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THE STATE UNIVERSITY OF NEW JERSEY

Utilizing information from assessment to address critical institutional vision and mission objectives: teaching-excellence and student-success.

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Learning Outcomes

At the conclusion of this presentation session, participants will be able to:

1. Describe the purpose, as well as various forms of assessment /evaluation used in educational settings.
2. Identify some emerging technology tools for assessment and assessment management.
3. Explain three different ways to systematically and creatively utilize information gleaned from assessment data

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Program and Background

- Description of program –
  - Founded in 1892 and merged with Rutgers University in 1927 as the Rutgers College of Pharmacy. In 2003, the school was renamed as the Ernest Mario School of Pharmacy in recognition of Ernest Mario's contributions to the pharmaceutical industry and the school.
  - 2 + 4 - year Doctor of Pharmacy program
  - 5 Departments
  - Average cohort size - 200
  - Number of faculty – 100
- Emphasis on Assessment –
  - -Pharmacy education accreditation
  - -Graduating of health care professionals
  - -Licensure examination – NAPLEX / MPJE
  - -Accountability

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Value of assessment

- Why is assessment important in education?

To document competency: Health professions have used assessment concepts and formalized systems and tools since the 1960s to document theoretical and practical learning/training.

Historically, there have been 3 major trends:

1. Assessment as measurement (collapsed results into a single score)
2. Assessment as judgment (expanding results to consider independence, thoughtfulness, and critical thinking)
3. Assessment as a system (expanding definitions to more complex evaluations)

Increased complexity in assessment practices can lead to more nuanced understanding of learning outcomes, OR to overreliance on mechanistic data accumulation.

Effective assessment requires thoughtful planning – so that results can be used to close the loop for enhanced student learning and program development.

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Purpose of assessment

- How is assessment used in education?
  - To document learning, including theoretical and practical knowledge
  - To provide assurance to stakeholders that educational programs are effective in conveying/measuring outcomes of learning priorities; graduates are ready for 'practice.'
  - As evidence that educational priorities are actualized:
    - Students know they have achieved (and have 'evidence' of their success)
    - The public is reassured that professionals have the requisite skills to offer their services
    - Regulatory bodies (governmental agencies, professional accrediting bodies) can evaluate whether programs meet standards, follow legal requirements, etc.
- Effective assessment develops TRUST among students, instructors, future colleagues, regulatory bodies, patients, the general public.

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Emerging Educational Assessment Tools

- MS Office suite
- Taskstream
- Tk20
- Enflux
- Examsoft
- ComplianceAssist
- AEFIS
- Others

- All of these systems use of data-mining and data-analytics with cloud storage

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Benefits of using assessment technology

- Benefits
  - Quick turnaround for report generation
  - Neat and impressive graphics
  - Ability to handle huge amounts of data
  - Cloud storage that facilitate retrieval at real time
  - Flexibility for programs to customize performance standards and criteria
  - Easy integration with other applications
  - Retroactive alignment and tagging mechanism
  - Address accreditation needs for course/program/school/universities

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Challenges of using assessment technology

- Challenges
  - Change management
  - Affordability/Cost
  - Resource – qualified personnel to lead the system implementation
  - Reliability of technology
  - Learning curve
  - Data security
  - Third party company acquisition/ human resource turnover

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Information from assessment data

- Why are we assessing?
- What do we do with the increasing amount of data and information that is being generated?
- How can we maximally put the information from assessment data?

Institutions use information from assessment in various ways :
- decision making
- improve performance
- support institutional mission and vision

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Assessment data for decision making

- Institution wide decision making –
  - Example: How are we doing as an institution in comparison to peer institutions in state, across nation? Following up with action plan to address any deficit.

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Assessment data for decision making

- Programmatic decision making –
  - Example: How are we doing as a program on accreditation standards? Are we meeting our performance goals, if not, how do we improve?

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Assessment data for decision making

- Course level decision making –
  - Example: early academic assessment to identify at risk students, designing necessary scaffolds, creation of learning community to support student success etc.

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Assessment for improving program performance

Improving performance is one of the core goals of any program assessment or evaluation process

"The purpose of evaluation is not to prove but to improve"
(Stufflebeam, Foley, Gephard, Guba, Hammond, Merriman, & Provus, 1971)

Information from assessment can be used to:
(i) identify gaps (desired vs actual result)
(ii) SWOT analysis
(iii) create action plan for any opportunity areas

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Assessment data to support institutional vision

- Alignment of goals across various levels
- Monitoring of variables and outcomes at each level
- Identifying gaps, addressing needs and creating an action plan (a road map) from the assessment data

Vision: Student success

Institution
Program
Course
Module

Align goals

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Assessment and strategic planning

- Strategic planning, the driving force behind organizational achievement, can empower your organization to navigate a complex landscape and chart a course toward a successful future.
- This process allows you to define your organization's direction, align goals to ensure cohesive progress, identify areas for improvement, enable competitiveness, and cultivate areas of excellence.

Strategic Planning & Implementation Process

Assess — Develop — Implement — Monitor

Fundamental questions:

Where is your organization today?

Where should your organization be in the future?

How should your organization get there?

How will your organization measure and monitor its success?

** https://www.aamc.org/career-development/affinity-groups/gip/strategic-planning

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Common challenges and solutions for assessment initiatives

Challenges	Solutions
Paucity of time and resources	Conduct a needs assessment for resources inventory
Lack of trust	Build a culture of trust, collegiality and positive, collaborative work environment
Fear of negative outcomes and consequences	Emphasize "improvement" of program as the key intention
Technology glitches	Collaboration with the technology partners

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Recipe for success with assessment initiatives

Collaboration. Communication. Collegiality

- Identify key stakeholders – internal and external
- Create a realistic timeline for **collaboration** on programmatic implementation
- Document processes, share updates and **communicate**
- Make progress - slow and steady - laying the groundwork and preparing for the change
- Build a **collegial** and positive culture; create a shared sense of purpose with *transformational leadership*

1. Identify stakeholders
2. Create a realistic timeline and collaborate to accomplish desired outcome
3. Effective communication
4. Provide necessary support for change and collaboration
5. Build a positive collegial culture with shared vision

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Summary of discussion

Strategic planning and journey to organizational excellence

Design a program assessment plan
Align goals at all levels- module, course, program, institutional, accreditation standards
Review/Refine/Create a road map to achieve the goals – example - a curriculum map with learning outcomes mapped across the program curriculum; assessment map to measure performance
Engage, communicate and collaborate with stakeholders to show value added results

https://www.aamc.org/career-development/affinity-groups/gip/strategic-planning

Design — Align — Review — Engage — D.A.R.E

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