BROOKLYN COLLEGE
ADMINISTRATIVE, EDUCATIONAL, AND STUDENT SUPPORT UNIT (AES) ASSESSMENT ORIENTATION

AUGUST 13, 2020
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Office of Educational Research and Assessment (ERA)
WELCOMING REMARKS & INTRODUCTIONS

Lucas Rubin, AES Council Co-Chair
Assistant Dean for Academic Programs
WELCOMING REMARKS & INTRODUCTIONS

David Wells, AES Council Co-Chair
Director, Black and Latino Male Initiative
Michael Ayers
Senior Director,
Institutional Research and Data Analysis (IRDA)
Bronwyn Cunningham
Associate Director of Major Gifts at the Brooklyn College Foundation
Estefania Ponti
Assistant Director of Advising Assessment and Student Success
WELCOMING REMARKS & INTRODUCTIONS

Marcus Richardson
Executive Director of Strategic Initiatives
Richard Vento
Director, Brooklyn College Learning Center (LC)
AES ASSESSMENT ROLES AT BROOKLYN COLLEGE

AES ASSESSMENT COUNCIL MEMBERSHIP

- Led by two Division **Representatives** selected by council members (Co-Chairs)
  - Lucas Rubin and David Wells
- Comprised of Division Assessment **Representatives**
  - Bronwyn Cunningham, Estefania Ponti, Marcus Richardson, Richard Vento
- Accreditation/Assessment Best Practices support by Educational Research and Assessment and Accreditation Specialist
  - Isana Leshchinskaya
AES ASSESSMENT ROLES AT BROOKLYN COLLEGE

DIVISION ASSESSMENT COMMITTEE MEMBERSHIP

- Led by SVP/VP and Division Assessment Representatives
- Comprised of Assessment Unit Coordinators or Unit Cluster Liaisons
  - Approximately 15 members
  - Not all Assessment Unit Coordinators are Divisional Assessment Committee members.
  - In some cases an Assessment Committee Liaison will serve on behalf of multiple unit assessment coordinators.
WHAT ARE AES UNITS?

**Administrative Support Units**
- Responsible for administrative functions that support the environment for student learning including:
  - Bursar’s Office
  - Facilities
  - Financial Aid
  - Information Technology
WHAT ARE AES UNITS?

**Educational Support Units**

- Responsible for providing direct educational support either to academic programs or students, enhancing the work of faculty including:
  - Learning Center
  - Library Services
  - SEEK program
WHAT ARE AES UNITS?

Student Support Units

- Responsible for providing support to students in other areas outside of academic departments including:
  - Counseling Services
  - Magner Career Center
  - Women's Center
WHAT IS AES ASSESSMENT?

- AES assessment includes systematically measuring, reflecting upon, reporting, and improving:
  - What your unit does
  - How your unit does it
  - How well your unit does it
AES UNITS SUPPORT
BROOKLYN COLLEGE AND CUNY
FUNDAMENTAL PRINCIPLES FOR ASSESSMENT

- Establish goals and outcomes for divisions and units:
  - Mission-driven
  - Clear
  - Measurable

- Collect data to evaluate the level of attainment of outcomes

- Use results to articulate successes and plan/implement changes
CONTINUOUS IMPROVEMENT CYCLE: EMPHASIS OF ASSESSMENT

1. Establish mission/purpose and set goals
2. Define/redefine unit outcomes and student learning outcomes
3. Design and conduct assessments
4. Document and report assessment findings
5. Use results for decision making and improvements
WHAT ASSESSMENT IS AND IS NOT

- Recognition: Demonstrating the ways in which the unit contributes to the success of Brooklyn College
- Improvement: Evaluating assessment results and using the information to enable the units, division, and College to serve their constituencies better
- Accountability: Ensuring compliance with external and internal policies and standards

Outcomes Assessment is **NOT** an evaluation of staff performance
Every **unit** has an **assessment unit coordinator**

- The **coordinator** serves as an assessment leader within his/her unit to:
  - Ensure relevant and timely assessment within his/her unit;
  - Ensure that data collection and analysis are documented in an organized way;
  - Ensure assessment reports are completed by the deadline and submitted to the Assessment Division representatives and SVP/VP.
Assessment Committee Liaisons represents multiple assessment unit coordinators.

The liaison:

- Works with unit heads and unit assessment coordinators to shepherd unit-level assessment from start to finish
- Serves as a Divisional AES Assessment Committee member to:
  - pass along any unit questions regarding the assessment process, deliverables, and/or deadlines;
  - share resources with the unit developed by the AES Assessment Council; and
  - provide additional support to units throughout the assessment process.
PLANNING DOCUMENTS, MAPPINGS, AND REPORTING

August 20th
Completed Unit Action Plan Form
https://www.brooklyn.cuny.edu/web/abo_administration_provost_ir/AES_Unit_Action_Plan.pdf

October 30th
1. Unit Mission to College Mission
   - Unit Values/Purpose to College Mission (supplementary mapping for Non-Student-Facing Units only)
2. Unit Mission to Institutional Learning Outcomes (Student-Facing Units only)
3. Unit Goals/Outcomes to College Strategic Plan Objectives

December 1st
4. Unit Detailed Planning Document

June 30th, 2021, unless otherwise specified
5. ANNUAL UNIT ASSESSMENT REPORT
THE ANNUAL AES UNIT ASSESSMENT REPORT

Completed by the unit every year. Due date is June 30th.

- An alternate date may be chosen by your division head.

Two versions:

- Student-Facing
- Non-Student-Facing
THE ANNUAL AES UNIT ASSESSMENT REPORT

BROOKLYN COLLEGE ANNUAL STUDENT-FACING AES UNIT ASSESSMENT REPORT

The Assessment Report form collects results of assessments conducted during the 20XX-YY year. The data/evidence and results submitted in this report should tie directly to the outcomes identified in the Unit’s 20XX-YY Assessment Plan. See the Brooklyn College AES Assessment Handbook for guidance and examples.

Administrative Division:
Administrative Unit:
Contact Name(s):
Email(s):

Instructions: Use this template to report on your assessment plan and assessment results for the 20XX-20YY assessment cycle. If you have any questions or would like assistance completing this report, please contact Institutional Effectiveness at IE@Brooklyn.CUNY.edu.

Student-Facing Unit Report

NON-STUDENT-FACING UNIT REPORT

The Assessment Report form collects results of assessments conducted during the 20XX-YY year. The data/evidence and results submitted in this report should tie directly to the outcomes identified in the Unit’s 20XX-YY Assessment Plan. See the Brooklyn College AES Assessment Handbook for guidance and examples.

Administrative Division:
Administrative Unit:
Contact Name(s):
Email(s):

Instructions: Use this template to report on your assessment plan and assessment results for the 20XX-20YY assessment cycle. If you have any questions or would like assistance completing this report, please contact Institutional Effectiveness at IE@Brooklyn.CUNY.edu.

Non-Student-Facing Unit Report
AES ASSESSMENT RESOURCES

Assessment Resources

- **ERA:**
  brooklyn.cuny.edu/IE/assessment

- **AES:**
  brooklyn.cuny.edu/IE/aes-assessment
AES ASSESSMENT RESOURCES

AES Assessment Resources

- AES Handbook
- Worksheets & Rubrics
- Templates
- IRDA Website and Dashboards
DATA NEEDS

- Use Existing Data, or acquire New Data?
  - ERA / IRDA Support
  - Survey Data
    - We recommend that you contact Survey Services before planning any surveys for your unit
      - Email Survey Services at Surveys@brooklyn.cuny.edu
PLANNING YOUR YEAR: BREAKOUT ACTIVITY

BROOKLYN COLLEGE OFFICE OF INSTITUTIONAL EFFECTIVENESS
AES Unit – Action Plan
Due August 20, 2020

Division:
- Academic Affairs
- Enrollment Management
- Finance & Administration
- Institutional Advancement
- Student Affairs

Unit:

Staff Member Responsible for the Annual Assessment Report:

1. Is your unit student-facing? Yes [ ] No [ ]

2. On what date will the unit submit its annual assessment report (June 30th, or a date chosen by your division head)?

3. Who is your unit’s Division Assessment Committee member? (You or an assessment liaison)

4. Which staff members will work on the annual assessment report?
QUESTIONS & ANSWERS
HAVE ADDITIONAL QUESTIONS?
YOUR DIVISION’S AES COUNCIL REPRESENTATIVE:

Academic Affairs:
- Lucas G. Rubin, LRubin@Brooklyn.cuny.edu
- Richard Vento, RVento@Brooklyn.cuny.edu

Enrollment Management & Retention:
- Estefania Ponti, Estefania.Ponti@Brooklyn.cuny.edu
HAVE ADDITIONAL QUESTIONS?
YOUR DIVISION’S AES COUNCIL REPRESENTATIVE:

Finance & Administration:
- Marcus Richardson, MRichardson@Brooklyn.cuny.edu

Institutional Advancement:
- Bronwyn Cunningham, Bronwyn.Cunningham@Brooklyn.cuny.edu

Student Affairs:
- David Wells, DWells@Brooklyn.cuny.edu
FOR ADDITIONAL SUPPORT:

Contact ERA at Isana.Leshchinskaya@Brooklyn.cuny.edu
Please take a couple of minutes to take the poll.
THANK YOU