Western New York Assessment Consortium

The College at Brockport

Brockport, NY

June 8, 2016
Welcome to the seventh annual Western New York Assessment Consortium (WNYAC). The primary purpose of the Consortium is to connect professionals involved in the development and implementation of comprehensive assessment programs; and to share ideas, best practices, resources, and lessons learned. We hope to bring together Enrollment Management/Student Affairs professionals from throughout the region who are involved with their assessment programs at various stages of development and implementation.

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<thead>
<tr>
<th>TIME</th>
<th>EVENT</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>9:30-10:00am</td>
<td>Check in/Registration</td>
<td>Liberal Arts Building</td>
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<tr>
<td>10:00-10:50am</td>
<td>Welcome and Keynote Address</td>
<td>McCue Auditorium</td>
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<td>Dr. Jeannine E. Dingus-Eason, Associate Professor and Program Director of the Executive Leadership Doctoral Program St. John Fisher College</td>
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<tr>
<td>11:00-11:50am</td>
<td>Educational Session Block I</td>
<td>Liberal Arts Building</td>
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<tr>
<td>12:00-1:00pm</td>
<td>Lunch</td>
<td>New York Room, Cooper Hall</td>
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<td>1:00-1:50pm</td>
<td>Educational Session Block II</td>
<td>Liberal Arts Building</td>
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<td>1:50-2:10pm</td>
<td>Networking Break</td>
<td>Liberal Arts Building</td>
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<td>2:10-3:00pm</td>
<td>Educational Session Block III</td>
<td>Liberal Arts Building</td>
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<td>3:00pm</td>
<td>Closing</td>
<td>McCue Auditorium</td>
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The WNY Assessment Consortium Planning Team:

- Kim Piatt
- Monique Rew-Bigelow
- Erin Rickman
- Megan Sarkis
- Sandra Vazquez

We are again happy to welcome Campus Labs as a consortium partner.
Dr. Jeannine E. Dingus-Eason,
Associate Professor and Program Director of the Executive Leadership
Doctoral Program; St. John Fisher College

Jeannine Dingus-Eason teaches courses in research methodology (qualitative and action research) as well as leadership and diversity. A graduate of the University of Washington (2003), Dr. Dingus-Eason has published articles in educational research journals including Teachers College Record, Urban Education, and, International Journal of Qualitative Studies in Education, to name a few.

Her research interests include the professional socialization of teachers, specifically, African American intergenerational teachers, examining familial and cultural influences as well as the intersections of race, class, and gender on their work. For this area of research, Dingus-Eason earned a Spencer Pre-Dissertation Fellowship. Currently, her research focuses on bridging historical and contemporary contexts of African American education in the urban North, as demonstrated in her study of African American teacher recruitment to the North. She is also engaged in research on mentoring among Black women leaders in higher education.

A Rochester, New York native, Dr. Dingus-Eason is a former secondary English teacher in the Rochester City School District and served as founding board president for a charter school. She also worked with TRIO Programs in Washington State including Upward Bound and the McNair Scholars Program. Dingus-Eason serves on the Curriculum Committee for the Rochester United Way’s African American Leadership Development Program. She currently serves as the International Trends and Services Facet Chair for the Rochester (NY) Chapter of the Links, Inc. Dingus-Eason also mentors mothers of children with autism and participates in social action events with her sorority, Delta Sigma Theta Sorority, Inc.

Assessment Coaching - Ongoing

For those assessment conference goers who have a campus-specific question or just prefer the personal touch, sign up for a 1-on-1 assessment coaching session with the Assessment Consultants from Campus Labs. You will have the option sign up at the registration table for a 15 minute conversation on any topic, ranging from assessment planning to reporting and sharing your assessment results (and everything in between)!

Kayla Richardson; Consultant, Campus Success, Campus Labs
Pushing a boulder up the hill…. Using Data to Implement and Assess Culture—Shifting Practices

Seven years into a strategic operational change, our speaker shares results of efforts to collect, code, and disseminate critical summer course data with the goal of moving from a supply-sided to a student demand-sided scheduling model. Learn how we developed metrics to identify students’ high-demand course needs through the use of extensive historical course data and coding based on five criteria, to influence summer course offerings. Presenter will include examples of data mining, individual student customized e-marketing, and tracking conducted to provide students with the best information and advisement possible, verify efficacy of practices, and increase student-focused scheduling and summer enrollments. Thanks to ongoing data collection, analysis, and dissemination we are serving our students far better than previously. This session will give you ideas on using data to provide a more quantitative approach to program planning, decision making assessment, and compelling others to change their practices toward positive outcomes.

Karen Schuhle-Williams
Executive Director of Special Sessions & Programs; The College at Brockport

Implementing Standardized Unit Assessments

This session will offer an overview, and reflection, on the process of various unit assessments, utilizing the Council for the Advancement of Standards in Higher Education (CAS), within Student Services at Monroe Community College. Our presentation will include the "what, when, where, and why" of the unit assessments completed within Student Services beginning Spring 2015. This session will include examples of the tools utilized by the review teams, as well as a time for discussion with persons interested in adopting an externally created assessment tool.

Donald Bigelow
Interim Director, Housing and Residence Life, Monroe Community College

Creating a Comprehensive Assessment Cycle to Guide Program Delivery

Measuring the effectiveness of programming can be very difficult at times. What did students learn? Have we reached our goals? How can we demonstrate our impact? This session will explore various forms of assessment that guide our practice as educators - from informal means to national studies. Learn how data can be used to improve your work and advocate for resources. Explore ways to infuse assessment practices into your program in meaningful ways. This session will help you create an assessment cycle that becomes engrained in your work rather than adding on to a long to-do list.

Kim Piatt
Assistant Director of Community Development, The College at Brockport
Assessment in Athletics

This will be a department showcase to explain how assessment strategies can be used in athletic departments. In particular, it will focus on how assessment strategies like Key Performance Indicators, surveys and benchmarking can be used to achieve department goals. The presenter will also discuss the importance of setting clear, achievable goals to help guide daily decision making.

Liam Welsh
Assistant Athletic Director, The College at Brockport

Overcoming Analysis Paralysis

Many schools have readily embraced the concept of data-driven decision making, and have been able to develop key goals, outcomes, and assessment initiatives in order to collect that necessary data. However, many professionals find themselves at a loss when staring at a mountain of numbers and narratives. Campus Labs Consultant Mary Odden will be using examples and hands-on activities to give attendees a chance to practice their data analysis skills with the help of expert guidance. Qualitative and Quantitative analysis will be discussed. By the end of the session, participants will feel empowered to tackle their own data with confidence.

Mary Odden
Consultant, Campus Success, Campus Labs

Assessment Feud

This dynamic, fast-paced, interactive workshop provides Consortium attendees an opportunity to be “tested” on their knowledge in various categories related to higher education assessment. This workshop culminates in a fun and educational 'Family Feud' style game.

Megan Sarkis
Assistant Director, Admissions Undergraduate, The College at Brockport

Erin Rickman
Transfer Year Experience Coordinator, Student Retention, The College at Brockport
Storytelling with Data: the Art of Turning Data into Useful Information

Are you overwhelmed with data? Not sure how to turn your data into useful information so that it can inform decision making and lead to change? This session will provide you with a storytelling framework for transforming your data into meaningful information. You will learn how to identify your target audience, figure out what story you want to tell, the format for that story, and strategies on how to weave your data into an interesting and useful story.

Karen Moronski-Chapman
Data Analyst, Institutional Effectiveness, Daemen College

Measures of Community College Success

Students may enter a community college for a number of reasons including job training, personal enrichment, or earning an Associate’s degree. Higher education measures success by whether or not students complete a degree but this paradigm does not account for differences in the goals of students entering the community college. Participants will hear about a study conducted on community college student goal identification and completion and learn about how we can better support students when we understand their real goals.

Dr. Christopher Hockey
Associate Director of Transfer Success & Technology, SUNY System Administration

From Astin to Z-scores: Applying Student Development Theory to your Everyday Assessment

The assessment trend is one “fad” that is here to stay in higher education and student affairs. But what about student development theory? How can we develop our students from their Freshman year to graduation day while also assessing all the great work we are doing? Attend this session to refresh your student development theory as well as learn how to successfully bridge the gap between assessment and student development theory, making you a student affairs all-star!

Kayla Richardson
Consultant, Campus Success, Campus Labs