

MINUTES
Institutional Effectiveness Committee (IEC)
Executive Conference Room
Adams Administration Building, Troy Campus
Monday, November 8, 2010, 2:00 p.m.

Members Present: Holly Adams (phone), Sohail Agboatwala, Kang Bai, Bill Belcher, Brenda Campbell, John Dew, Deb Gearhart, Candice Howard-Shaughnessy, Kim Brinkley-Jones, Christina Martin, Tish Matuszek (vtel), Judy McCarley, Tracy Newvine, Lance Tatum, Dan Tennimon, and Brian Webb

Members Absent: Larry Blocher, Bill Grantham, Mary Ann Hooten, Roy Hudson (absent with notice), Jack Miller, and Edith Smith (absent with notice)

Others present: Emily Brewer, Wendy Broyles, and Lesa Shepherd

Handouts: IEC Meeting Agenda, and Changes & Alterations for IEC Review

Meeting Report:

1. **Call to order and approval of minutes** – The meeting, held in the Executive Conference Room in Adams Administration Building, was called to order at 2:00 p.m. The minutes from the October 11, 2010, meeting were approved.

2. **Update on SACS issues** – We are waiting for the December conference to hear a decision; our Monitoring report is currently in review. Dr. Dew will provide news to the committee on this ruling following the SACS Conference.

- a. **Demo of Compliance web site** – Emily Brewer provided the committee a demonstration of the Compliance web site she has been collaborating with IT to create. The Compliance web site will house all compliance-related documents for our locations, beginning with all SACS documents. The Compliance web site is divided into types of documents and then locations; each location shows all related documents and the programs approved to be offered at that location. Dr. Dew said this web site is backed-up on the IT server. The last SACS visiting team's chair wanted explicit information about approvals as far back as 1972, and people scrambled to try to fill his requests. This web site will be password protected with access provided to each college. Specialized accreditation will be posted on this web site also. Another issue this web site will answer is the fact that ACHE letters exist everywhere; we have no best practice or standard collection of ACHE correspondence. Dr. Tatum asked whether programs approved in Alabama will fall under ACHE or state approvals. State approvals include letters from state departments of education authorizing TROY to operate in that state; Dr. Gearhart is currently collecting state approvals for eCampus support centers and will provide copies to IRPE for the Compliance web site. Dr. Dew expressed his gratitude to Emily and IT for their hard work on this project.
- b. **Use of Bloom's Taxonomy for SLOs** – Dr. Dew reminded the committee of Dr. Bai's presentation in the October meeting, and asked whether the committee would like to adopt Bloom's taxonomy as a base line for SLOs. After a month to consider the proposal, the

committee voted to accept Bloom's taxonomy as the official fallback position for assessment. Any guidance from a specialized accrediting body is expected to take precedence in creating and assessing student learning outcomes. Dr. Tatum asked how we will overcome the concern of disconnect among faculty as discussed in the October meeting; Dr. Bai will facilitate assessment and work with faculty in revising HOMER. Many programs are in good shape, and Dr. Bai will resend revisions to the academic deans so they are aware of problems that exist. No major revisions should be done until after the SACS Conference. Good news will mean we have spring and summer to update HOMER, but bad news will mean a complete overhaul of our assessment system. Administrative support areas should be fine and only need to continue to collect data and benchmark; more trend line analysis is best for these areas. The Institutional Effectiveness Handbook will be revised in the spring to reflect the adoption of Bloom's taxonomy.

- c. **Update on DL from Academic Steering Committee meeting** – Dr. Dew informed the group that a presentation on the new SACS Distance Learning policy was made in the most recent Academic Steering Committee meeting. The new guidelines from SACS include a very broad definition of distance learning. Dr. Dew clarified that eCampus distance learning is under tight control, but non-eCampus DL – such as online supplementation of courses, television courses in Montgomery, live class on tape, and vTel and WIMBA extensions to other locations – need more diligence and control like eCampus; eCampus is our gold standard for distance learning. Migration by faculty to heavily supplemented courses is a growing issue. These DL modes need further discussion. Dr. Gearhart said she will serve as part of a task force for coding DL modes, etc. TROY students tend to blend delivery modes; SACS believes a student receives either traditional or distance learning courses and does not understand students often choose both.

3. **Alabama Quality Award update** – Dr. Dew shared with the committee that Troy University will receive Level 2 (Silver) recognition at the AQA Conference in December. We may push for gold within the next two years if we receive good news from SACS. Gold recognition will be great for marketing, as no higher education institution in Alabama has achieved this award. We expect to receive our report in December, which will be distributed for discussion in the January IEC meeting. Dr. Dew warned the committee not to be surprised if TROY has 40 to 60 opportunities for improvement (OFIs); we will focus on the top 10 to apply for the Gold level. OFIs are based on Baldrige criteria and will provide useful, nonthreatening feedback. For example, Dr. Dew mentioned complaint management is one expected OFI; this is also a new federal requirement for SACS, and Dr. Dew has already gathered thoughts from Ronnie Creel and Greg Price on potential use of the IT Helpdesk ticketing software to aid complaint management. Workforce development is another expected OFI; our Silver application did not include much data, as the *Chronicle's* "Great Colleges to Work For" data arrived right before the AQA examiners. A team has been formed to work with the *Chronicle* data and to plan a benchmarking trip to Eastern Kentucky in the spring. Dr. Matuszek added that teams of examiners work hard to word such reports in a non-prescriptive way; these reports include very rich, thoughtful feedback.

4. **Status on approvals** – Dr. Dew passed around a handout indicating one change that has come to him for review. This one change was in the College of Health and Human Services and is a new course in the B.S. in Sport and Fitness Management. Similar changes need to come thru IEC. Dr. Dew asked members to remind colleagues to follow the proper approval process.

5. **Formalizing Student procedures** – Dr. Dew told the committee he has been more exposed to student complaints in his new role as SVC. There seems to be a general fuzziness in instruction for staff so that students receive mixed signals. A letter from a parent to the Chancellor mentioned "the usual run

around” they experienced. A complaint management system will help identify needs for tightening procedures. Dr. Dew wanted to raise this point that we don't have as much clarity for students as we would like for future committee work. We will gather data first and then work to tighten procedures. Sohail mentioned Ronnie Creel sends out an escalation report on calls. Internal training of operators would also benefit students. This is a bigger picture focus for the committee. Often we don't have a clear idea of what is actually going on when we attempt to improve or streamline processes.

The meeting was adjourned at approximately 2:40 p.m. The December 13 meeting has been canceled, as it falls after the end of the fall semester. The next meeting is set for January 10, 2010.