

Crafting an *Authentic* Meaning of Degree Statement

Jyenny Babcock

Associate Director, Assessment & Institutional Effectiveness

Su Swarat

Assistant Vice President, Institutional Effectiveness

CALIFORNIA STATE UNIVERSITY, FULLERTON

39,774
Students

2,138
Faculty
(2017)



56
Undergrad
Programs

54
Grad
Programs



WSCUC MEANING OF DEGREE REQUIREMENT

An institution's meaning of degree statement should reflect the distinct values and traditions of the institution.



PROJECT

GOAL



A statement that clearly communicates what students can expect from earning a degree at Cal State Fullerton – that authentically represents over 100 degree programs – and is aligned with University mission and values.

Ensure an inclusive and collaborative process – to gain buy-in from all campus constituents – instead of creating a marketing piece with input from only a few stakeholders.



CHALLENGE

PROCESS OVERVIEW & TIMELINE



FALL 2016/SPRING 2017

All undergraduate and graduate programs were asked to write a meaning of degree statement for their program through a consultative process involving all program faculty members.



SUMMER 2017

Qualitative analysis was conducted utilizing an IBM Watson machine learning program. Themes resulting from machine analysis were then examined for alignment with University mission.



FALL 2017

A draft meaning of degree statement representative of all degree programs that aligned with University mission was circulated to various campus constituents for review and editing.



SPRING 2018

A final statement was adopted by the University that is representative of degree programs and aligned with the mission, as a result of inclusive and collaborative stakeholder involvement.



COLLECT DATA

- Collected during the annual catalog update process.

About the University



- Governance
- Mission and Goals
- Meaning of Degree
- Universitywide Student Learning Goals
- Accreditations and Associations
- Academic Freedom and Responsibility
- History of the University
- Environment of the University
- The Campus and Its Buildings
- CSUF Irvine Center
- Students of the University
- The Faculty
- Outstanding Professor Award
- CSU Fullerton Auxiliary Services Corp.
- Cal State Fullerton Alumni Association
- Support Groups

ANALYZE DATA

	A	B	C	D	E
1	#--- Parameters ---				
2	# View name: Facets				
3	# Query text: *:*				
4	# Row facet: \$_phrase.pred_phrase.noun_pred (Noun - Predicate)				
5	# Rows show: Values				
6	# Column facet: \$.deglev (deglev)				
7	# Columns show: Values				
8	#--- Data ---				
9	Rows/Columns	GD	UG		
10	curriculum ... provide	6	14		
11	program ... provide	7	5		
12	program ... prepare	7	2		
13	student ... learn	1	7		
14	student ... develop	7	0		
15	degree ... prepare	2	3		
16	graduate ... have	1	4		
17	degree ... include	2	2		
18	student ... interest	2	2		
19	art ... include	1	2		
20	student ... work	2	1		

- Feed statements into “Knowledge Studio” with attributes such as college and degree level.
- Examine verb/noun/adjective patterns and word frequencies by college and degree level.
- Compare frequent patterns and keywords for alignment with University mission.
- Draft a preliminary statement.



REVIEW DRAFT

Reviewers (9 versions)

- University Curriculum Committee
- University Advancement
- Academic Programs
- Strategic Communications
- President's Cabinet
- Academic Council
- WSCUC Steering Committee
- President's Advisory Board



AUTHENTIC MEANING OF DEGREE STATEMENT

“ A California State University, Fullerton degree marks the culmination of an enriching multidisciplinary education where students benefit from experiential learning and vibrant co-curricular experiences in a culturally diverse environment. With disciplinary knowledge and critical skills, Titan graduates are well-positioned to emerge as effective and ethical leaders, and productive members in their local communities and the global society. ”



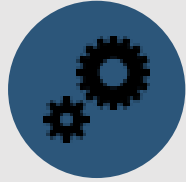
REFLECTION

Theme Key Word/Context	# of occurrences
Career	59
Skills (development and application of theory/practice)	57
Community (serving)	30
Diversity (cultural)	25
Leadership (teamwork)	20
Global (competency)	19
Interdisciplinary	15

A California State University, Fullerton degree marks the culmination of an enriching **multidisciplinary education** where students benefit from experiential learning and vibrant co-curricular experiences in a **culturally diverse** environment. With disciplinary knowledge and **critical skills**, Titan graduates are well-positioned to emerge as effective and ethical **leaders**, and productive members in their local **communities** and the **global** society.

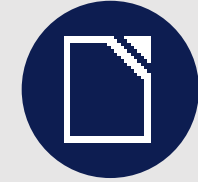


GAINING CONSENSUS



OBSTACLES

- Requires approval by multiple stakeholders with disparate points of view.
- Can be a lengthy process.
- Needs someone influential to lead process through multiple reviews.



STRATEGIES

- Use mission and values as bases of discussion.
- Ensure an inclusive process.
- Be strategic in review sequence to gain momentum and buy-in.





THANK YOU



BABCOCKJ@FULLERTON.EDU



[HTTP://WWW.FULLERTON.EDU/DATA/](http://www.fullerton.edu/data/)