Assessing Teaching and Advising Effectiveness

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Why Assess Teaching and Advising?

- Academic Program Review (APR) process at EKU has been suspended indefinitely.

- Departments will develop and implement an objective and measure(s) for each of (1) <u>teaching effectiveness</u> and (2) <u>advising effectiveness</u>, which are key components of the recently-suspended APR process that were deemed essential to retain.

- Assessment of Teaching Effectiveness and Advising Effectiveness will be reported through the Annual Institutional Effectiveness progress-reporting process.

- It's good practice.

Writing Objectives: Review

- Planning Objectives are process, outcomes or satisfaction oriented.
    - Process Objectives address quality, quantity and/or efficiency
    - Outcomes Objectives address ability of recipients
    - Satisfaction Objectives address satisfaction of recipients

- Teaching and Advising Effectiveness Assessment = Process Objectives

- Objectives:
    - Link to the Mission Statement
    - Are realistic
    - Use action verbs
    - Describe an observable action
    - State an acceptable performance level
    - Are measurable
    - Determine the type of assessment measure to be used

Sample Objectives

- The department will:
  - Provide high quality teaching.
  - Provide excellent teaching to our students.
  - Provide excellent advising services to our students.
  - Enhance the quality of and satisfaction with our advising process.

*Remember these are process planning objectives not student learning objectives

Assessment Methods

- Use multiple methods
- Use multiple raters (where possible)
- Assess strengths and weaknesses
- Include qualitative as well as quantitative measures
- Specify a criterion for success

Assessment Methods

- Translate generalities to operational specifics

    – High Quality $\longrightarrow$

    – Excellent $\longrightarrow$

    – Enhance $\longrightarrow$

    – Satisfaction $\longrightarrow$

Teaching Effectiveness Assessment Measures

- IDEA or approved substitute

- Classroom Observation/Peer Review

- Course/Teaching Portfolios
  - Course Portfolio (Benchmark Portfolio)
    - Focus on single course from developing to assessing
  - Teaching Portfolio (Inquiry Portfolio)
    - Focus on general teaching philosophy including more than one course

*EKU requires the use of two measures: student input + peer input

Advising Effectiveness Assessment Measures

- Advising Surveys
  - EKU Advising Survey
  - Departmental Advising Survey
  - Questions from EKU Graduating Senior Survey
    - (these questions alone do not suffice as a measure)
- Focus Groups

*EKU requires the use of one measure

Set Your Criteria For Success

<u>Criteria for success</u>:

tell you at what point you will be "happy" with your results for this objective.

- – Level of accomplishment for which you are aiming
- – Unit of analysis – faculty or course
- – May include both an "average" target and a "zero defect" target

Criteria for Success: Win or Lose?

- 2 ways to WIN:
  - Meet your criteria for success
  - You do not meet your criteria for success, but implement procedures for further improvements to try to meet your criteria
- 2 ways to LOSE:
  - Fail to carry through with assessment activities
  - Accomplish assessment activities, but fail to use assessment information as a basis for improvement.

Example: IDEA

- <u>Objective</u>: The department will provide high quality teaching.
- <u>Measure</u>: IDEA student evaluations
- <u>Criterion</u>:
  - The average summary evaluation score* across faculty will be no less than 60.
  - 80% of faculty will receive a summary evaluation score* of at least 56.
  - No faculty member will receive a summary evaluation score* lower than 45.

*Using adjusted converted averages

Example: Portfolios

- <u>Objective</u>: The department will provide high quality teaching.
- <u>Measure</u>: Teaching Portfolios
- <u>Criterion</u>:
  - The average overall score on the teaching portfolios will be no less than 4.5 on a 6 point scale.
  - 100% of faculty will receive an overall score of at least 3.5 on a 6 point scale.
  - On no single dimension will the average be less than 4.0.

Closing

- Objectives for each of teaching and advising effectiveness can be 'copied' to your departments' TracDat account for you to customize. Please contact Stacey Street for assistance: stacey.street@eku.edu

- Resource materials for creating and evaluating course and teaching portfolios can be provided.