

WSCUC ARC 2019

Offering an Assessment Inquiry Grant to Promote a Culture of Assessment

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CALIFORNIA STATE UNIVERSITY
FULLERTONTM



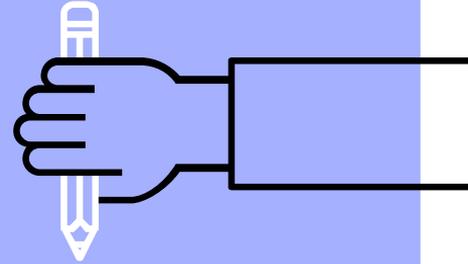
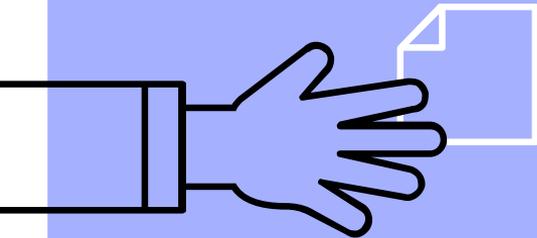
CSUF Assessment

- > 40,000 students
- > 4,000 faculty and staff
- ≈143 academic programs assessed
(degrees, certificates, credentials)
- Non-academic units also assessed



1. AIG

Overview and
Administration



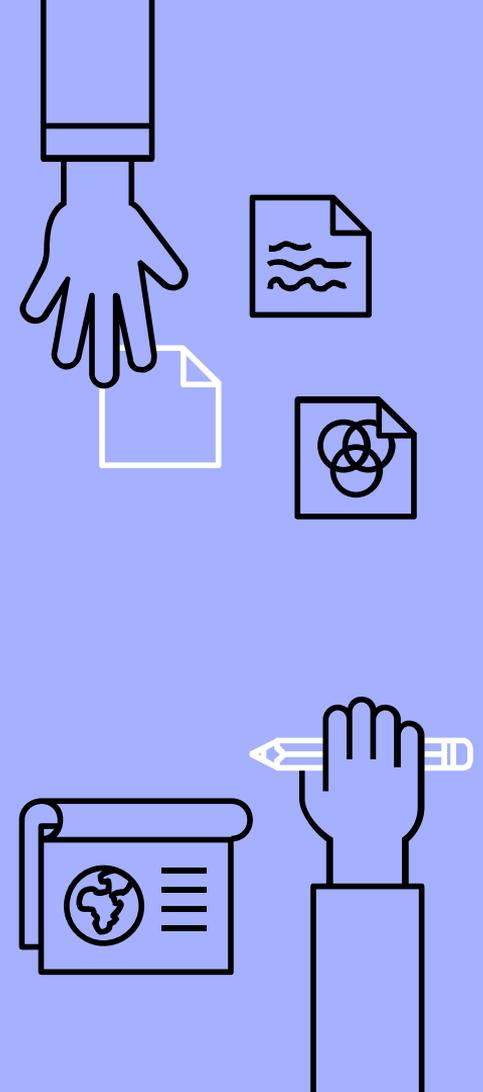
Assessment Inquiry Grant

What it is.

Annual grant program providing up to ten \$1,000 grants for assessment projects beyond university required assessment activity.

What it does.

Supports departments in strengthening their assessment efforts, examining student learning and experiences, and pursuing the scholarship of assessment by going beyond the basic assessment process to collect and analyze additional information that pinpoints how to improve student learning.



Grant Administration

Participation

- ▶ Open to academic and non-academic units.
- ▶ Can be collaborative.

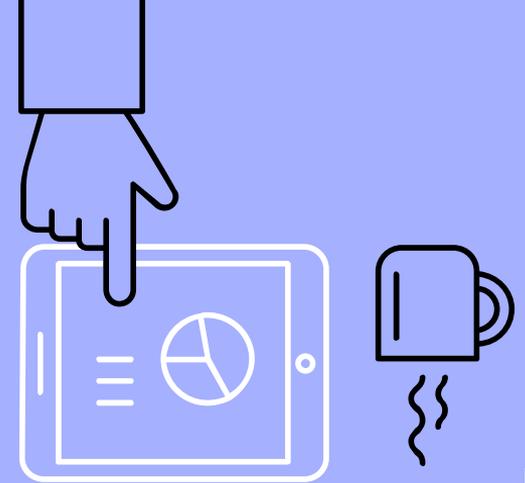
Proposal Process

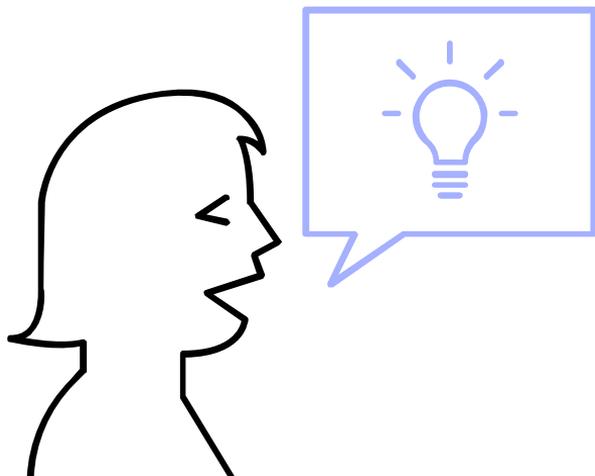
- ▶ Proposal elements*
- ▶ Requires approval from Dean or AVP.
- ▶ Assessment Liaisons rate proposals using rubric (potential, rigor, likelihood).
- ▶ Winners must accept award conditions.
- ▶ Money transferred.

Deliverables

- ▶ 5 minute TED talk style progress report at the Annual Assessment Forum.
- ▶ Written report due 1 year from award date.

* RFP handout available online





3 Cycles

2016-17, 2017-18, 2018-19 and counting

24 Awards

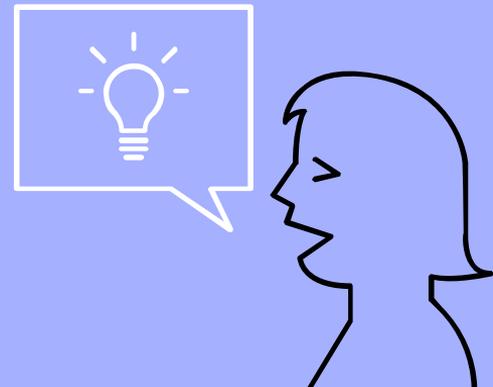
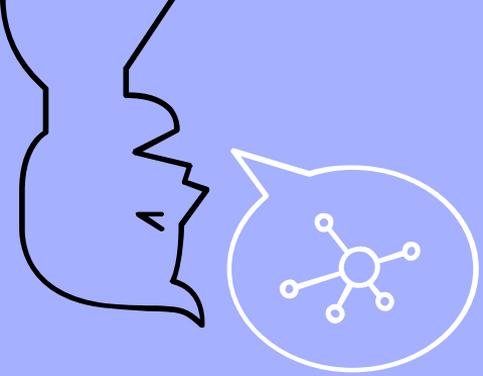
23 Academic & 3 Non-Academic

\$24,000

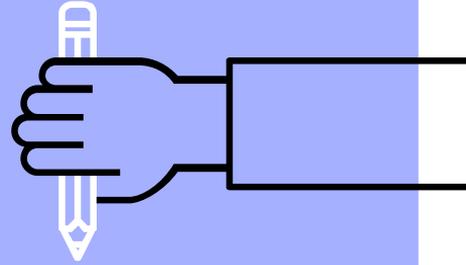
Total Grant Funds Distributed

2018-19 AIG Awards

1. *Using “Signature Assignment and Portfolio” to Assess Cultural/Linguistic Competence and Professional Ethics*
2. *Incorporating SPSS Competency into Assessment using Pre and Post-Test Design*
3. *Assessment of Student Laboratory Learning in a Compressed Time Period*
4. *Direct vs. Indirect Assessment – Match or Mismatch? How can the insights help in improving overall student learning outcomes?*
5. *Division Student Assistant Skills Assessment*
6. *Critical Thinking Assessment in Introductory Statistics Students*
7. *Improving Spatial Thinking Skills of College Students Taking Physical Geology Lab Classes*

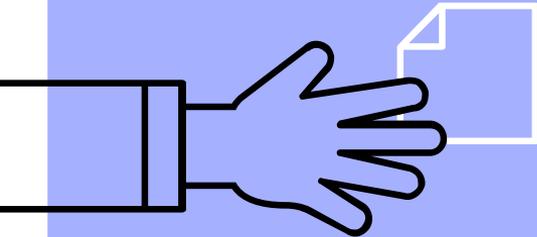


2. Impact



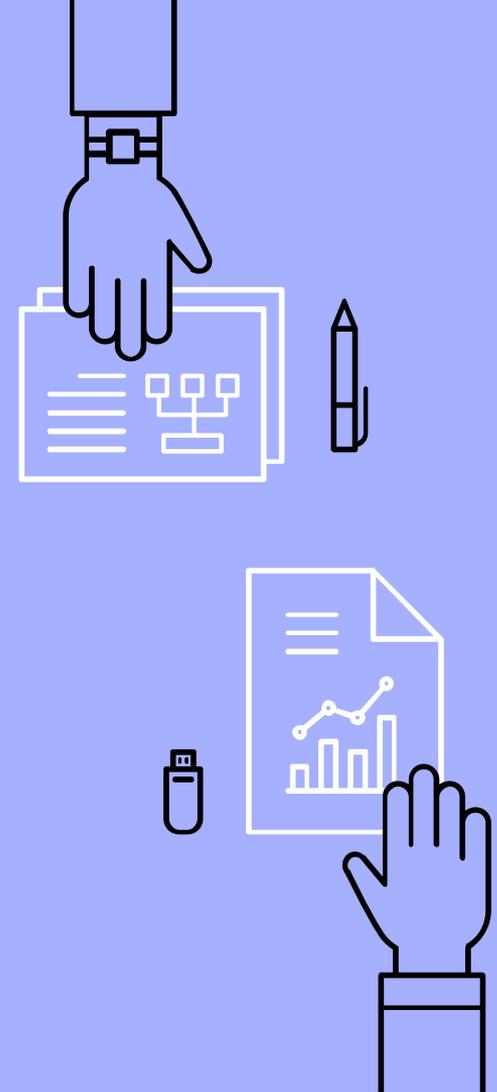
Case Study:

Incorporating e-Portfolios into Assessment for a
New Digital Skills Competency Requirement for
Communications Department Majors



Digital Skills Assessment: Dept. of Communications

- ▶ Opportunities and challenges
 - ▶ Dept. / curriculum / students
- ▶ Why “digital skills”?
- ▶ Build the funnel
- ▶ Capture the evidence
- ▶ Make review seamless
- ▶ Bring it all together in capstone



Portfolio EDU Platform

Engagement Assessment Resources Notifications Apps Me

ASSESSMENT ACTIVITIES

Course Assessment

Program Assessment

Pathways

My Students

ASSESSMENT LIBRARY

Courses

Cal State Fullerton

Program Assessment > COMM 317 Digital Ski... DOWNLOAD REPORT

COLLECTIONS TEAM & ROLES REPORTS SETTINGS

Search for a collection... + NEW COLLECTION

COLLECTION	ARTIFACTS	SAMPLE SET	% SCORED	ACTIONS
COMM 317 Digital Skills final project	10	10	98%	

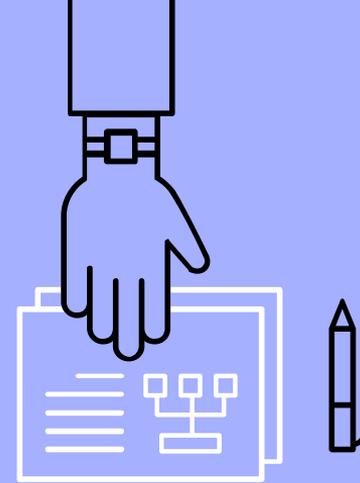
Assignment: Interactive (rich media) PDF

Anonymous

1 of 10 40%

Rich Media PDF

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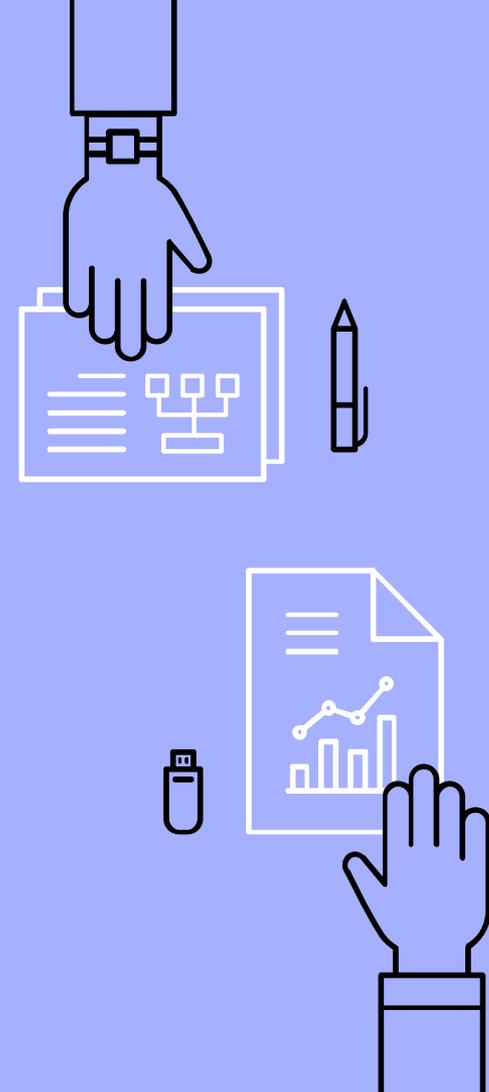
Appendix 2: Digital Skills Assessment Curriculum Map

Comm Course	SLO1: Write effectively for digital platforms and social media	SLO2: Demonstrate introductory skills in the Adobe Creative Cloud software suite used in the professional workplace	SLO3: Produce, edit and publish digital storytelling content using text, audio, video and photography	SLO4: Manage, navigate and evaluate social media and web-based campaigns	SLO5: Evaluate ethical and legal issues in digital and social media	SLO 6: Use and evaluate online/digital analytics	SLO 7: Build a virtual resume and digital portfolio
317 Digital Foundations		Introduced	Introduced		Introduced		Introduced
351 Writing for Adv. Ind.	Introduced		Reinforced	Introduced			Reinforced
353 Adv. Creative Strat. & Executions	Reinforced	Reinforced	Reinforced	Reinforced	Reinforced		
346 Intro to Ent/Tourism	Reinforced	Reinforced					
410 Princ. Of Comm. Research						Introduced	
201 Reporting for Mass Media 1	Reinforced	Reinforced	Reinforced				
202 Reporting for Mass Media 2	Reinforced	Reinforced	Reinforced				
362 PR Writing	Reinforced	Reinforced	Reinforced				
451/474 Adv Campaigns (Capstone)	Mastered	Mastered	Mastered				
446 Ent & Society (Capstone)	Mastered	Mastered	Mastered				
464/475 PR Campaigns (Capstone)	Mastered	Mastered	Mastered				

Types of Student Work Assessed:

1. Final project in COMM 317: Interactive PDF that includes photo creation/editing, vector image layout and typography, magazine story layout, and video project using Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Adobe Premiere Pro.
2. Scores on COMM 317 midterm exam questions dealing with digital skills terminology.

	1: Does not meet expectations	2: Needs Improvement	3: Meets Expectations	4: Excellent
<i>Still image creation, editing and layouts</i>	<p>Images are mostly snapshots, poorly composed.</p> <p>Layouts do not show good application of design and typography principles (e.g., alignment, contrast, hierarchy, etc.)</p>	<p>Images show some evidence that the student attempted to apply basic image composition and editing principles, but the execution quality is not as good as expected.</p> <p>Layouts show at least two applications of design and editing principles, but the execution quality is not as good as expected.</p>	<p>Basic image composition and editing principles have been successfully applied.</p> <p>Layouts show at least three applications of design and editing principles, but the execution quality is not as good as expected.</p>	<p>The image composition and editing are clearly better than expected in an introductory class.</p> <p>Layouts show four or more applications of design and editing principles, but the execution quality is not as good as expected.</p>



▸ Faculty involved

These colleagues did the 'heavy lifting' to get this core curriculum / digital skills / e-Portfolio / assessment project moving forward:

Incorporating e-Portfolios into Assessment for a New Digital Skills Competency Requirement for Communications Department Majors

Grant team:

Robert Meeds

Waleed Rashidi

Amber Chitty Wilson

Michelle Kurland,

Department of Communications



THANKS!

Any questions?

Contact us at:

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