



**Advisory Committee on Academic Assessment (ACAA)  
Accreditation, Assessment and Learning  
Office of the Provost  
Kent State University**

**November 7, 2019 Meeting  
Library – Provost Conference Room 222**

**MINUTES**

**Members in Attendance:**

Susan Perry, Hollie Simpson, Marcia Kibler, Ching-I Chen, Dale Eilrich, Mary Ann Haley, Ben Hollis, Chris Hudak (via phone), Jennifer Marcinkiewicz, Collin Meyer, Nicholas Adams, David Putman (via phone), Valerie Samuel, Elizabeth Sinclair, Wayne Schneider (invited guest), Linnea Stafford, Jennifer Walton-Fisette, and Kristin Williams.

**I. Welcome and introductions**

**II. Approval of October minutes**

The minutes from the ACAA October meeting were presented and accepted as written.

**III. Announcements/Updates**

Susan Perry shared an update about the departure of Sarah Wu, Associate Director, Assessment who accepted a position at Georgia Tech in Atlanta. There has been a policy exception approved to post this position since it supports university accreditation, so AAL is hopeful to have a replacement during early spring semester.

**a. Assessment requests**

Susan Perry is asking that respective areas who need to reach out concerning assessment or Taskstream send a message to [assessment@kent.edu](mailto:assessment@kent.edu) as all AAL staff see this account and can promptly respond.

**b. Annual assessment reports**

Some areas were provided an extended deadline for submission of their assessment report in Taskstream. These areas were noted prior to the departure of Sarah Wu and continue to be monitored by AAL staff.

**c. NSSE**

The National Survey of Student Engagement (NSSE), which is a survey given to first year and senior students, is administered every three years on the Kent campus. Kent State will be participating during the Spring 2020 semester. Regional campuses have also decided to participate surveying those students who are pursuing a four-year degree. Linnea Stafford from Institutional Research has been instrumental in developing population files which were uploaded into the NSSE system on November 1. The survey is being

coordinated throughout all Kent State undergraduate campuses and will be initially sent to students starting on February 10.

#### **IV. Great Colleges – communication items**

Susan Perry shared communication items from the Great Colleges survey data. The Topline Survey Results document discussed in October's meeting is derived from responses of a sample of employees in the categories of administration, faculty, exempt professional staff and non-exempt staff. Out of the 600 sampled employees, 205 total respondents participated, for a response rate of 34.2%. Our report indicated that attention to the area of communication is warranted. There were some questions during the last meeting concerning which survey questions fed into those categories. Communication questions included 1) in my department we communicate openly about issues that impact each other's work, 2) changes that affect me are discussed prior to being implemented, 3) at this institution we discuss and debate issues respectfully to get better results and 4) when I offer a new idea, I believe it will be fully considered. Susan shared a longitudinal summary (2011-2019) of the item means and the frequency of responses that were positive, neutral or negative, as well as comparisons with Carnegie peers. Some specific communication-related themes from the open-ended comments provided in the 2019 survey administration were also shared.

Susan asked the committee how we could best communicate this information out to the university community. She suggested sharing this information in report form on the AAL website but was concerned about the lack of traffic on the site. Liz Sinclair suggested using the Undergraduate Deans Committee, Graduate Deans Committee, and Chairs and Directors meetings as a platform to share information and have members disseminate information out to their constituent groups. It was mentioned that when the new Associate Director of Assessment position is filled there could be more data provided through a Power BI dashboard similar to what was done for NSSE. Collin Meyers, the graduate intern for AAL, has also been using Power BI with Graduated Student Survey data. Susan invited the committee to let her know of any additional effective venues for communication as they think of them and if there are demographic/dept. breakdowns that would be helpful for their units.

#### **V. Employment After Graduation dashboard**

Susan Perry shared background information about the Employment After Graduation Dashboard that went live in the summer. The dashboard was presented to deans, chairs and directors to review for feedback and suggestions of what type of data would be most beneficial on the site. Kristin Williams from Career Exploration and Development gave an overview of the dashboard, its current visual display, and what data can be accessed through the site.

The First Destination Survey has been merged with the Graduated Student Survey in Handshake to provide data for the dashboard, including information about employment outcomes, top employers, and satisfaction with the educational experience at Kent State. These data are augmented with data from other sources such as the National Student Clearinghouse and updates from third parties (e.g., faculty member, parent, employer) regarding employment status. Some of the information can be examined at the College, program, or degree level. Breaking this information down differently by departments and programs will be considered in the future when the dataset is larger. Jenny Marcinkiewicz questioned how informative the dashboard is in its current configuration

of reporting top employers by college. Kristin Williams reiterated that the information was set up according to how deans, chairs and directors asked for it to be viewed through the dashboard given that there was not yet a robust data set to work with.

Wayne Schneider informed the committee that the University Communication and Marketing (UCM), who manages this public site, was given a data file that contained six-months of data collection through December graduation. Discussion continued about how the dashboard breaks out the data and how it could be misinterpreted or misleading, particularly regarding associate degree completion for students who are earning it simultaneously with the bachelor's degree. There were also concerns raised about discrepancies between the dashboard data and the data that programs, or colleges have on hand.

IR is holding the data, and a Power BI dashboard is being implemented to provide an internal resource for programs to examine their data in more detail.

Program specific response rates were in question through specific colleges such as the College of Business Administration. Many colleges spend time tracking down graduates to find out more information regarding their outcomes. Jenny Marcinkiewicz pointed out the UCM facts and figures page has many broken links which doesn't look good to potential students looking at the data who are considering attending the university. Susan suggested that this committee could recommend to UCM a regular review process including representation from the Colleges. The consensus of the group was that this was a good idea and Susan offered to follow up with members of the dashboard team.

**VI. Next meeting: December 5, 2:00-3:00pm, Provost Conference Room 222**

**Meeting adjourned**