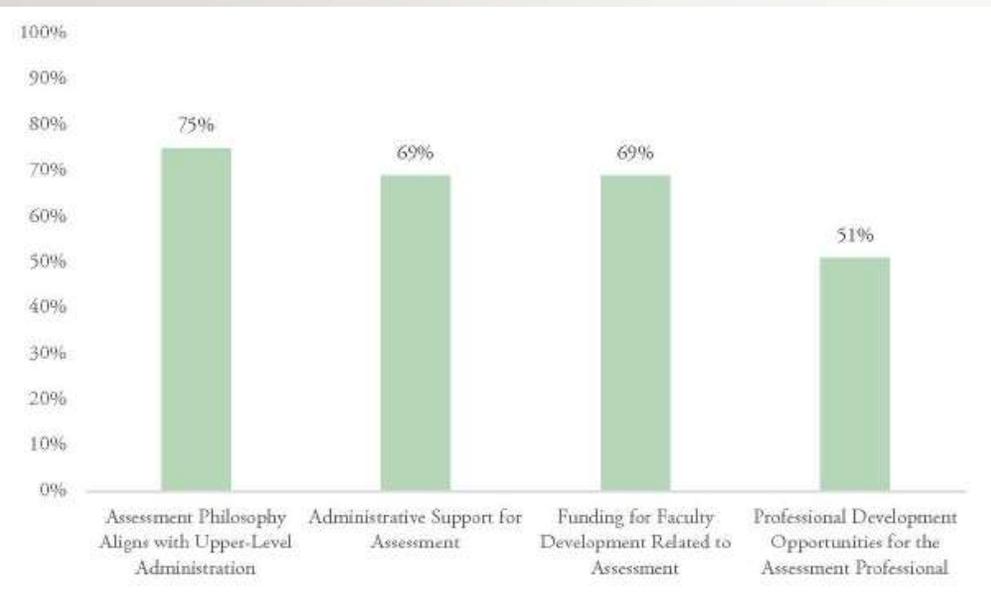
Results – Nicholas & Slotnick 2018 Study

- **What Do We Do?**

Within the Institution	Service to the field of Assessment	Service to Higher Education
Focused primarily on student learning	Consultation – assessment & accreditation	Classroom teaching
Prefer using mixed method	Engagement with regional or state assessment initiatives	Reviewer/chair/moderator for academic conferences
Currently and prefer spending time on – academic, institution-wide	Conduct assessment workshops at other institutions	Reviewer for higher education journal
Not enough in office support	Involvement with national assessment initiatives	

Results – Nicholas & Slotnick 2018 Study

- What Motivates Us?



Collaboration – Idea!



- **Intrigued by the discrepancy** between the “power” of the individuals in this role and the “training” they encounter
- 2019 Assessment Institute
 - Dr. Ereka Williams - 'Though We Travel Together, We Travel Alone': A Wrinkle in Time Inspired Look into the Role of the 21st Century Assessment Leader

What are HBCUs?



- End of the American Civil War & Abolition of Slavery
- Higher Education Act of 1965 – defined as any historically black college or university that was established before 1964, whose principal mission was and is the education of Black Americans; and accredited nationally
- Landscape today consists of culturally diverse student bodies that emphasize culturally diverse education; to improve the quality of life for marginalized groups

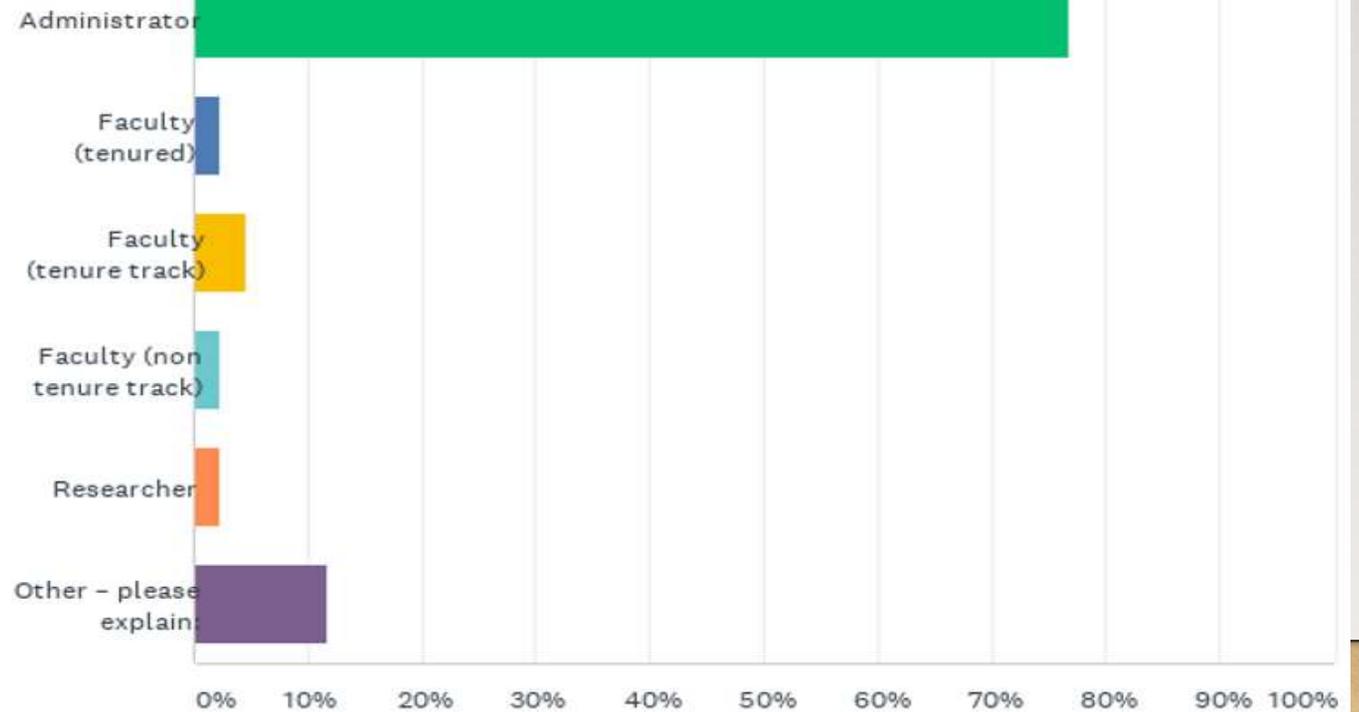
2020 Profile of the HBCU Assessment Professional

- Replication study – to examine this population in comparison to the 2018 national study, which operates under slightly different conditions
 - Who are they?
 - Where do they work?
 - What do they do?
 - What motivates them?



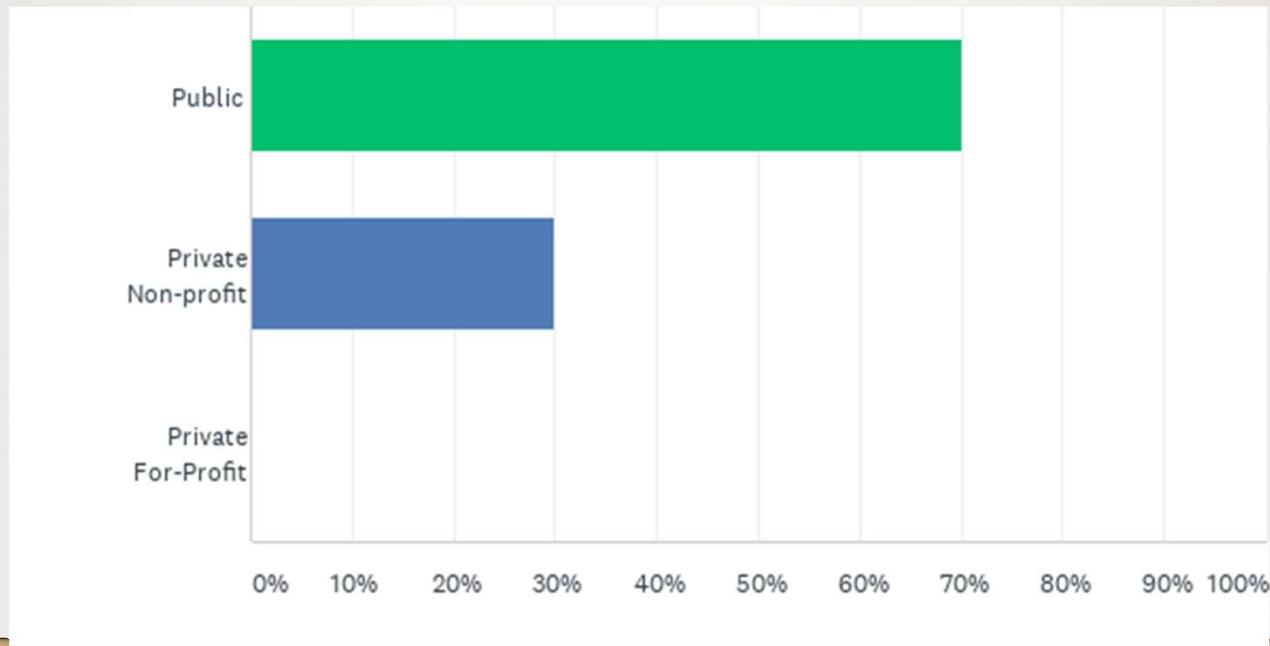
2020 Profile of the HBCU Assessment Professional

- Who Are They?



2020 Profile of the HBCU Assessment Professional

- Where do they work?



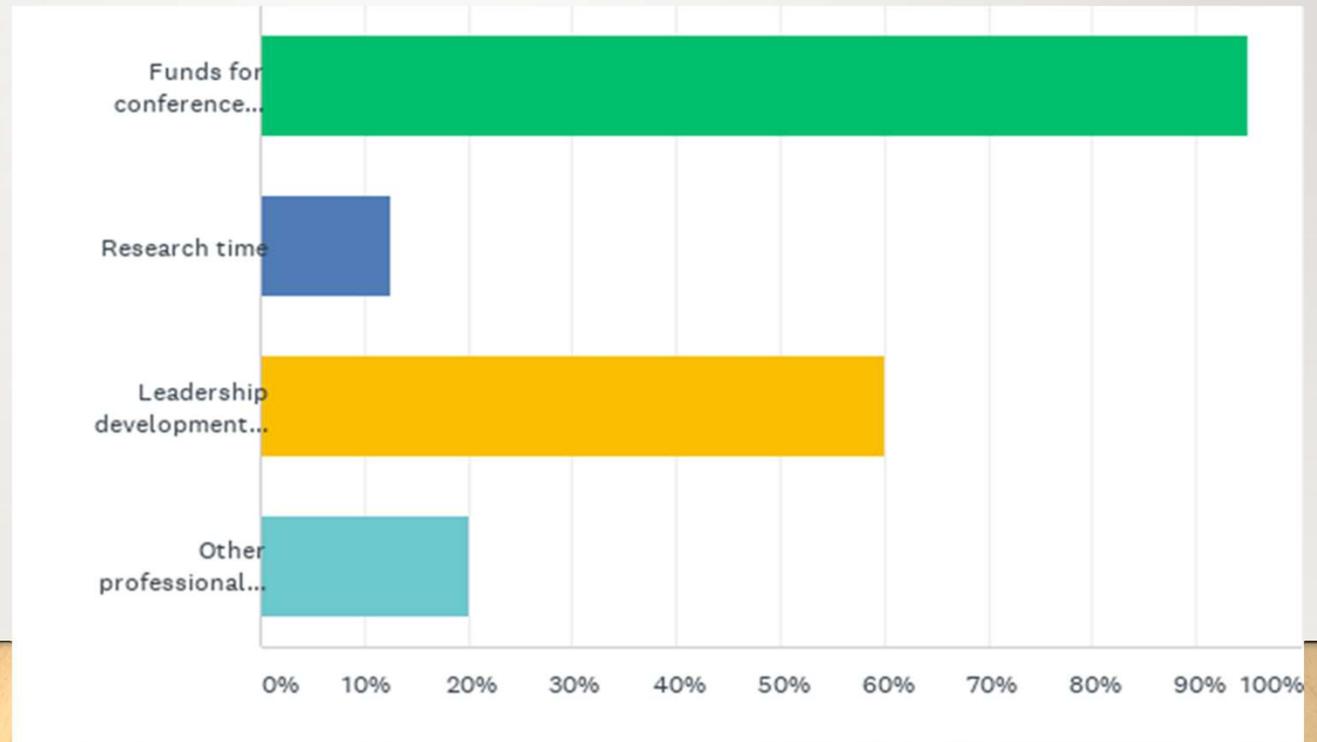
2020 Profile of the HBCU Assessment Professional

- What do they do?

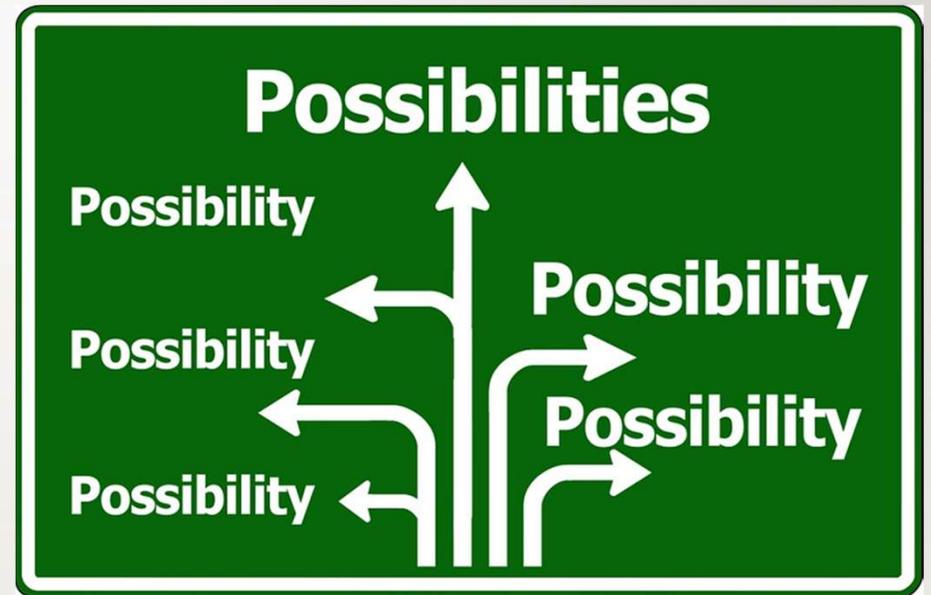
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Not enough in office support	Involvement with national assessment initiatives	Committee member for dissertation or masters thesis
Grant Involvement		

2020 Profile of the HBCU Assessment Professional

- What motivates them?



Reflections & Opportunities





Thank
you