Examples of Unit Assessment to Impact Institutional Effectiveness

Unit	Assessment Measures	Link to Institutional Priorities	Assessment Data	Changes made as a Result of Assessment Data	Frequency of Data Collection
Academic Affairs	• IDEA course evaluations MC faculty vs. national database • 4 and 6 year graduation rates • Percent of students enrolling within enrollment window and number of credit hours per year- 31+ • Retention from fall-to-fall, overall and first-time freshmen.	• College mission: To develop whole persons through scholarship, participation and service… Scholarship. McPherson College upholds the highest standards of academic excellence. Faculty strive to teach students to think critically and independently, to communicate clearly and effectively, to integrate knowledge across the disciplines, and to assess the value conflicts in issues". • College catalog-academic advising, graduation/commencement, Satisfactory Academic Progress (SAP)	• Rating on IDEA course evaluations did not meet the desired benchmark vs. IDEA national database. • 50% or less of freshmen and sophomores enrolled in 31+ credit hours for the following year. Enrollment within enrollment window declines as progress from freshman to senior. • Cohort graduation rate isn't as high as desired, low cohort retention rates having big impact on graduation rate.	• VPAA will share IDEA data with faculty executive committee (not been done before), discuss next steps to improve vs. national database. Explore adding as a point on college dashboard. • Create social media enrollment campaign emphasizing 31+ credit hours per year. • Continue to actively participate in campus-wide retention initiatives and plans.	Bi-annually-IDEA course ratings Annually-credit hour enrollment, enrollment within enrollment window, graduation and retention rates.
Advancement	• 100 new young alumni donors • Raise $100,000 for Power Day • 265 total donors, 50 new first time young alumni	• Strategic plan goal: Engage the McPherson College constituency to build a $1 billion endowment. Create a plan to build a $1 billion endowment through extensive planned-giving efforts. Engage young alumni and new friends in the tradition of "Bulldog Pride"	• 31 new young alumni donors • $118,000 raised Power Day • 239 donors, 31 new young alumni	• Determine young alumni prospect list earlier • Social media plan and launch and one for Power Day integrating young alumni into Power Day • Monthly check-in meetings and weekly dashboard reports • Launch regional young alumni family events	Weekly, monthly, annual analysis
Athletics	• Athletic team GPAs all above 2.0 • Number of teams recognized by NAIA for academics • Athlete 6 year graduation rate same or higher than non-athletes • Athlete participation in non-athletic related campus and community events, leadership roles on campus • High personal standards	• College Mission: Scholarship. All absolute Truth is God's Truth and humankind must labor diligently in the pursuit of truth we can know; thus, McPherson College upholds the highest standards of academic excellence. Participation. Students apply knowledge, practice skills, and deepen and broaden their understanding of themselves and others through active participation in diverse learning experiences. A smaller community requires greater participation from its members. McPherson College emphasizes service to others, encouraging all members of its community to give selflessly of themselves to others. • Kansas Collegiate Athletic Conference (KCAC) Philosophy: "Our intention is that intercollegiate athletics, among KCAC members, be an integral part of the total educational process…" • Athletic handbook policies and expectations: Attending and missing	• Team GPAs all above 3.0, all recognized by NAIA for academics. • Athlete 6 year graduation rate same as non-athletes • Athlete community service hours 512 • SALT survey-6 in leadership roles on campus • 2 teams with Champions of Character Award • 95% of athletes read and signed Student Code of Conduct	• Room to improve service, leadership, and non-athletic engagement-implement Bulldog Growler-teams compete for most "points" trophy at end of year banquet. • Engagement and leadership, points for attending non-athletic events on campus and in community. • Continue focus on student-athlete, scholarship first	Weekly dashboard, annual analysis and reporting

		class, adding/dropping classes and academic advising, dropping below full-time credit hours.			
Computer Services	• Number project request forms, number of projects approved and passed on to Technology Advisory Group (TAG); number of projects not approved. • Survey project submitters and TAG members annually. • Track decommissioned servers	• Strategic plan goal: Plan and build facilities that nurture, welcome and sustain a growing community. A college needs facilities to host a community that integrates living and learning. As the campus makes plans to attract more students to attend and graduate from McPherson College, physical space usage must evolve.	• 2 servers Removed from service • Transitioned services off of Linux servers, bringing • Lunch and learn sessions are pending implementation starting FY18-19. • Shared governance structure and committees process is pending implementation starting in FY 19-20	• Developed a planned cycle for classroom technology equipment replacement. The plan was implemented and 5 classrooms were updated. • Upgrade and replacement of the campus wide wireless system. • Third party consultants hired, produced report with recommendations. Began implementing recommendations in 2018, e.g. transitioned more services away from Linux servers. Updates to the campus network in the next 6-12 months will result in the retirement of at least 2 more Linux servers on campus.	Annually
Facilities & Maintenance	• Track and record number of negligence grounds-related reports at the end of each fiscal year to determine total number of reports. • Track number of complaints each fiscal year related to daily tasks. • Compare ratio of completed predictive/preventive vs. corrective work orders each fiscal year to the previous year. • Track the number of mechanical or electrical failures that result in building or system interruptions. • Calculate cost per square foot compared to last year. • Record changes in processes, procedures to determine estimated cost savings or more efficient operations.	• Strategic plan goal: Plan and build facilities that nurture, welcome and sustain a growing community. McPherson College, physical space usage must evolve. These facilities must be safe, well planned, built for longevity, well maintained, and welcoming to guests.	Accidents and Complaints 	Year	Accidents	Complaints
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2015/16	2	12
2016/17	0	8
2017/18	3	6 | *Table 1* Work Orders | Year	Comp	Correct	Predict Prevent	% Corrective
2015/16	1261	1179	82	93.50%
2016/17	1496	1406	90	93.98%
2017/18	1356	1246	125	91.89% | *Table 2* Operations and Utilities | Year	Actual Budget	$/sqft	% Chg
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2015/16			n/a
2016/17	▓▓▓		5%
2017/18	▓▓▓	$2.▓▓	-6%	 *Table 3* Disruptive Failures 	Year	Electrical	Mechanical
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2015/16	1	7
2016/17	6	10
2017/18	0	2 | *Table 4*	• New safety training topics, updating safety rules, policies, and procedures based on accident history. • Implemented new software system from assessment grant-helps track, sort, and evaluate internal/external vendor work • Began sorting complaint data by cause and evaluate for themes, use to identify opportunities for improvement with grounds procedures, or if false complaint educate campus • Cost per square foot shared w/CFO if increase is 5%+ analyze if problem or result of uncontrollable factors, e.g. utility rate increases or unforeseen regulations	Each fiscal year, accidents monthly review,
Financial Services	• Track delinquent accounts-contact after one missed payment; do not miss further payments and account not deactivated. • Number of accounts are short of payments of more than $500. • Attend and share learning from professional development with team.	• Strategic plan goal: Redefine the tuition revenue model to ensure affordability and institutional revenue. The college desires a pricing model that balances student and family cost with the institution's need for sustainable revenue. • Professional development contributes to strategic plan assessment measured by employee retention, and job satisfaction. College employees are given opportunities to increase their knowledge, skills and abilities which are applied to their jobs daily.	• Number of delinquent accounts. *45 accounts, 20% delinquent* • Percent of delinquent accounts that did not miss more than 1 payment. *No data reported-see below* • How many TMS accounts are short of payments of more than $500? *25 of 45 students=56%*	• Developing and assigning with notes outlining the status of every student with a TMS balance, delinquent account-call to student and parent (if FERPA on file) to remedy shortage. • Requiring receipt for every credit card transaction, checking each against statements. • Requiring social security card for all student employees, even with F1 visas. • Continue with servicing and collecting from our open accounts, At some point, servicer will no	On-going, reported annually

			longer be cost effective as our outstanding portfolio declines in value.	
Human Resources	• Run monthly reports and confirmation statements. • Provide individualized employees training on benefits technology. • Determine if Title IX programming is seen as valuable and try to improve employee's perception.	• Strategic plan goal: Develop an ongoing campus education program that communicates our values and engages the campus community in important challenges to executing plans. Measured in part by faculty and staff retention; faculty and staff development participation; employee satisfaction. • College employees are given opportunities to increase their knowledge, skills and abilities which are applied to their jobs daily.	• Utilizing • Blues Enroll for all employee health and dental benefits enrollment since July 1, 2017. • Employee training on the web portal for supplemental insurances was provided at staff 2017 fall workshop • 13% utilized the online web portal as their enrollment choice during annual open enrollment. • respondents felt the Title IX training was relevant to their roles on campus and learned something new (33% response rate not ideal)	• Improving Title IX training base on responses from post-Title IX training survey • Using web portal for all insurances, individual face-to-face meetings with Maestro team-goal is increase employee self-service • Consider incorporating Assessment Committee suggestions to increase survey response rate	Annually
Marketing & Admissions	• The count of new general students for fall • Additional measure: • Percentage of students who matriculate from accepted to deposit • Percentage of new and returning students who are "good-to-go" at check-in • Percentage of returning students who complete everything prior to leaving at the end of spring semester.	• Strategic plan goal: "To ensure our place as one of America's great small colleges, McPherson College must foster an academic community that attracts 1,500 fulltime students who are serious about career-oriented liberal arts by 2040." • Provides an opportunity to focus student engagement on the student when they arrive on campus rather than what the college needs from the student.	Outcome targets: • 60% of new and returning students, completing all steps before fall check-in. • 25% of returning students completing all steps for fall before end of spring semester. • Increase percentage of students who matriculate from accepted to deposit from 23% to 35% • Increase count of new general students for fall 2019	Report August 1, 2019	Weekly dashboard, monthly and annual analysis
Miller Library	• Pre and post information literacy exam. • Freshman and Senior responses to NSSE question: How often have you written something that used information from a variety of sources (books, journals, internet, databases, etc.) and CSS question-asked to judge quality or reliability of information in courses • Soft skills training participation • Student Satisfaction Inventory, added 3 custom question-how well library staff assists students/customer service. • Advisory boards' focus group or survey.	• Ideal McPherson College Graduate characteristics,"…acquires and evaluates information" and "…demonstrates the appropriate use of technology within his/her academic discipline", ad are part of the general education purpose statement. • Mission statement, "McPherson College's programs integrate career guidance and practical experiences into a liberal arts curriculum…" Student workers are participating in practical experience and are assisting students, faculty, and staff in achieving the college's mission pillar of scholarship.	• Average first-time freshmen score on pretest was 55% no post-test given. Compared pretest from 2015 (65% average) to 2018 pretest • MC freshmen and seniors rated MC below national average on NSSE question. CSS question: 56% responded frequently, 42% occasionally--down from last few years. • 100% of library workers completed customer service training. • SSI results on student workers being helpful and approachable averaged in the mid-70s, satisfaction is below importance on all 3 questions-not by a large gap.	• Pair information literacy pre and post-tests to Composition I and Composition II courses for a grade. Intent to gather reliable and valid data, increase student motivation to do well on exams. • Education Policy Committee, moved general education information literacy exam earlier than planned to spring of 2019 to inform level of proficiency of students' information literacy skills. • Moved student worker training online, continue focus on customer service to increase student satisfaction levels as indicated on SSI.	Annually

| **Student Affairs** | • Track student attendance at all programming, e.g. athletic events, fine art programs.
• Form a student engagement committee-meet bi-weekly look at trends and make changes to engagement opportunities, focus on engaging marginalized groups
• Resident assistant model-offer one program per semester in each of the three pillars-scholarship, participation, service.
• Start a service honor society on campus, Gamma Beta Phi. | • College mission: to develop whole persons through scholarship, participation, and service. <u>Participation</u>. Students apply knowledge, practice skills, and deepen and broaden their understanding of themselves and others through active participation in diverse learning experiences. A smaller community requires greater participation from its members.
• Strategic plan: Develop an ongoing campus education program that communicates our values and engages the campus community in important challenges to executing plans.
• College diversity and inclusion goals: Intentionally engage students from marginalized populations via mentorship and structured activities. Create intentional strategies/programs that allow a diverse group of students access to resources and programs at comparable levels as students who are in the majority—for example, participation in clubs and student organizations. | Outcome targets:
• 90% of students will attend at least one program on campus each semester. (spring 2018-83%, fall 2018-89%)
• 95% of students from marginalized groups (specifically minority ethnic groups) will attend at least one program on campus each semester (fall 2018-92%)
• 50% of students will participate in at least one service opportunity per school year. | Report August 1, 2019 | On-going campus events, bi-weekly meetings, weekly cabinet report, annual assessment report |