Meeting Complex Assessment Needs through Reporting Systems

Benefits of the Accreditation Journey

@ACBSPAccredited  #ACBSP2015
Meeting Complex Assessment Needs through Reporting Systems

• Introduction & Background
• Approach
• Assessment Challenges
• Data collection, analysis and reporting
• Outcomes and Next Steps
Northwood University
- Private, independent, not-for-profit business university
  - “We practice what we teach”
- Global footprint
- Accreditation through Higher Learning Commission
- Achieved ACBSP accreditation in 2014

Peregrine Academic Services
- Service Areas: Program level exam services, Academic Leveling, Writing Style Training, Consulting
- Endorsed by specialty accreditation agencies
- Clients globally
- Thought-partners in Higher Education.
Assessment Challenges/Complexity

- Multiple student populations
  - Multiple residential campuses
  - Over 20 degree completion centers in United States
  - 5 international program center locations
  - Variety of delivery modalities
- Multiple degree programs
  - 2 graduate and 18 undergraduate programs
- Reporting system that meets complex needs
  - Efficient
  - Flexible
  - Comprehensive
Northwood University Academic Quality System: The Journey

- Reputation & Brand
- Improve program quality
- Improve process & systems

Revision of Academic Initiatives

Decision to invest in ACBSP Accreditation

Steering Team Formation

Revision of Academic Initiatives

Assessment System Redesign

“NU_Academics” launched

Assessment & Program Reviews

New assessment reporting capabilities

Strategic Planning Meeting

Assessment Administration Improvements

Academic Quality System Redesign

New Academic Organization roll-out

Achieve:

Integration of overall Research Agenda

Business Intelligence Capabilities

Pre-2012----2012------------- | --------------------------------- | 2013------------- | --------------------------------- | 2014------------- | ------------------ | 2015+
Data Collection:

What to collect?

- Determined by Assessment Plans
- Formative & Summative. Program Level. Direct & Indirect. Multiple data cycles.

How to collect?

- Valid & Reliable
- Efficiently
- Flexibility / Tailor to specific needs
Peregrine’s Exam Services

- “Direct” program level assessment of retained knowledge
- Inbound and/or outbound
- Configure to an institution’s program design & assessment needs
- Exams and supplemental topics
- Able to add institution-specific questions or survey
- Online delivery - classroom or 24/7
- Client “microsite”: administration, data/reporting
- Each student’s exam is unique

Business/Program Assessment Services:

- Business Comprehensive Common Professional Component (CPC) – based exams
  - US Business CPC
  - Global (“Global Business Education”)
  - Advance CPC topics:
    - Human Resource Management
    - Marketing
  - Accounting and Finance CPC
  - Healthcare Administration
  - Public Administration
  - Early Childhood Education
  - General Education
Data Analysis and Reporting:
- Multiple report types
- Client access 24/7 via own “microsite”
- Clients generate reports
  - wizard, output options, save criteria
- Layers of data
- Tables and Charts

1. Individual Student Data Report. An Excel file with the student-by-student results showing the percent correct for each topic and subject.

2. Internal Analysis Report. A report of a selected group of exams with the selection of one aggregate pool at a time with both an analysis of means and an analysis of frequencies. Executive Summary available.

3. External Comparison Report. A report of a selected group of exams comparing the results against one or more aggregate pools. Executive Summary available.

4. Program/Cohort Comparison Report. A side-by-side comparison of the results between one or more academic programs or cohorts of students where there is overlap of exam topics.
Data Collection, Analysis and Reporting

Report Examples:

DATA > INFORMATION > IMPROVEMENT > ACTIONS

Business CPC Scores: 2014 Total Institution c.f. all US Institutions
Data Collection, Analysis and Reporting

Report Examples:

Business CPC Scores: 2014 Accounting Students c.f. all US Institutions

CPC Accounting Topic Area Scores
Report Examples:

Report Examples:
Business CPC Scores: 2014 MBA Inbound vs Outbound c.f. all US Institutions
Next Steps for Northwood University

Beta Implementation of Ellucian Perform

• Solution that allows the combination of continuous improvement, KPIs, and the narrative of how we are going to move forward

• Aggregates institutional data from multiple sources, including assessment data

• Creates “one version of the truth”

• Supports Continuous Quality Improvement culture, advancement of Quality System, and proactive compliance
Implementation of Ellucian Perform
Ellucian Perform Environment

TracDat functionality creates a focus on action and makes data accessible to users.
• Through TracDat - business units able to refresh the KPIs

• View data by Unit/Location

• Units roll up to Summary Units

• Program centers roll up to the Adult Degree Program operating unit which rolls up to Northwood University
Efficiency + Meaningful Information

Meet external and internal continuous improvement needs
(Achieved ACBSP accreditation)

Partnership yields mutual improvement benefits

Integration with systems that support Balanced Scorecard/Institutional Performance Management

Enhanced reporting capabilities - data regarding types of student response errors
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