

Workshop Staff

DR. JAMES O. NICHOLS is a well-known national and international speaker and author with over twenty years experience in the area of institutional effectiveness and assessment. He has consulted with over 400 institutions in every accrediting association in the United States. He is the primary author of six publications which have sold over sixty thousand copies including the most recent publication, *Road Map for Improvement of Student Learning and Support Services through Assessment, 2005*. Jim has recently retired as Director of University Planning and Institutional Research and Assistant Professor of Higher Education at the University of Mississippi in order to devote full time to institutional effectiveness and assessment.

DR. ELIOT S. ELFNER, Professor of Business Administration at St. Norbert College and charter member of the Institutional Effectiveness Associates summer staff, brings to the workshop vast experience as a facilitator and workshop presenter. Known for his keen insights and comprehensive views of higher education, he has been a frequent presenter for AAHE Assessment and HLC-NCA Annual Conferences and participated in the HLC Regional Seminars of Assessment of Student Academic Achievement. Eliot is the author of "Means of Assessment and Criteria for Success for Instructional Programs—Developing Rubrics as a Means of Assessment" and "Assessment in General Education" in Dr. Nichol's most recent work, *A Road Map for Improvement of Student Learning And Support Services Through Assessment, 2005*. He has frequently presented the topic of assessing general education and values outcomes to a variety of faculty groups.

KAREN W. NICHOLS is a National Board Certified and Reality Therapy trained counselor, and served over ten years in student affairs administration at the University of Mississippi. Her interest in comprehensive institutional assessment has prompted recent publications providing guidance to institutions regarding assessment in administrative and educational support areas. She is the lead author of *The Department Head's Guide to Assessment Implementation in Administrative and Educational Support Units*. She is also author of "Implementation of Institutional Effectiveness Within Administrative Support Departments" in *A Road Map for Improvement of Student Learning And Support Services Through Assessment, 2005*.

Goal

Through an active learning experience, participants will be able to address and facilitate the assessment of student learning outcomes resulting from their own institution's educational programs.

Objectives

1. Learn the mission-oriented context in which instructional programs reside, and the need for assessing the student learning outcomes resulting from such student experiences.
2. Understand the formulation of student learning outcomes and ways in which your institution can assess the level of success it has had in achieving these learning outcomes.
3. Examine processes that help to see how the results of assessment efforts are used to revise and improve student learning.

Outcomes

1. Recognize the need for assessing student learning outcomes.
2. Formulate relevant outcomes.
3. Establish the process for assessing learning outcomes.
4. Understand how to improve student learning.
5. Be able to document recommended changes resulting from this process.

"The workshop has given a clear understanding of both The Higher Learning Commission and general education. It makes the process seem as though it can be achieved and results can be gained."

— Linda Zambrano, University of Arkansas Community College, Morrilton —

Registration Information

Fee: \$495 for 2-day workshop / \$449 each when 3 or more attend from the same institution. Includes lunch and refreshment breaks and a copy of the book, *Road Map for Improvement of Student Learning And Support Services Through Assessment, 2005*.

Cancellation Policy: Full refunds will be given if written notification is received at least seven business days prior to the opening of the program. Substitute persons are welcome to attend. If notification is received four to six business days prior to the program, a refund less \$50 service fee will be given. Notification received fewer than four business days before the program, cancellations received the day of the program or after the program dates, are nonrefundable.

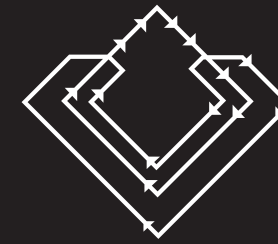
Overnight Accommodations: Stay at the Kress Inn, an all-suite hotel, located on the St. Norbert College campus, directly across the street from the state-of-the-art Bemis Conference Center. Call direct 800-221-5070 to make your reservation, and identify yourself as an attendee of this workshop to receive the special rate of \$84.95. The Kress Inn features a variety of suites, distinctive service and the latest technology in relaxing accommodations. A complimentary deluxe continental breakfast is also served each morning. Each room features a refrigerator, microwave oven, coffee maker and more. The Inn offers a free airport shuttle from Austin Straubel International Airport. For more information, please visit the Kress Inn online (www.kressinn.com).

Getting to the Workshop

The workshop will be conducted in the F. K. Bemis Conference Center on the St. Norbert College campus.

For those flying: The nearest airport is Austin Straubel, located in Green Bay, about 6 miles from the campus. The airport is served by Northwest, United and American Airlines. The Kress Inn provides a free shuttle service, or if you prefer, car rental is available through Avis, Budget, Hertz or National Car Rental.

For those driving: St. Norbert College is easily accessed from I-41 or I-43. Visitor parking is located on the corner of Third and Grant Streets. Maps and directions are available online (www.snc.edu/communications/aboutsnc/directions.html).



Improving Student Learning Through Assessment

Workshop Agenda, October 18-19, 2007

Thursday, October 18, 2007

Understanding the Structure for Assessment of Student Learning

9:00–9:45 a.m. Introduction to Assessment of Student Learning/Improvement Concept

10:00–12:00 noon Formulating Outcomes and Identifying Means of Assessment: Creating the Assessment Plan

12:00–1:00 p.m. **Lunch** (included)

Developing the Tools for Assessment of Student Learning

1:00–4:00 p.m. Using Rubrics for Providing Essential Assessment Information for Programs and General Education (includes working group practical exercise)

Friday, October 19, 2007

Completing the Assessment Plan

9:00–10:15 a.m. Practical Exercise—Developing an Assessment Plan (working group activity)

10:15–11:00 a.m. Reviewing Working Groups Assessment Plans

Implementing the Assessment Plan for Improvement of Student Learning

11:00–12:00 noon "Closing the Loop" to Demonstrate and Document Use of Assessment Results

12:00–1:00 p.m. **Lunch** (included)

Implementation Strategies

1:00–1:30 p.m. Keys to Getting Started

1:30–2:00 p.m. Encouraging Use of Results for the Improvement of Student Learning (audience participation)

Conquering Assessment Challenges—(Presentation Choices)

2:00–3:15 p.m. Session #1—Assessment of General Education

Session #2—Assessment of Administrative and Educational Support Units

3:15–3:30 p.m. Where to From Here and Workshop Wrap-Up

"Great workshop – logically presented – great exercises and examples. I really feel that I have something useful to bring back to my assessment committee."

— Kristi Sutton-Ongalo, Mesabi Range College, Virginia, Minnesota —

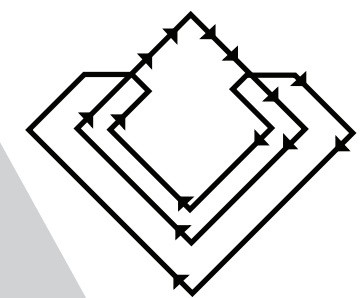


"For a newcomer on the higher education scene, you have helped better my understanding of assessment and several ways to approach. I have left the category of 'supporter of assessment' to 'avid supporter of assessment.'"

— Patricia Hawpetoss-Brzezinski, College of Menominee Nation, Keshena, Wisconsin —

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Improving Student Learning Through Assessment

Presenters:
Dr. James O. Nichols, Karen W. Nichols and Dr. Eliot S. Elfner

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Institutional Effectiveness Associates

Workshop Location:
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 St. Norbert College
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Improving Student Learning Through Assessment Workshop October 18-19, 2007

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Registration Form
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6th Annual Institutional Effectiveness Associates Workshop:
Improving Student Learning Through Assessment
 October 18-19, 2007

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