



Assessment Day 2019

Turning Data into Action



November 1, 2019

Efferson Student Union



A Title III Sponsored Activity

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Who We Are

The mission of the OUA is to promote a culture of evidence at FAMU through the implementation of a manageable and sustainable assessment process that leads to quality program and service improvement. The OUA achieves this mission by providing support to all academic programs and administrative and educational support units through building capacity for best practices in assessment and continuous quality improvement. The core functions of the OUA are to:

- ◆ Improve student learning
- ◆ Enhance the capacity for improvement
- ◆ Support institutional effectiveness

A Word from the Director of the OUA



Thank you for joining us at FAMU's Inaugural Assessment Day!

We know that your time is valuable and appreciate that you are dedicating some of it to participating in assessment activities designed to engage the University community in continuous improvement. As the first Assessment Day at FAMU, we have reached out to some of our assessment champions who are engaged in meaningful assessment to cover a range of topics that might be of assistance to both Instructional and Educational Support Units.

When we began to develop this special day, we had two ambitions. First, we hoped we might remove some of the solitary nature of assessment and begin a more collaborative and creative process. Second, we aspired to create a forum where even unrelated departments, units, or programs can share best practices that will strengthen assessment across campus. We hope we have achieved those aims and that you find this day a valuable investment of your time and resources.

As always, we thank you for your dedication to quality assessment at FAMU!

Assessment Day Schedule

Time	Track A	Track B
9:00 AM – 9:30 AM	Breakfast & Registration	
9:30 AM – 10:30 AM	Opening Session: Larry Robinson, President; Beverly Barrington, Vice President, Strategic Planning, Analysis, and Institutional Effectiveness; Melanie Wicinski, Director, Office of University Assessment	
10:30 AM – 11:00 AM	Jerome Fitz, Office of Institutional Research & Analytics (OIRA) <i>Interactive Reporting & OIRA as a Rich Data Source</i>	
11:15 AM – 11:45 AM	Marjorie McNeill, Interim Associate Dean and Professor, School of Allied Health Sciences <i>Best Practices for Engaging Faculty in the Assessment Process</i>	Brandi Newkirk, Director, Accreditation and Planning <i>The Inter-relationship between Strategic Planning and Assessment</i>
12:00 PM – 12:30 PM	Sundra Kinsey, Assistant Vice President of Program Quality, Division of Academic Affairs <i>Assessment, Accreditation, and Conformity: How Do You Measure Up?</i>	
12:30 PM – 1:30 PM	Lunch	

Assessment Day Schedule

Time	Track A	Track B
1:30 PM – 2:00 PM	<p>Michael Thornton, Associate Professor, College of Science and Technology <i>Best Practices for Assessment Data Procurement</i></p>	<p>Joyce A. Ingram, COO/Chief HR and Diversity Officer, Finance and Administration <i>Florida A&M University's Diversity & Inclusion Initiative</i></p>
2:15 PM – 2:45 PM	<p>Barton Christner, Assistant Professor, School of Journalism and Graphic Communications <i>Collaborative STAR Assessment Solutions for FAMU Departments Using a Cloud-Based Approach</i></p>	<p>Pamela Monroe, Head of Reference and Information, University Libraries; Office of University Assessment <i>Student Learning Outcomes and ADESU Assessment: Integrating Student Learning Outcomes and Reporting</i></p>
3:00 PM – 3:30 PM	<p>Rochard Moricette, SGA President <i>The Student Voice & Impact</i></p>	
3:30 PM – 4:00 PM	<p>Closing Session: Maurice Edington, Provost, Academic Affairs; Melanie Wicinski, Director, Office of University Assessment</p>	

Session Descriptions

Interactive Reporting & OIRA as a Rich Data Source

Jerome Fitz

A rich variety of data is available for access from the Office of Institutional Research and Analytics! This session will address the data provided by OIRA and the interactive reporting tool that is currently online.

Best Practices for Engaging Faculty in the Assessment Process

Marjorie McNeill, Ph.D.

Faculty buy-in and engagement in the assessment process can be challenging. During this session strategies and best practices in overcoming the challenges and empowering faculty through a meaningful culture of assessment will be presented.

The Inter-relationship between Strategic Planning and Assessment

Brandi Newkirk

Strategic planning is the term used to identify the process by which an institution demonstrates its commitment to its goals. Assessment is the term used to identify the process by which the institution demonstrates the degree to which it meets those goals. During this session, participants will discuss the connections between these two components. More so, how they help to inform decision making and improve processes on the road to meeting set goals.

Assessment, Accreditation, and Conformity: How Do You Measure Up?

Sundra Kinsey, Ph.D.

Accreditation is usually thought of within two specific realms: institutional and specialized. Institutional accreditation is a holistic approach to assessing the quality of a university, whereas specialized accreditation is a determination or measure of the quality of an academic unit or individual program.

This session will focus on the importance of aligning university reporting requirements for compliance with external stakeholders and specialized accrediting bodies. Participants will be asked to reflect on the question, "How Do You Measure Up", when it comes to documenting evidence towards continuous improvement to meet the requirements of specialized accreditation.

Best Practices for Assessment Data Procurement

Michael Thornton, Ph.D.

One of the most difficult issues in assessment is getting stakeholders to collect data, evaluate data, and submit data to those responsible for compiling the assessment report. This session will focus on best practices to get faculty to provide you with the data you require for IP reports in a timely fashion.

Session Descriptions

Florida A&M University's Diversity & Inclusion Initiative

Joyce Ingram, J.D.

During this session, the following will be discussed: the Diversity and Inclusion Framework; the development of the unit's goals and objectives; the alignment of the goals and objectives with the strategic priorities of Human Resources, the Division of Finance and Administration, and FAMU Rising; and the unit's plan to monitor and assess the progress and impact.

Collaborative STAR Assessment Solutions for FAMU Departments Using a Cloud-Based Approach

Barton 'Bart' Christner

During this session, a strategy for using a cloud-based approach to provide a bird's eye view into assessment reporting will be discussed. This strategy incorporates use of a shared document to simplify, identify, structure, and label information prior to entry into Nuventive.

Student Learning Outcomes and ADESU Assessment: Integrating Student Learning Outcomes and Reporting

Pamela Monroe

In this session, the University Libraries will discuss how they utilize internal and external data to measure their outcomes, including the new Student Learning Outcome required by SACSCOC. The session will conclude with the OUA providing some information on how Reporting will be handled in Nuventive.

The Student Voice & Impact

Rochard Moricette

As the Student Government Association President and University Trustee, Rochard Moricette is an avid advocate for the Florida A&M University student body. He truly believes that as the greatest stakeholder of this institution, the student body has the greatest voice and input in university decisions as these decisions have a direct impact on students' matriculation. Rochard believes that effective data collection should include a student perspective to increase validity and reliability across the university. During this session, Mr. Moricette will discuss student input for data collection in assessment.

Presenter Biographies

Barton “Bart” James Christner is a recognized Business Analyst and Program and Projects Manager. A veteran UX Architect and Creative Director, with two decades experience in Big Data/Content (CMS), E-commerce Production and Learning Management Systems (LMS) reporting direct to the President of Dick’s Sporting Goods, President of Daytona State College and the President of the Dominican Republic. Look for his bestselling book Barton James’ DIGITAL MEDIA: A VISUAL ENCYCLOPEDIA which highlights these and over 900 other contributions partnering with 30+ of his fortune clients, executives at Bayer, Carrier, FedEx, IBM Software, Fisher Scientific. Bart’s design and market solutions are featured on covers of mobile application interfaces, web pages, newspapers, magazines, books, and billboards, the Observer Reporter, Almanac, Suburban Living, Post Gazette, In-Focus and News Journal Newspapers. He often travels between Palm Coast beaches and a Washington lakefront cabin, thriving on adventure, mentoring his two sons, Reed and Lucas.

Joyce A. Ingram. J.D., joined the team at Florida Agricultural and Mechanical University (FAMU) in November 2013 as an Assistant Vice President within the Division of Finance and Administration (F&A). She currently serves as the Chief Operations Officer (COO) for F&A, and Chief HR and Diversity Officer for the University, providing direction and support within the F&A Division and leadership to the Human Resources Team ensuring quality services to faculty, staff and students.

Joyce’s expectation is that Human Resources and the Division serve as “strategic” partners and collaborators with the University’s varied stakeholders, ensuring alignment of the function and the Division to the business of university administration. These partnerships support the flexibility to not only anticipate and proactively manage change within the University, but also to take proactive leadership in many other areas, as appropriate. It is with this view of performance that she and the entire HR team and Division strive to deliver systems, tools and services to Florida A&M University in a manner exemplifying professionalism, service excellence, integrity, leadership, teamwork and with the utmost respect for diversity and inclusion.

Joyce has Human Resources experience in both the public and private sectors having previously served as the Assistant Vice President, Chief HR and Diversity Officer at Florida State University, and Directors of Human Resources, Diversity and Community Relations and Labor Relations/New Work Systems within The Quaker Oats Company and PepsiCo.

Presenter Biographies

Sundra D. Kincey, Ph.D., is Assistant Vice President of Program Quality within the Division of Academic Affairs at Florida Agricultural and Mechanical University (FAMU). Her primary role is to provide leadership in the development of new degree offerings, oversight of the university program review process, and provide assistance to academic programs with specialized accreditation. Dr. Kincey's professional career includes a wealth of experience in higher education that spans over a course of twenty years with combined experiences at the university and statewide system level. Dr. Kincey is a member of the inaugural class of FAMU's Leadership Academy and has research interests in retention, persistence, and academic success of minority students. In her spare time, she enjoys spending time with family, reading, and bowling.

Marjorie H. McNeill, Ph.D., RHIA, CCS, FAHIMA, serves as the Interim Associate Dean of the School of Allied Health Sciences at Florida Agricultural and Mechanical University (FAMU). Dr. McNeill earned her B.S. degree in Medical Record Administration from the Medical College of Georgia, M.S. degree in Health Education from Florida State University, and Ph.D. in Educational Leadership from Florida A&M University. Dr. McNeill's experience in academics consists of over 30 years as a health information management educator, rising to the academic rank of Professor. She is the former Director of the Division of Health Informatics and Information Management.

Dr. McNeill also has management and consulting experience in various health care practice settings. Dr. McNeill has several educational publications to her credit, including research articles in *Perspectives in Health Information Management*, *Journal of Allied Health*, and *Journal of the American Health Information Management Association*. She authored the Information Retention and Access Chapter in the Professional Review Guide for the RHIA and RHIT Examinations for many years. She is an active member and has served in leadership roles of the Northwest Florida Health Information Management Association, Florida Health Information Management Association, and American Health Information Management Association. Dr. McNeill is the recipient of the Florida Health Information Management Association 2008 Distinguished Service Award, the 2010 Literary Award, and the 2015 Educator Award. Dr. McNeill is the recipient of the 2015 American Health Information Management Association Educator Triumph Award. She is a Fellow of the American Health Information Management Association.

Presenter Biographies

Pamela Monroe is the Head of Reference Services and Information Literacy Coordinator at S.H. Coleman Library the main branch of University Libraries at Florida Agricultural and Mechanical University (FAMU). With over twenty years of experience in education, Mrs. Monroe's primary focus is assisting students with developing the strategies and tools needed to succeed in an information-rich environment.

Rochard Moricette is a fourth-year Agribusiness student from Fort. Lauderdale, Florida and is the current Student Body President and University Trustee at Florida Agricultural and Mechanical University (FAMU). He was born in Port-de-Paix, Haiti and his family immigrated to the United States in December of 2004 to pursue better opportunities.

Rochard is a true servant-leader with a passion to elevate his peers and advocate on their behalf. Rochard fulfills this passion by serving the student body in different capacities. In Fall 2016, Rochard became a Freshman Senator and was appointed the Activity and Service Fee Liaison in Spring 2017 of the 46th Student Senate. He served as the Senate President Pro-Tempore of the 47th Student Senate and Senate President of the 48th Student Senate. Outside of Student Government, he is an Ambassador for the College of Agriculture and Food Sciences as well as an Orange and Green Guide for the Office of New Student Orientation and Campus Visitation. He is a proud member of the Alpha Xi chapter of Kappa Alpha Psi Fraternity, Inc.

Though he is heavily involved on campus, Rochard continues to excel academically having completed multiple internship opportunities with Elanco Animal Health as a Companion Animal Sales Representative. He believes that a strong balance of involvement and academia is the key to success at the collegiate level.

His favorite quote is by Barack Obama and it states, "One voice can change a room... your voice can change the world."

Presenter Biographies

Brandi Newkirk received her Bachelor's degree in Business Administration and M.B.A. with a concentration in finance from Florida Agricultural and Mechanical University (FAMU).

Ms. Newkirk began her professional career as the Coordinator of Academic Support Services in the Office of University Assessment at FAMU in 2007. During that time, she was able to develop a full working knowledge of what it takes for an institution to be in continuous improvement mode; articulate statements of expected outcomes and objectives, in addition to student competencies; and, identify robust measures that promote program development and growth. Later, she transitioned to the Assistant Director position. In that capacity, she brought a mix of knowledge in conducting evaluation/research designed to support assessment and decision-making needs; including planning, data gathering, data analysis, and report dissemination.

Currently, she serves as the Director of Accreditation and Planning. In this role, she continues to utilize her knowledge and skills to increase institutional accountability efforts by evaluating the progress of academic and administrative units in meeting performance objectives and addressing strategic priorities.

Michael Thornton, Ph.D., earned his doctorate from the University of Pennsylvania in Molecular Genetics. Dr. Thornton joined Florida A&M University in August 2003 and dedicated his efforts to serving as a scholar and educator within the FAMU community. In addition to his work in the classroom, Dr. Thornton has conducted several studies related to molecular cloning, cell culture, and molecular biology. Dr. Thornton also serves as a valuable asset to the FAMU Community through his work on the General Education Assessment Committee.

Thank you!

The Office of University Assessment (OUA) would like to thank the Assessment Day 2019 presenters and participants.

Presenters

To our presenters—we appreciate all of the effort you extended to make our inaugural Assessment Day a success. Without your knowledge and your willingness to share your insight, Assessment Day would not exist. We hope that you will continue to share your time and talents in growing the culture of assessment at FAMU!

Participants

To our participants—we appreciate your decision to engage in dialogue regarding assessment. You and the dedicated individuals across campus who engage in assessment related activities and events continue to enhance the quality of assessment at FAMU!

From your Assessment Team

-Melanie, Kiwanis, George, Angela, Ariel



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