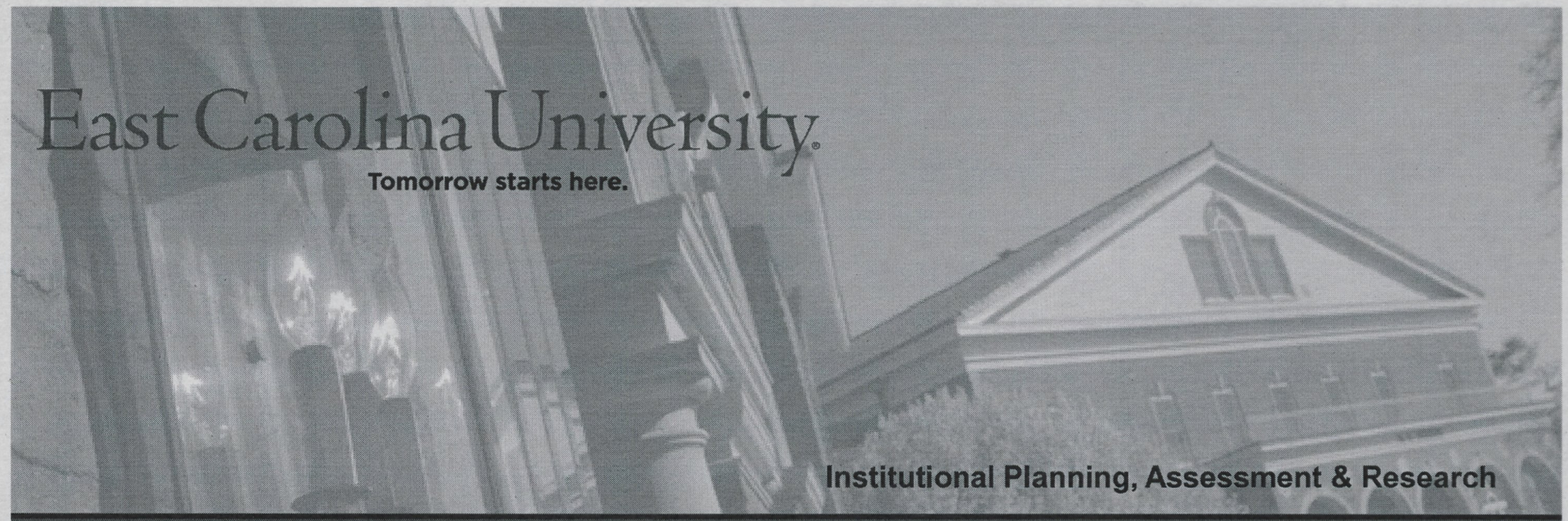

SACS Leadership Council
February 7, 2011

Dr. David Weismiller
Associate Provost - Institutional Planning, Assessment and Research; SACS Liaison
Dr. Rita Reaves
Chair, Compliance Certification Council

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Overview

- Timeline for SACS Reaffirmation Class of 2013
- Key messages from SACS Annual Meeting
- Key messages from CHEA
- Updates on Compliance Certification
- Updates on QEP process

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Tomorrow starts here.

Vision Statement

ECU Accreditation

Our vision is to develop a continuous and integrated system of performance excellence at East Carolina University which (1) ensures that we meet the standards of learning set by our faculty and staff and thereby meet and exceed the expectations set by the higher education community and (2) promotes the unique attributes of our community, faculty, and students.

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ECU – Catalyst for Change

Reaffirmation of Accreditation – SACS-COC

Baldrige Performance Excellence Program (Meta-assessment)

Business Process Review

Title III – Strengthening Institutions Programs

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Timeline for Planning—Class of 2013

Tom Benberg, SACS VP, "A Conversation with the Class of 2013," SACS Annual Meeting, Dec. 2010

Event	Date
1. Leadership team orientation	June 6, 2011
2. Compliance certification due	September 10, 2012
3. Off-site review of CCD	November 6-9, 2012
4. Focused report and QEP due	Six weeks prior to on-site review
5. On-site review	January 21-April 26, 2013
6. Review by SACS Board of Trustees	December 7-10, 2013

"Cornerstones for Success" Tom Benberg

- Articulate rationale to campus community
- Knowledge of content/process
- Position Reaffirmation front and center
- Create and monitor an implementation plan
- Provide needed resources
- Celebrate successes
- Leadership by CEO

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Key Messages from SACS meeting

Dr. Marilyn Sheerer, Provost

- Assessment of student learning is the centerpiece of SACS accreditation.
- Authentic assessment is our top priority.
- Verifying faculty credentials will be needed on ongoing basis.
- Expect close scrutiny of DE, how we monitor quality, training of faculty, peer review of instruction.
- Not simply seeking SACS reaffirmation: "We are committed to changing the way in which we assess our teaching and learning, and thus, to continuous improvement of our entire educational paradigm."

Provost's Update, January 11, 2011 on ECU Official

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Key Messages from SACS Meeting

Dr. David Weismiller, Associate Provost for Institutional Planning, Assessment and Research

1. "… the prevailing attitude toward information (assessment of student learning) still ranges from infinite caution to outright hostility"

2. "Lacking objective information about student learning we face a crumbling trifecta of accreditors, states, and the federal government. What will the choice be? The real debate is not about whether we need a measuring stick for higher education. We need a conversation about who gets to design the stick, who owns it, and who decides how it will be used."

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Key Messages from SACS Meeting

Dr. Fiona Baxter, Director of Institutional Planning

- Evidence and quality enhancement is key: show how we are using information from end of year reports, external reviews , assessment reports.
- Use NSSE results to inform and drive decision-making.
- Must demonstrate how planning drives financial/space decisions. Need KPI's and examples.
- Good assessment requires multiple measures and MUST be aligned to unit mission.
- Integrate and align 2.5 with five parts of 3.3.1.
- "Show off" institutionalizing as we go and use of best practices.

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Key Messages from SACS Meeting

Dr. Rita Reaves,

Chair, Compliance Certification Council

- New Resource Manual expected this spring!
- "You can have a thorough system of assessment and be out of compliance if you can't demonstrate use of results to improve programs, services, and overall IE."
- Division heads must talk about use of results; what data are most important?
- Tom Benberg, SACS VP and Chief of Staff: "Use the process for the right reasons: to help students."
- Armacosts: "In all cases, show that you know what is going on and have a plan to improve."

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Key Messages from SACS Meeting

Dr. Ginger Woodard, Associate Dean,

College of Human Ecology

- John Gardner and Betsy Barefoot, "Planning for First-Year and Transfer Student Success and Persistence."
  - Require orientation & rethink it
  - Track students on financial aid
  - Conduct grade checks in first 2-3 weeks
  - Increase faculty interaction with students
- Dee Fink, "Continuous Professional Development"
  - Continuous improvement IS part of our job.
  - Faculty competencies not all about subject matter
  - Call for change in faculty culture, hiring, evaluation
- Faculty Credentials: Prepare to document qualifications of all instructors of record.

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Updates from CHEA

- Speaking to the Nation in One Voice
- Credit Hour Regulation
- Distance Education Regulation
- Gainful Employment Regulation

- http://www.chea.org/Government/FedUpdate/CHEA_FU13.html

CHEA: Speak in one voice

- "National discourse has to undergo major change; we must speak to the nation in one voice as we face challenges of capacity and quality." Studies confirm that we are in trouble:
  - *Our Underperforming Colleges*, Derek Bok
  - *Degree Qualifications Profile*, Lumina Foundation

- "We must add intentionality and strategic planning to speak with one voice: The Department of Education could do that, serving as a guide to enlighten state policy."

  Asst. Sec. for Higher Education Eduardo Ochoa

CHEA: New fed def of "credit hour"

- Federal definition: "an amount of work represented in intended learning outcomes and verified by evidence of student achievement," establishing a "quantifiable minimum basis" and as a means to "quantify academic activity for purposes of determining federal funding."
- An institution will be able to establish an equivalency between learning expected and credit hours to achieve desired learning: "The way you do that is by identifying the learning outcomes and verifying that students are achieving them."
- "Accrediting agencies must conduct an effective review of practices for awarding credit hours. We are trying to decouple seat time from learning."
- "It is not enough anymore to say 'Trust us—we are doing a good job. Just give us the money and go away."

CHEA: New DE regulation

- Program Integrity Regulations are being clarified and a letter is coming out soon providing a timeframe and clearer definition of how states are to accomplish this new rule:
  - "Require that all institutions offering postsecondary education through distance or correspondence education in states in which the institution is not physically located provide evidence that they can meet those states' authorization requirements."

CHEA: Gainful employment

- Assistant Secretary Ochoa: "Employability has to be a necessary but not sufficient outcome of education process."

- Congresswoman Foxx:
  - "We are serious about looking at the regulations regarding 'gainful employment' in for profit institutions."

  - "Federal student aid **should** come with strings attached. We will examine if the strings are fair and reasonable. If they make sense, they should make sense for every institution that receives student aid."

Top 10 Challenges (On-Site Review Track B, June 2010), Tom Benberg, SACSVP & COS

Rank	Principle	Title	% Recomm.
1	2.12	QEP	64%
2	3.7.1	Faculty competency	47%
3	3.3.1	IE (any section)	43%
4	3.5.4	Terminal degrees	40%
5	3.3.1.1	IE-Ed programs	36%
6	3.5.1	General education	26%
7	3.3.1.3	IE-Ed support	21%
8	3.3.1.2	IE-Adm support	19%
9	3.10.1	Financial stability	17%
10	3.3.1.5	IE-Public service	17%

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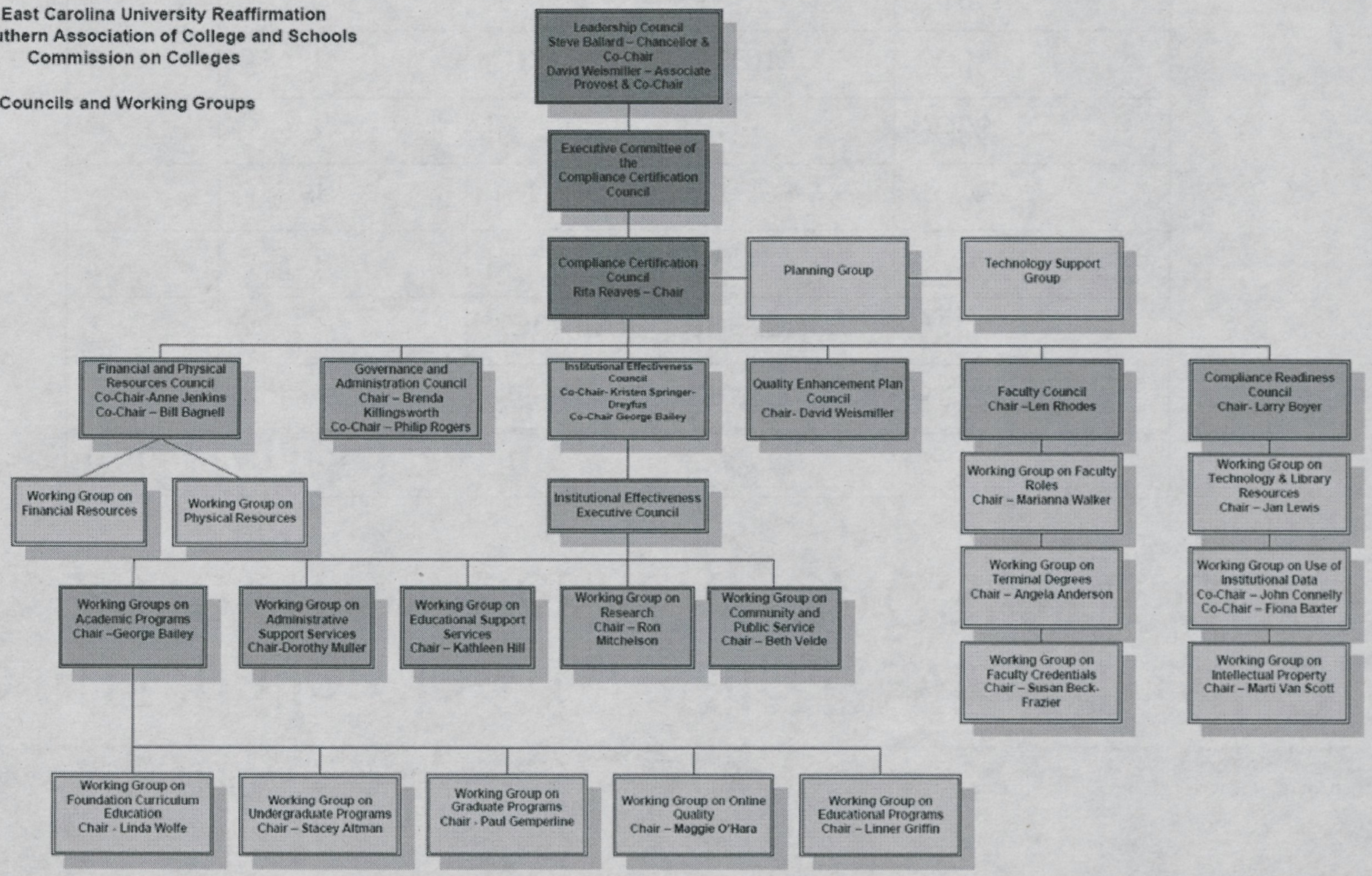
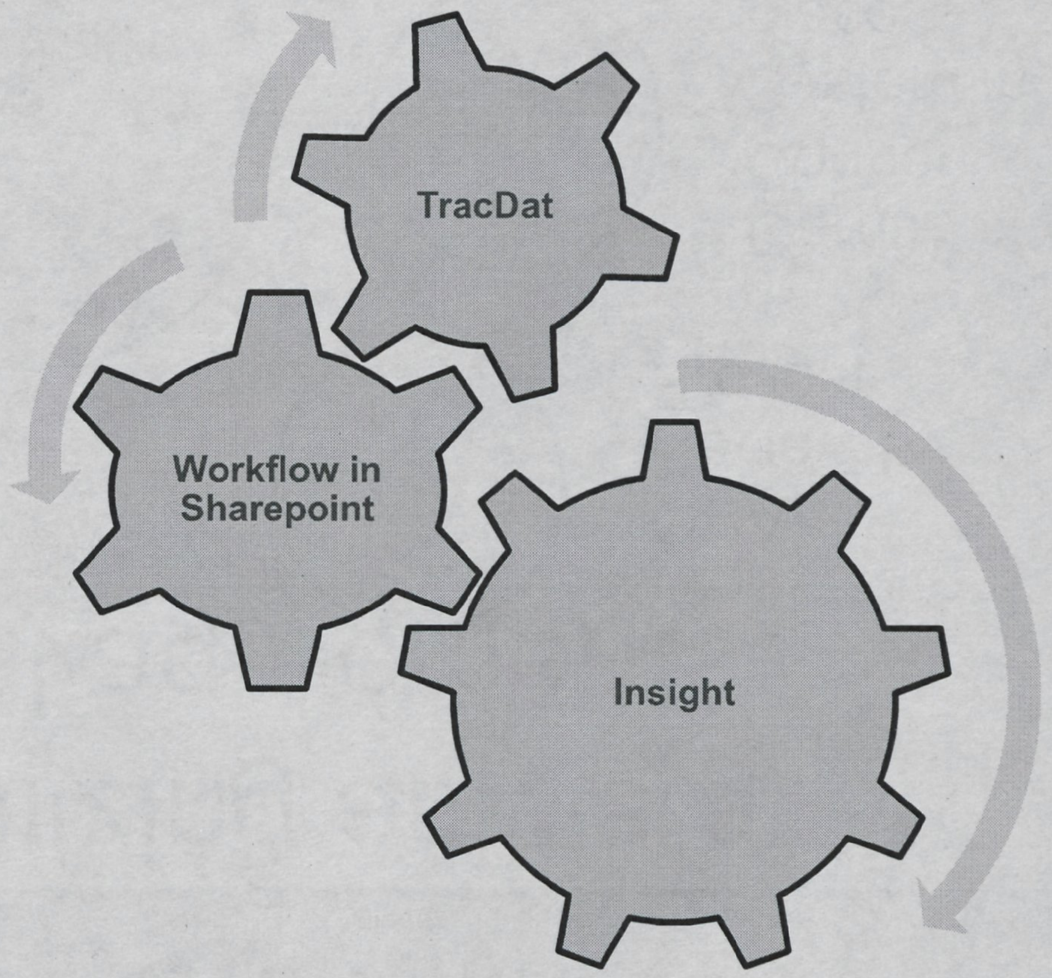
Compliance Certification Council

East Carolina University Reaffirmation
Southern Association of College and Schools
Commission on Colleges

Councils and Working Groups



Institutionalizing as we go: Assessment reports and review



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Institutionalizing as we go: Contractual agreements

AA

- Works with OUA, Review by Provost

HS

- Garris Conner
- System in place

UAO

- Kristen Bonatz
- Review of processes

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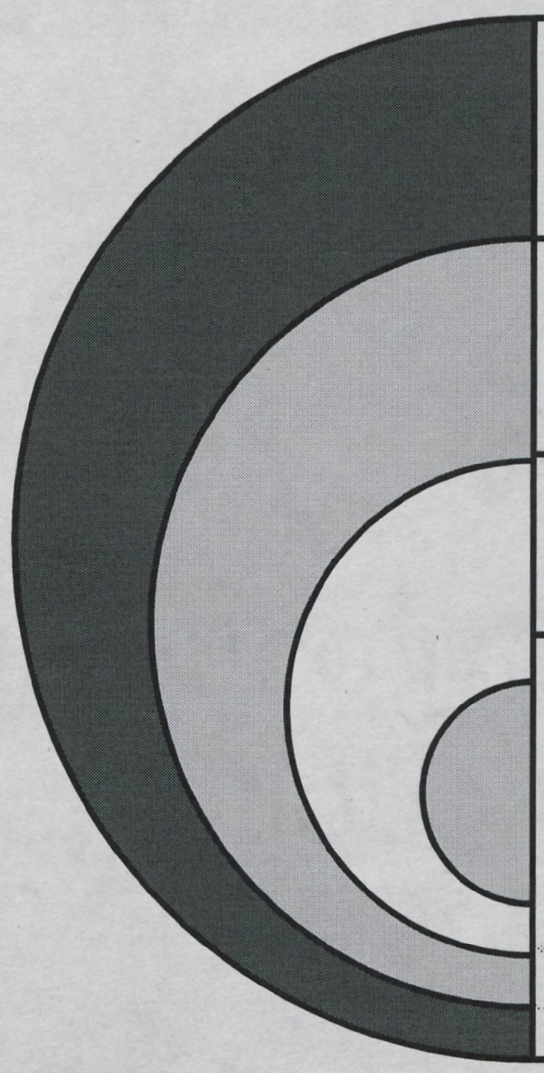
Institutionalizing as we go: Faculty Credentials



Academic Council: Clarifying responsibilities at division, college, and departmental levels

Faculty Credentials Working Group: Departmental Information Sheets, Equivalent Alternate Credentials

Technical Group: Faculty Credentialing Software Application: Links Credentials with Courses Assigned

IPAR and Academic Council: Institutionalizing processes for review of foreign credentials

Department Chairs and Associate Deans: Careful review of current faculty credentials and teaching assignments

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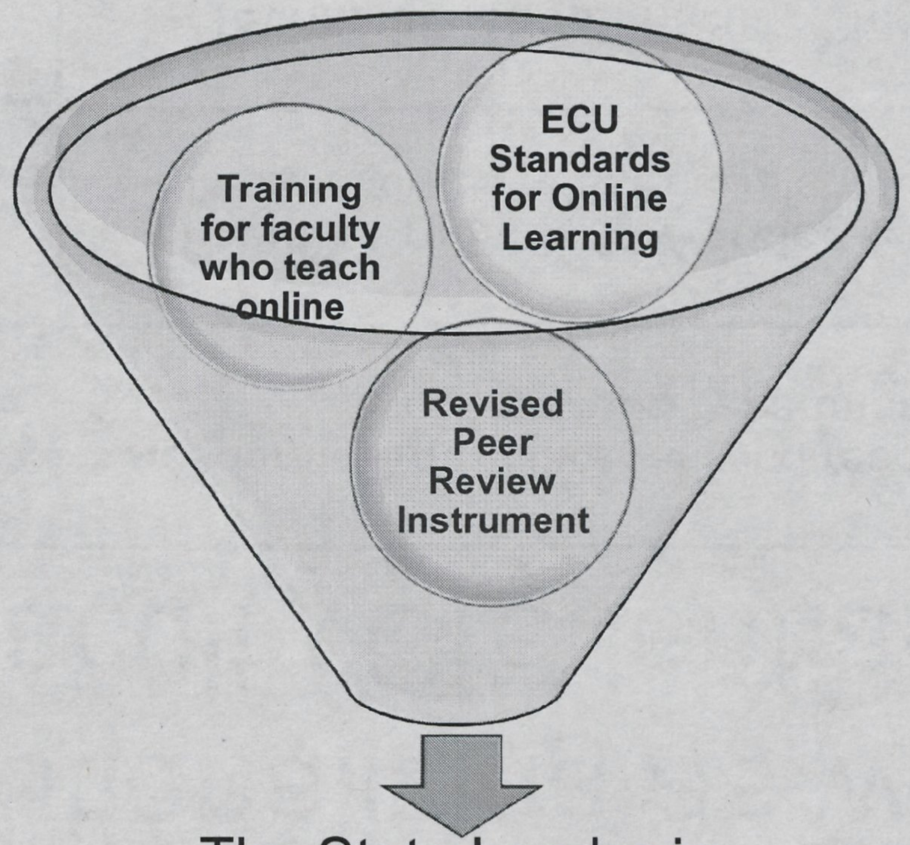
Institutionalizing as we go: Distance Education



The State Leader in Distance Education

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Compliance Issue: Accurate and Consistent Information

- "As our working group reviewed drafts of our SACS narratives, we found that we are out of compliance not because of the narrative but because the documentation on the web site was not clear or obsolete."
    - Dean Steve Thomas, Member of Working Group on Educational Support Services, and Executive Committee, Compliance Certification Council

- Solutions?

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Compliance Issue: Use of Results

- The big question: How are you using assessment information for improvement?
- "A goal without a plan is just a wish."
- "Remember that 'key' means 'key.' Don't get caught up measuring so much other stuff.
- How do you know your DE program is working? What is happening to your graduates?
- Are your policies working? How do you know?

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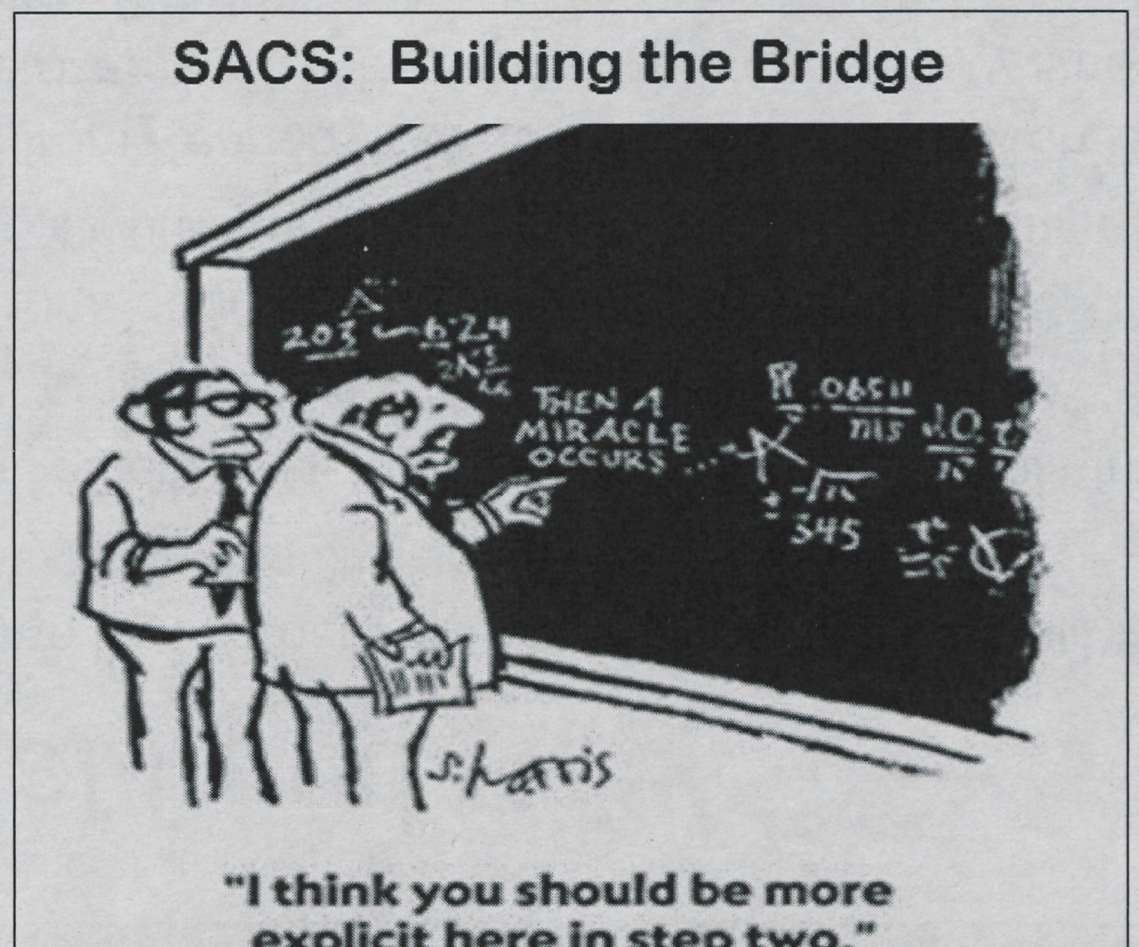
Building the Bridge as You Cross It



Credential fraud

- "We assume that credentials are legitimate; we should be prepared for fraud by students, faculty, and administrators."
- #2 person in Dept of Homeland Security---credentials from a diploma mill
- Applicant for a degree told to "write up what you do." Her complete response: "I write stories." Awarded MA in Journalism
- Doctorate from Kennedy Western = 10 courses, all on Blackboard. Buy book, take exams, 10 q from book, retake as many times as needed, pass all with 70 = done.
- Online program or diploma mill? It it's accredited by a legitimate accreditor, it's not a diploma mill. DOE: Really?

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Plan of Work for Spring 2011

- All narratives of compliance in SACS Sharepoint site
- Weekly reviews of narratives by Exec Comm of CCC
- Meetings with chair of each council/working group to review suggested changes
- Report to SACS Leadership Council on status of each principle response and identified needs
- Continue to identify new policies, procedures to ensure ongoing compliance

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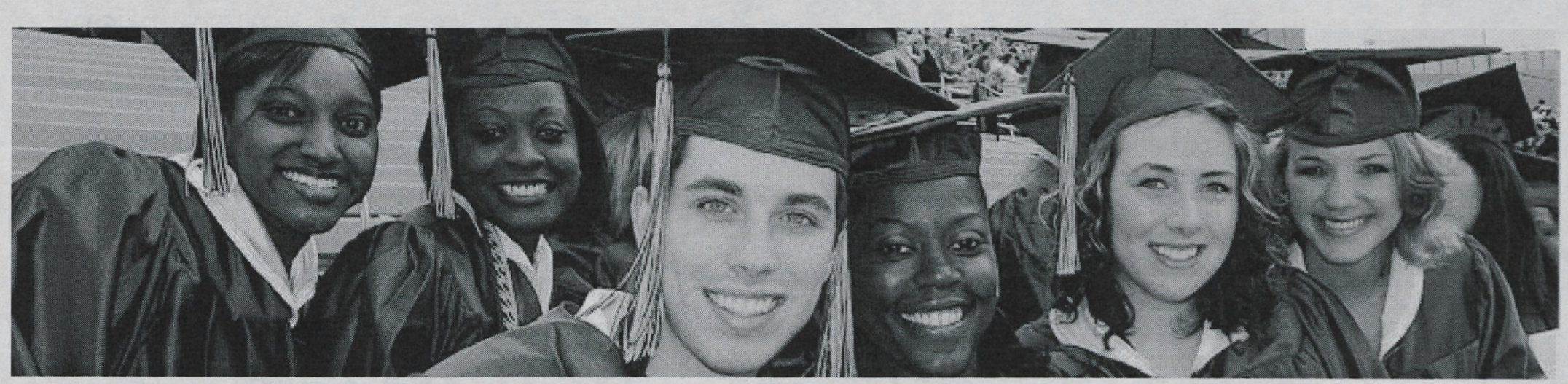
Student learning is now front and center



Updates on QEP process

- Brief Proposals
  - Nine
  - QEP Council
- Full proposals
  - Four
- February 15, 2011 – Proposals posted on line
- March 17, 2011 – University Convocation
- March 22, 2011 – Faculty Senate
- September 2011 – September 2012

Summary

- On Target
- A lot of work to do
  - Do it "now" or even more later
- Authenticity
- "Our" work