

Proposal for University Assessment Funds, 2005-06

Project Title: Developing Alumni Profiles for Assessment Purposes

Project Leader

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Report on Use of the 2004-05 Assessment Fund Award

For 2004-05, APA received funding for two projects.

Assessment Workshops and Seminars. The assessment council decided that for 2004-05 regular business meetings would be replaced with a series of workshops or seminars. These workshops were organized by a subcommittee of the assessment council – Bob Ray, Mo Noonan Bischof, and Jocelyn Milner. A handout listing the workshops is attached. To complete the workshop series we are planning a summer assessment institute (handout attached).

Alumni Profiles. We (Clare Huhn and Jocelyn Milner, in collaboration with Heidi Zoerb and the WAA) explored the potential to use for assessment purposes the alumni record data collected by the WAA. We (mostly Clare) have made considerable progress in understanding the structure, value, and limits of the data sets. This investigation allowed us (mostly Clare) to do new analysis on alumni and to produce a prototype “Alumni Profile” for all academic majors at the undergraduate, masters, and doctoral level. Some of this work was presented at an assessment brown-bag workshop in April 2005. The slides from that workshop are attached to this report. The full set of Alumni Profiles for undergraduate majors is posted on line at: <http://wiscinfo.doit.wisc.edu/obpa/Assessment/WKSP2004.htm> .

Key findings from this work to-date illustrate that the alumni record data sets contain nearly complete address information. However, there is limited employment information in the alumni records and this is information that would be most useful for assessment purposes. The data set is organized for operational rather than analytical purposes. We are confident that these limits can be overcome with additional work. In addition, we anticipate that enhancements to the WAA collection site could serve all of UW-Madison’s academic programs. Next steps are described in the pre-proposal for 2005-06 funds described below.

2004-05 budget summary: The 2004-05 proposal was funded for \$23,000. We used the funding to support a project assistant (\$9000), charges for the alumni database access (\$1800), and S%E for workshops, text material, and professional developments (\$4200). Total expenditures were \$15,000 and this left \$8000 of the award in the assessment fund.

Proposal for 2005-06 Activities

We seek funding to continue development of the Alumni Profile.

Academic program faculty are interested in understanding the experience of alumni as a source of information to inform program improvement. At a recent deans' council meeting (April 2005), deans expressed interest in enhanced and campus-wide resources for alumni information. External agencies and interest groups -- for example legislators, accreditors, higher education critics, students and their families -- are interested in the experience of alumni as a demonstration of the "added-value" of the degree program a student completed.

The WAA is the custodian for the alumni records. This resource includes address information (~95% complete records), engagement information (WAA membership records and records of having made a financial donation to the UW Foundation, 100% complete), and employer information (~20% complete). It can be combined with the degree and demographic information held by the Registrar's Office to answer analytical and assessment questions.

The current data set allows us to look at geographic distributions and engagement factors by academic program. The prototype Alumni Profile also includes the key demographic variables of gender and race/ethnicity: this is information that is available with degree data, but by combining it with the alumni data and collecting it into one data set along with the alumni-specific information it gives the alumni profile additional value and utility.

We envision two enhancements to the existing data set that we propose to work on over the coming year.

First, we envision improvements in the employment information that make analysis and reporting on employment patterns possible. This enhancement will require a multi-pronged approach. It will require a focused effort with the schools, colleges and departments to encourage them to populate the WAA data base with the information they have collected. Some programs, for example Social Work, have almost 100% employer information in their department-based systems. However, there is almost none of this information in the WAA data set. It will take some effort to understand what would motivate faculty and staff to share this information with WAA or make use of the WAA collection system. It will also require some re-programming by WAA on the collection site. For example, the position and occupation information is now collected in free-form entry or from a very long pick list. Additional work is needed to develop occupation selections that are easy to use for alumni, of utility for assessment and analysis, and conform to standard occupation categories in use by state or federal agencies.

Secondly, we envision a collection system which includes a short set of survey questions (4-6) that are of broad and common interest. Our vision for the WAA alumni information collection site was affirmed by the interest expressed by the deans at an April 2005 deans' council meeting. The deans expressed interest in a broadly available campus-wide web-based alumni survey. The assessment council has expressed interest in developing a common set of questions that could be used in many ways. One of those uses would be to include them at the WAA information

collection site. An example might be a question that asks about the perceived value to the alumnus of their UW-Madison degree.

As these enhancements are developed, the Alumni Profile will be reprogrammed and redesigned to make use of this information and to make it available to program faculty and staff across campus. Most of the funds we are requesting are to pay for programmer charges. The match will be in the form of Jocelyn's and Clare's time.

Relationship to the assessment plan and to accreditation

Alumni records are an under-developed source for assessment information. Most of the specialized accrediting agencies and our regional accreditor (the Higher Learning Commission of NCA) have established expectations that what our students do after they graduate is relevant to assessing student learning. They are not dissuaded by the difficulties associated with collecting information from individuals who no longer have a direct connection to our organizations. We are motivated by an interest in meeting these interests from both UW-Madison's program faculty and from external agencies. We are convinced that some effort is necessary to meet these needs.

Plans for continuation and dissemination

Our intention is to establish a system that can be updated annually and be made available to every academic program in the university. As one of the first steps, we will develop a schedule of meetings with various individuals and groups to discuss the status of the prototype and seeks support for next steps.

Budget Request

WAA database (4D) license and software	\$ 1,800
Travel to AIRUM to present the work to date	\$ 2,000
Programmer time - WAA	\$10,000
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	\$13,800



University Assessment Council

Brown Bag Workshops

2004-05

Workshops focus on assessment methods and practice and are intended to provide ideas to departments and academic programs for academic program assessment.

Workshops - 12 noon to 1:15 pm.

December 16, 2004 -- Program Assessment Using the Capstone Course, 3609 Engineering Hall, Presenters: Evelyn Howell, Landscape Architecture; Elaine Klein and Herb Wang, Letters & Science.

January 25, 2004 -- Master of Engineering in Professional Practice (MEPP): Integrated Assessment for Courses, Program, and Post-Graduation Career Impacts, 3609 Engineering Hall, Presenters: Wayne Pferdehirt and Tom Smith, College of Engineering.

February 17, 2005 – Using EBI Surveys as Tools for Assessment. 5120 Grainger Hall (Capitol Conference Room), Presenters: Jim Johannes, School of Business.

March 15 2005 – Applying for and getting Assessment Funds – A Primer for the Spring 2005 Call for Proposals, 350 Bascom Hall, Presenters: Jocelyn Milner and Mo Noonan Bischof, Provost's Office.

April 14, 2005 – Using Information about Alumni in your Assessment Program, 405 Education Building, Presenters: Heidi Zoerb, Wisconsin Alumni Association; Clare Huhn and Jocelyn Milner, Academic Planning and Analysis.

Optional Registration at
http://www.ohrd.wisc.edu/reg/catalog_course.asp?course_key=10475

Presented by the Office of the Provost, Academic Planning and Analysis, the University Assessment Council, and the Office of Human Resource Development.

<http://www.provost.wisc.edu/assessment/>
Contact: Jocelyn Milner, jmilner@wisc.edu



Academic Program Assessment Summer Institute 2005, Pyle Center

This workshop is intended for UW-Madison faculty and staff with responsibility for academic program assessment.

Program Assessment – A Practical Approach

Session 1. The Assessment Cycle – an overview of how to establish an assessment plan, to implement it, and to update it.

Session 2. Setting Goals, Objectives, and Expectations – how to get through this part of the process, which often becomes a sticking point.

Session 3. Methods and Measures – strategies for implementing the plan, choosing methods, and documenting the evidence.

Session 4. Resources for Assessment at UW-Madison

Time	June 28	June 30	July 12	July 14
8:30am-10:00am	Session 1	Session 3		
10:15am -11:45am	Session 2	Session 4		
1:00pm – 2:30pm			Session 1	Session 3
2:45pm-4:15pm			Session 2	Session 4

Presenters: Jocelyn Milner, Elaine Klein, and Mo Noonan Bischof.

There is no cost to participants, but registration is required.

Register for one session, or any combination of the four.

Registration is limited to 25 participants per session.

Registration: <http://www.ohrd.wisc.edu/>

(See http://www.ohrd.wisc.edu/reg/catalog_course.aspx?groupcoursekey=10820)

Presented by the Office of the Provost, Academic Planning and Analysis,
and the Office of Human Resource Development.

<http://www.provost.wisc.edu/assessment/>

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Using Information About Alumni in Program Assessment

Clare Huhn, Academic Planning and Analysis
Jocelyn Milner, Academic Planning and Analysis
Heidi Zoerb, Wisconsin Alumni Foundation

Thursday April 14, 2005

April 2005

Alumni Information for
Assessment, UW-Madison

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Outline

- Context and overview (Jocelyn)
- WAA's role in collecting and providing alumni information (Heidi)
- Demonstration of the WAA collection web site (Clare)
- Alumni Profile – Premiering the Prototype (Jocelyn & Clare)
- Discussion (All)

April 2005

Alumni Information for
Assessment, UW-Madison

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Alumni Records - Overview

- WAA is the custodian for alumni records
- The Registrar's Office is the custodian for degree records, but information is shared with WAA
- WAA also collects address information, employment information, WAA membership, and other information
- Receive more than 1000 record updates per month
- Uses NCOA quarterly to update address records

April 2005

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Alumni Records – Overview

- Alumni information has been primarily viewed as useful for development purposes
- Our premise: alumni information is relevant to assessment of academic program effectiveness

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History of Alumni Records

- **1975-2000**
 - "RARS" at the University
 - "Strategy" at the UW Foundation and WAA
 - Both systems shared a common file structure – data was transmitted back and forth

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History of Alumni Records

- **2000 – 2003**
 - "Advancement (PeopleSoft)" at the University
 - "Strategy" at the UWF
 - "4D" at the WAA
 - Interface from Strategy to 4D and to Advancement
- **2004**
 - "Strategy at the UWF
 - "4D" at the WAA
 - Interface from Strategy to 4D

April 2005

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Keepers of the information

<p>ISIS</p> <ul style="list-style-type: none"> ■ ISIS Data is current for degree, program and plan information <p>UWF</p> <ul style="list-style-type: none"> ■ Collect degree and major information from the Registrar's Office ■ Maintain and provide donor information ■ Share information with the Wisconsin Alumni Association 	<p>WAA</p> <ul style="list-style-type: none"> ■ Maintain and provide information on alumni <ul style="list-style-type: none"> ■ Names, addresses, phone numbers, e-mail addresses ■ Degrees, majors ■ Spouses ■ Involvements ■ Lists/labels of alumni ■ Update alumni information ■ Use your publications and Web links to direct alumni to uwalumni.com
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Demonstration: "Update my Record"

- <http://www.wisc.edu/>
- <http://www.uwalumni.com/>
- <http://home.uwalumni.com/Login.asp?>

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UW-Madison Alumni Profile

- Idea – provide some key indicators on alumni that would be useful to programs for assessment purposes
- Experience – Department Planning Profiles, Graduate Program Profiles
- Idea has been percolating for several years ... ISIS and the Advancement module, 2004 consolidation of alumni records at WAA

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Alumni Profile – Content

What information would be useful?

- Degree Information
- Address information
- Employment information
- Continued university engagement indicators
- Any measure(s) relating to value of a UW-Madison degree

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Alumni Profile – Content

What information is available?

- Degree Information - complete
- Address information - >90% complete
- Employment information
 - Employer – less than 50% populated
 - Job title, free form – about 50% populated
 - Occupation title, pick list – new!
- Continued university engagement indicators
 - WAA membership
 - UW Foundation donor

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Alumni Profile – Content

More About Employment information

- Employer – less than 50% populated
- Job title, free-form – about 50% populated
- Occupation title, pick list – new!
- Use of employment information and job title requires hand-coding titles into categories
 - Nursing alumni reported hundreds of free-form job titles.
 - Clare grouped them into four categories; 53% of 1994 alumni reported "nursing" in the job title.

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Alumni Profile – Top Ten Lists

Majors that have the highest percentage of:

- Alumni living in Wisconsin
- Alumni living in SC WI (incl Dane Co)
- Employment information/job titles provided
- WAA membership
- Donors to the UW Foundation

Handout: Top Ten Lists

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Alumni Profile – Design Features

Handout: All Bachelor's Alumni Profile

- Years since graduation – five year groupings
- Demographics
 - Gender
 - Race/ethnicity
 - Address information
 - Employer and job information
 - Engagement: WAA membership, donations
- Geographic Distribution in state and by region

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Alumni Profile – Design Features

Handout: BS-Nursing Alumni Profile

- Years since graduation – five year groupings
- Demographics
 - Gender
 - Race/ethnicity
 - Address information
 - Employer and job information
 - WAA membership, donations
- Geographic Distribution in state and by region

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Alumni Profile – Prototype

A prototype Alumni Profile for every undergraduate major is posted at:

<http://wiscinfo.doit.wisc.edu/obpa/Assessment/AlumniProfile.pdf>


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Alumni Profile

- Your questions?
- What would make the profile more useful for you?
- Does this encourage you to provide the information in your shadow system to WAA?

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Handouts

- Slide Handouts
- Top Ten Lists
- Alumni Profile – All Undergraduate Alumni
- Alumni Profile - Nursing
- Assessment Institute 2005 announcement

REMINDER: Assessment Fund Proposals
are due May 12.

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