

ORIGINAL

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Statement to the Faculty Senate
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Office of SACS
1990-1992 Self-Study

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Our 1990-92 Southern Association of Colleges and Schools Accreditation Self-Study process has begun. This Self-Study will culminate in the Spring of 1992 with the completion of a thorough University report and the visit to campus of a 15-20 person SACS Committee. Members of that Committee will be here for 4 days and will query whomever and wherever they wish.

I request your help, beginning immediately, in ensuring that we have a well-informed and participating faculty and administration, at that crucial time and throughout the entire process. I plan to visit each Senate meeting between now and April, 1992, to keep you informed and to solicit your advice. To that end, let me bring you up to date on the relevant matters.

INSTITUTIONAL EFFECTIVENESS: "Institutional effectiveness" is the pervading theme, not only with SACS accreditation, but also in higher education in general. All of the literature agrees that "institutional effectiveness analysis" involves the following four-step process:

(1) -- The statement in explicit terms of purposes, goals, & missions at University and Unit (Division, College, School, Department, Program, Office) levels;

(2) -- The statement in explicit terms of means of achieving those purposes, goals, & missions;

(3) -- The evaluation on a regular calendar of how well those purposes, goals, & missions are being achieved (use the word "assessment" here if you wish);

(4) -- The use of the results of the analyses referred to in step #3, above, to improve the work of the institution at all levels.

The whole Self-Study will be centered on just this four-step process, everywhere in the University. Fortunately, we are already significantly underway in these terms.

THE ECU STRATEGIC PLANNING PROCESS: The Chancellor has now issued University Directions, and we now have a goals-statement of what our University community

strives to attain. Moreover, that statement was derived through a University community process. During the Fall Semester of the 1990-91 academic year, we will have the first East Carolina University Strategic Plan. That plan will be comprised, as you know, of that University Directions document, plus Implementation Plans from the seven Planning Groups, and the strategic plans from each of the University's twenty-two Strategic Planning Units, which are being drafted for Planning Unit discussion this semester.

During 1990-91, each department and program area will be asked to write its own implementation plan, further operationalizing relevant aspects of the completed ECU Strategic Plan in their own specific ways. Moreover, this is not a one-time thing. This institution will continue to refine these internally related plans, in repeated cycles.

If this process had not been underway, if emphasis on the relation between a carefully deliberated University Mission Statement, related University goals, and how both of these apply to all of our daily activities had not already been given, the SACS Self-Study would be a much more trying and difficult enterprise.

Emily Boyce will be working with me in organizing and overseeing the Self-Study. We report to Dr. Springer and we are also responsible to the Chancellor and to the University. We will be working in concert with the Strategic Planning Process and we will endeavor to coordinate activities so as not to duplicate effort.

Let me now refer to the materials I have brought. I ask that you keep your SACS file up-dated with future materials as I give them to you.

ATTACHMENTS:

UNC General Administration & Related Items:

--Senate Bill 44

--Vice President Dawson's January 12, 1990 Memorandum

- ECU's current Institutional Assessment Committee
- ECU's current Task Force on General Education

SACS Items:

--SACS Standard 2 from Section III, Commission on
Colleges'
Criteria for Accreditation

--Chancellor Eakin's January 11, 1990 letter to SACS

--SACS Steering Committee structure and charge (17
persons
plus 5 working committee chairs)

--SACS working committee structure (93 persons)

--Self-Study calendar

Strategic Planning Process Item:

--List of the 22 Strategic Planning Units

SENATE BILL 44

SECTION 94

-----ACCOUNTABILITY

Sec. 94 The Board of Governors of The University of North Carolina shall require each institution to develop a plan that would exhibit how the institution will measure its effectiveness, especially in the areas of student learning and development, faculty development and quality, and progress toward the institution's mission. Each plan shall include information concerning the institution's goals to improve and maintain its quality in these areas. The plans shall provide for annual assessments and for reporting these assessments to the Board of Governors and to the General Assembly. The Board shall identify a number of assessment measures that shall be required on all campuses to insure systemwide assessment.

These plans shall be developed and submitted to the General Assembly by January 15, 1991.