Office of Assessment and Undergraduate Studies

Strategic Plan 2017-18

Mission Statement: The mission of the Office of Assessment and Undergraduate Studies is to take the lead in assisting faculty, staff, administrators and students:
- Develop effective and informative strategies to assess student learning.
- Facilitate an integrative general education program.
- Ensure quality undergraduate advising in concert with the advising directors.
- Help develop relevant and engaging pedagogy through the Office of Faculty Development.
- Provide academic assistance through the Center for Academic Success Programs.
- Assure timely progression of curriculum changes.

Vision Statement: The Office of Assessment and Undergraduate Studies (ASUGS) will be a major contributor to the Academic Affairs Strategic Plan by providing undergraduates with the skills they need to be highly successful in their lives and careers through the work on general education and assessment, as well as, the programs within the Center for Academic Success Programs (CASP). Programs in CASP and work with the academic advisors will contribute to a robust undergraduate enrollment management plan and will be instrumental in retaining a diverse student population. Through the Office of Faculty Development, ASUGS will play a leading role in providing professional development for faculty and staff that will increase their effectiveness.

Goal 1: Development of a general education program that provides all students with the skills they need to succeed in life.

Strategy 1.1: Effective communication of general education process.

Strategy 1.2: Establish effective assessment of General Education.

Tactic 1.2 a: Work with the Faculty Senate WMU Essential Studies Logistics Committee to develop an authentic assessment process for the revised general education program. (Tied to Invest in Gold AASP Provost Tactic under Strategy 1.2c, ‘Implement Essential Studies which corresponds with Strategy 1.2e’ and Strategy 1.3 a)

Success Measure/Metric: Process passed by Faculty Senate.
Goal 2: Effective use of standardized assessment tools.

Strategy 2.1: Use NSSE, FSSE and CLA results to make improvements.

Tactic 2.1 a: Compare results from year to year and look for trends. (Tied to Invest in Gold AASP Strategy 2.2b)

Success Measure/Metric: Significant trends are identified.

Tactic 2.1 b: Break down data into various sub-groups for comparison. (Tied to Invest in Gold AASP Strategy 2.2e)

Success Measure/Metric: Significant variations between subgroups are identified.

Strategy 2.2: Communicate to the University community and act on the results of the NSSE, FSSE and CLA.

Tactic 2.2 a: Help constituents to see where their units tie into the data and how they could come up with strategies to improve. (Tied to Invest in Gold AASP Strategy 2.2b)

Success Measure/Metric: Constituents have specific plans for improvement based on data.

Tactic 2.2 b: Create student communication plan for awareness and transparency. (Analyze the data and how our students reported in certain areas and in what ways WMU is making improvements in these areas. Pick and choose items to focus on highlighting). (Tied to Invest in Gold AASP Strategy 2.2b)

Success Measure/Metric: Communication plan is implemented.

Tactic 2.2 c: Create faculty and staff communication plan for awareness and transparency. (Tied to Invest in Gold AASP Strategy 2.2b)

Success Measure/Metric: Communication plan is implemented.

Tactic 2.2 d: Facilitate campus-wide discussion aimed at developing action plans based on results. (Tied to Invest in Gold AASP Strategy 2.2b)

Success Measure/Metric: Discussion sessions have been completed with all major constituents groups on campus.


Strategy 3.1: Training faculty and staff in assessment methods.
Tactic 3.1 a: Improve the Assessment Fellows grant process by utilizing the expertise from previous years’ participants to provide assessment education to the current Fellows and the University community (including the University Assessment Steering Committee). (Tied to Invest in Gold AASP Strategy 1.3a)

Success Measure/Metric: Process for linking past participants to current participants in place.

Tactic 3.1 b: Work with the University Assessment Steering Committee to increase campus participation in assessment-related education and training opportunities. (Tied to Invest in Gold AASP Strategy 1.3a)

Success Measure/Metric: Increased participation (number of participants and increase in areas represented).

Strategy 3.2: Develop more assessment-related resources.

Tactic 3.2 a: Create new or link to existing online training modules for self-learning on assessment-related topics. (Tied to Invest in Gold AASP Strategy 1.3a)

Success Measure/Metric: Modules created and delivered.

Tactic 3.2 b: Work more closely with the colleges to provide assessment-related resources for faculty and staff. (Tied to Invest in Gold AASP Strategy 1.3a)

Success Measure/Metric: Increase face-to-face contact with units.

Tactic 3.2 c: Increase the effectiveness of the University Assessment Steering Committee to provide assessment-related resources for faculty, part-time instructors, graduate teaching assistants and staff. (Tied to Invest in Gold AASP Strategy 1.3a)

Success Measure/Metric: Again, increase in participation in programming.

Strategy 3.3: Communicate more effectively with constituents.

Tactic 3.3 a: Revamp the Assessment Matters @ WMU Newsletter to include:
- More appealing look using multimedia
- Tips and tricks, best practices, examples of WMU assessment plans
- Recognition of local assessment work
- Highlight how assessment is used for improvement at WMU
- Demonstrate that assessment is everyone’s job
- Educate our WMU community about the UASC and assessment resources
Success Measure/Metric: Regularly scheduled newsletter implemented.
Tactic 3.3 b: Share a common definition of assessment with the campus community.
Success Measure/Metric: Definition accepted by campus community.

Goal 4: Continually improve the advising process with the goal of promoting student success.

Strategy 4.1: Training of professional and faculty advisors to increase their effectiveness.
   Tactic 4.1 a: Revamping the UAC meeting to include more training and sharing of best practices. (Tied to Invest in Gold AASP Strategy 2.2a)
   Success Measure/Metric: Meetings consist of more interactive conversations on advising practices.

Strategy 4.2: Provide advising offices with resources and data to support proactive advising. (Tied to Invest in Gold AASP Strategy 2.2a)