University Assessment Council
November 14, 2012, 10:00 a.m.

Minutes

Members Present: Drew Clark (Chair), Skip Bartol, Cecilia Champion, Vince Cammarata, George Crandell, Amy Hecht, Susan Hubbard, Paul Jungnickel, Dan LaRocque, Lenny Lock, Nels Madsen, Karen Rogers, Juliet Rumble, Jenny Schuessler, and Iryna Johnson.

Drew Clark called the meeting to order at 10:00 A.M.

Minutes from the last UAC meeting on October 18, 2012 were approved. Iryna Johnson provided an update on the progress of 2012 assessment report submission.

Drew Clark provided information about reports on graduation rates that were distributed on Thursday, November 8, 2012 at the Provost’s Council.

Iryna Johnson provided an update on Survey of Graduating Seniors and Survey of Recent Graduates. The invitation to complete the Survey of Recent Graduates was sent out on November 6, 2012. The first reminder was sent on November 13, 2012. The second and last reminder will be sent on November 27, 2012. As of November 14, 2012, 319 of 1,119 graduating seniors submitted their responses for a response rate of 29%. The highest response rates were for Samuel Ginn College of Engineering (36%), College of Human Sciences (36%), and College of Education (35%). About 34% of respondents reported that they already located employment. This percentage is significantly higher for College of Architecture, Design and Construction (47%); College of Business (43%); and Samuel Ginn College of Engineering (42%). These employment rates are associated with plans following graduation. About 65% of Auburn graduating seniors plan to be employed full- or part time after graduation. This percentage is 100% for College of Architecture, Design and Construction; 82% for College of Business; and 72% for Samuel Ginn College of Engineering. About 28% of Auburn graduating seniors plan to enroll in graduate or professional school. At College of Science and Mathematics, this percentage is 68%. These results can change, since the survey is still in progress. Iryna will be sending college specific survey results to UAC members who represent colleges with undergraduate programs. Another survey that is currently in the field—Survey of Recent Graduates—has been mailed to 3922 2009-10 graduates on November 8. The first responses appeared online on November 10. As of November 14, there were only 22 responses. However, we anticipate most of the responses to come in the mail. Once again, it was mentioned that colleges or departments can add questions to these surveys.

Amy Hecht provided information about Campus Labs. Auburn University Division of Student Affairs purchased three products of Campus Labs—CollegiateLink, Baseline, and Compliance Assist. While Compliance Assist and Baseline implementation is still at the stage of setup, student government already used CollegiateLink to track student involvement. Amy mentioned that Campus Labs are very proactive at the stage of implementation. In response to questions from UAC members, Amy provided examples of schools that already use Campus Labs for assessment purposes as well as discussed the data confidentiality issues.

Lenny Lock provided information about Tk20 implementation at Auburn University College of Education. Lenny explained that Tk20 has two products: Campus wide and Higher Ed. The College of Education is using the Higher Ed product, while the Campus wide component would likely be more germane to the

UAC Minutes, 11/14/2012
AU assessment and related functions being considered by the Council at the University level. Nonetheless, Lenny felt that the underlying principles of interacting with the Vendor (Tk20) would generalize and would be found to be positive. Some appeals of Tk20 mentioned were ease of centrally collecting data that was input at a distributed level; willingness and capacity of Tk20 to create, to an extent, customized/accommodating templates; effective useable reports and reporting functionalities; robustness in terms of participating Universities/peers; availability of user group conferences, and well scheduled Unit Administrator trainings. Post-sales support was also expressed to be positive.

Since the last meeting, UAC members were granted access to the assessment module of Digital Measures. Iryna Johnson pointed out a few advantages of use of Digital Measures—the major structure of reporting would remain the same, it is already familiar to faculty members, and it is cost effective. Drew pointed out that the system is not very flexible. We would not be able to change it.

Drew suggested that a small committee would be formed to review existing assessment products. This suggestion received support from UAC members.

The meeting was adjourned at 11:10 a.m.