

**ASSESSMENT COMMITTEE MEETING MINUTES
FRIDAY, FEBRUARY 28, 2014
8:00 A.M. – HARLESS LIBRARY LOGAN CAMPUS**

PRESENT: Kim Hensley, Chair; Cyndee Lowes, Steven White, Melissa Adkins, Nicole Vineyard, Sheliah Elkins, Brandon Kirk, Beverly Slone, Dianna Toler, Guy Lowes, Past Chair, Dr. Debra Teachman, Vice President, Academic Affairs and Student Services; Pam Alderman, George Morrison, Mindy Saunders, Steve Lacek, and Ruby Runyon, Recorder
Guest: Anne Cline (Chair, Math Scoring Team)

ABSENT: Verna (Schwalb) Phillips, Miranda Blankenship, Student Representative and Dean, University Transfer (vacant)

CALL TO ORDER / APPROVAL OF THE MINUTES:

Kim Hensley called the meeting of the Assessment Committee to order and determined that there was a quorum.

Kim requested that the minutes from the December 6th, 2013 meeting be reviewed. A motion was made by Beverly Slone to accept the minutes as amended. Steven White seconded the motion which passed unanimously.

MATH AND WRITING SAMPLES:

Kim encouraged all those in attendance to obtain writing and math samples from their department faculty. Samples will need to be submitted soon for scoring by the Writing and Math Scoring Teams on Assessment Day, Tuesday, March 11th, 2014. Kim stated that samples could be submitted to Anne Cline, Chair of the Math Scoring Team, Larry D'Angelo, Chair of the Writing Scoring Team, or herself. Ms. Hensley stated that she was appreciative of the faculty who had already submitted samples for scoring.

INSTITUTIONAL RECOMMENDATIONS:

As a result of Executive Council denying the Assessment Committee's recommendations, Ms. Hensley stated that the forms had been submitted to the Strategic Planning and Review Committee as part of the overhaul of the College's Governance System. As a recap, Kim restated the recommendations:

Form 1: Recommended the addition of the chairs from the Writing and Math Rubric Scoring Teams as voting members of the Assessment Committee.

Form 2: Recommended the creation of an Office of Institutional Research

ASSESSMENT DAY – TUESDAY, MARCH 11, 2014:

Contacting:

Kim explained to the committee that the Assessment Day Letter and Informational Sheet had been sent out to the selected students. These items were sent to the student electronically to their Southern email accounts and by U.S. Mail to the address listed on the student's Banner account.

Kim stated that last year some discussion was held in regards to whom Assessment Day Testing information should be sent. Kim stated that she made the decision to send the Assessment Day student letter and the Informational Sheet to all employees on behalf of the Assessment Committee. The committee was in agreement that the email should have been sent to all employees for informational purposes.

Ms. Hensley further explained that the Assessment Day Letters had been sent two days later than last year. The delay allowed Will Smith (from IT) to work on the project to allow the selected students to respond electronically for registration for the Assessment Day Exam. Kim stated that she was happy to report that some responses had already been received. Based on the availability of the electronic response, Kim asked if the committee still felt the need to make phone calls to the students. Kim did explain to the members that last year was the best turnout for the Assessment Exam in a few years. She believed that this was due in part to the phone calls made by the 2013 Assessment Committee members.

Kim told the committee that Will Smith had created an email account as the Assessment Committee for the purpose of communication with selected Assessment Day students. With this tool, email reminders about Assessment Day could be sent to the students. The committee agreed upon the reminder dates of Thursday, March 6th and Monday, March 10th, 2014.

Ms. Hensley stated that she had emailed Marcus Gibbs and Carol Cole for Assessment Day reminders to be placed on Southern's webpage and in the weekly newsletter. Kim asked that committee members remind their students in class and their fellow faculty members in department meetings about the Assessment Exam. She asked that faculty be positive about the exam, discussing its importance and encourage students to do their best.

Personnel:

Kim reviewed the personnel needs for Assessment Day. Campus Coordinators are in place: Boone – Susan Baldwin (morning) and Roger Stollings (evening); Logan – Dianna Toler and Sheliah Elkins; Williamson – Kathryn Krasse; and Wyoming – Steve Lacek. Other personnel needed per campus location are two or three proctors per testing room, one or two proctors for a "late-start" testing room, members of the Math and Writing Scoring Teams, and persons who can "stand-by" in the event of emergency or bathroom break for the acting proctors. In addition, people are needed to register

students when they arrive on campus, possible gift card coordinators, and a few test room escorts. Other jobs can be assigned by the Department Chairs, Deans or Administration. Each year several programs are working on Program Reviews or Post-Reviews; these are part of our assessment. Information is available from ETS that may need to be analyzed and put into our database.

Make-Up Testing:

As we prepare for Assessment Day, we must also prepare for a make-up session. Last year, the April Governance Day was utilized for this purpose. Kim asked the committee for their thoughts. The committee confirmed the use of Friday, April 25th, 2014 (Governance Day) as the date for the Assessment make-up exam. It was agreed that students and proctors for this exam would report at 8:00am to the Logan Campus Library. Kim stated that she would check with ETS if this date would be too late for inclusion with our testing data. [NOTE: Kim phoned ETS immediately after the Assessment Committee meeting. The make-up information will be scored separately but there are mechanisms within the ETS database that would allow Southern to merge the information. Also no additional costs would be incurred as return shipping to the test center and scoring are included in the price of each test.]

\$10.00 Gift Card Incentives:

As stated at the last meeting, Ipads were not an option this year. Approval is still pending for Southern to purchase \$10.00 Walmart Gift Cards. The purchase of 150 gift cards (\$1500.00 total) would be enough for each selected student for the Assessment Exam to receive one. In the event that all selected students do not participate, the committee agreed that the two top-scorers should each receive an additional card and the balance of the gift cards be distributed by a random drawing among the preregistered Assessment Day participants.

Kim stated that if and when the gift card purchase was approved, she would send an email (on behalf of the Assessment Committee) to the selected students with the gift card information. Kim further noted that if gift cards were given as a student incentive, then documentation of who received each card would be necessary. That documentation would also create the need for additional personnel for Assessment Day.

ASSESSMENT TESTING:

For the April meeting, Kim once again approached the committee to think abouts ideas for future assessment at Southern. She reviewed a few options with the members, such as week-long testing, use of computerized testing, or continue with a designated Assessment Day. In the past, week-long testing had been used. History revealed that scheduling was a nightmare and it was harder to determine if the students had actually tested. Because of its importance, one-day assessment testing became the standard. It allowed the College better control of the attendance since no classes would meet that day. The use of computerized testing could allow the testing sessions to be expanded over an extended period of time, such as a week, and offer instant results. These

results could be entered in Banner (SOATEST) with a reminder email being sent to those students still needing to take the exam.

One thought to improve the scheduling of students for the Assessment Test would be the use of the Banner registration function. Each testing session at each campus could have a CRN created or multiple CRN's. Once students were registered, a roster could be printed or electronically accessed identifying those students for assessment. Reminder emails could be sent to those students who still needed to register

Consideration also needs to be made as to which test to select. ETS may not be as complimentary to the Accuplacer Placement Test as the Accuplacer Diagnostic. Use of Accuplacer products might provide us with more diagnostic measurements from beginning to end.

Kim was pleased to report to the committee that for Assessment Day 2014, Southern would have a zero cost for exams with only minimal shipping costs for the return of the old exams. Ms. Hensley explained that ETS agreed to exchange the old MAPP Tests (valued at \$13.50 each) for the current ETS standard exam versions (valued at \$16.50 each). This action on the part of ETS was a huge savings for the College.

Kim referred to computerized testing for all students. This action would allow for more value-added information. If all students were tested, could the price per exam be reduced due to a quantity discount? Would the computerized test have to be a standardized exam or could a portion of it be generated "in-house"?

The question was asked about the testing of on-line students. One option, if local, would be to come to an on-campus testing session. If a distant learner, the option might be the use of proctoring services for a fee. Proctoring services would have to be verified due to IT/test security issues.

Would a \$5 to \$15 Assessment Fee per student help to defray the costs? Could the Student Activity Fee be increased? In reality as more and more of our funding becomes based on graduation rates and certificates earned, additional fees and/or penalty fines are probably not be the answer to student participation in assessment. As an incentive to Assessment participants, could the \$50.00 Graduation Fee be waived?

LIVETEXT:

Ms. Hensley explained that LiveText is a program which would allow Assessment information to be maintained in one portal. LiveText works with Banner and BlackBoard which could lend itself to embedded assessment. Information from LiveText will also assist the Math and Writing Scoring Teams.

A training/on-line fee is to be purchased by the student for a 3-year period with the option to increase the number of years. The hope is for students to be able to make this

purchase through the on-line Bookstore portal. Current prices, (good through December 2014), are \$68 for the 3-year period and \$98 for five. The writing and math becomes the student's portfolio which will be stored and belong to them. After two days of training, employees and students can forevermore call LiveText for support.

Kim asked Dr. Teachman to speak on the matter of the purchase of LiveText for use at Southern. A budget modification has been submitted for the purpose of purchasing LiveText with \$5,000 of Perkins Funds. If approved the College will proceed with the 2014 purchase; otherwise, we may not be able to fund it later.

OTHER:

Kim confirmed that the committee had approved in 2013 the use and addition of Graduate Survey questions to the ETS testing session. As before, the same 1-5 scale would be used to answer. It was noted that Dr. Teachman had not seen the survey questions being discussed.

To assist in maintaining an up-to-date master student contact list, Kim requested that the committee members making phone calls to students, scan those results to her by the end of the day.

ADJOURNMENT:

Sheliah Elkins made the motion to dismiss and Cyndee Lowes seconded the motion. The motion carried by unanimous vote. The committee adjourned at 9:20am.

Kim Hensley, Chair

Ruby Runyon, Recorder