



*Advancing a Massachusetts  
Culture of Assessment*



## **Taking Stock: How Far Have We Come and Where Should We Go?**

### **A Statewide Summit**

Wednesday, May 1, 2013  
8:30 a.m. to 3 p.m.

Best Western Royal Plaza Hotel  
& Trade Center  
Marlborough, MA

# Conference Agenda

	<b>Location</b> ▼
7:30 a.m. <b>Registration and Coffee/Refreshment</b>	Ballroom Foyer
8:30 a.m. <b>Welcome</b> <i>Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education</i>	Salon AB
8:45 a.m. <b>Opening Plenary:</b> <b>Reflections on Initial Efforts to Advance a Massachusetts Culture of Assessment</b> <i>Pat Crosson, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education</i> <i>Timothy Flanagan, President, Framingham State University</i> <i>Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education</i> <i>Donna Kuizenga, Special Assistant to the Provost, University of Massachusetts Boston</i> <i>Patricia Maguire Meservey, President, Salem State University</i> <i>Robert Pura, President, Greenfield Community College</i>	Salon AB
9:40 a.m. <b>Breakout Sessions</b> <i>(Participants will attend one session each; see descriptions and presenters on pages 4–5.)</i>	
<b>Session A.1</b> <i>Advancing a Massachusetts Culture of Assessment</i>	Princess
<b>Session A.2</b> <i>Exemplary Campus Assessment (1)</i>	Duchess
<b>Session A.3</b> <i>Exemplary Campus Assessment (2)</i>	Salon C
<b>Session A.4</b> <i>LEAP State Initiative</i>	Seminar
10:40 a.m. <b>Morning Coffee Break</b>	
11:00 a.m. <b>Plenary Listening Session:</b> <b>Models for Statewide Learning Outcomes Assessment and Pilot Study</b> <i>Pat Crosson, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education and Chair, Massachusetts Team and State Partner Team</i> <i>Bonnie Orcutt, Worcester State University, Vice Chair of the MA Team, Vice Chair of the State Partner Team, and AMCOA Team Co-Chair</i>	Salon AB
12:00 p.m. <b>Breakout Sessions</b> <i>(Participants will attend one session each; see descriptions and presenters on pages 8–9.)</i>	
<b>Session B.1</b> <i>Next Steps for the AMCOA Team</i>	Seminar
<b>Session B.2</b> <i>Next Steps to Sustain AMCOA Team Projects (1)</i>	Princess
<b>Session B.3</b> <i>Next Steps to Sustain AMCOA Team Projects (2)</i>	Duchess
<b>Session B.4</b> <i>Continuing the Collaboration</i>	Salon C
1:00 p.m. <b>Lunch</b>	
1:45 p.m. <b>Town Hall Meeting:</b> <b>Questions and Suggestions from Conference Participants</b> <i>Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education</i>	Salon AB
2:45 p.m. <b>Closing Remarks</b> <i>Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education</i>	Salon AB

# Plenary Session Descriptions

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**Open Plenary Salon AB 8:45 a.m. - 9:40 a.m.**

## Reflections on Initial Efforts to Advance a Massachusetts Culture of Assessment

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**Moderator:** *Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education*

**Presenters:** *Pat Crosson, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education*  
*Timothy Flanagan, President, Framingham State University*  
*Donna Kuizenga, Special Assistant to the Provost, University of Massachusetts Boston*  
*Patricia Maguire Meserve, President, Salem State University*  
*Robert Pura, President, Greenfield Community College*

**Description:** This session will feature a panel discussion with representatives from the Working Group on Student Learning Outcomes and Assessment, the Presidential Advisory Group for AMCOA and LEAP Team and campus academic leaders. Panelists will reflect on early work to develop the AMCOA project, on the assistance to campus assessment programs and cross-campus collaborations made possible by generous support from the Davis Educational Foundation, and on ways campuses have been shaped by AMCOA participation.

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**Plenary Listening Session Salon AB 11:00 a.m. - 11:50 a.m.**

## Models for Statewide Learning Outcomes Assessment and Pilot Study

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**Moderator:** *Bonnie Orcutt, Worcester State University, Vice Chair of the Massachusetts Team, Vice Chair of the State Partner Team, and AMCOA Team Co-Chair*

**Presenter:** *Pat Crosson, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education and Chair, Massachusetts Team and State Partner Team*

**Description:** This session will give all conference attendees an opportunity to comment on the effort to develop a model for statewide learning outcomes assessment in Massachusetts and the effort to build a Multi-State Collaborative to Advance Learning Outcomes Assessment. Members of the Massachusetts Team, the State Partner Team, the Task Force for Statewide Assessment and the campus leaders for the Pilot Study will be on hand to hear comments and answer questions

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**Town Hall Meeting Salon AB 1:45 p.m. - 2:45 p.m.**

## Questions and Suggestions from Conference Participants

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**Presenter:** *Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education*

**Description:** Commissioner Freeland will host a Town Hall Meeting to give all participants an opportunity to comment on the progress of our work to date on learning outcomes assessment and our prospects for the future. Participants are encouraged to consider ways in which cross campus collaboration can help strengthen campus assessment programs, increase faculty engagement, and make it possible to improve student learning through a sustained commitment to effective learning outcomes assessment.

# Breakout Session Descriptions

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## Session A.1 Princess 9:40 a.m. - 10:40 a.m. Advancing a Massachusetts Culture of Assessment

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**Moderator:** *Kristin Esterberg, Provost and Academic Vice President, Salem State University*

**Presenters:** *Clea Andreadis, Middlesex Community College*  
*Gaelan Benway, Quinsigamond Community College*  
*Neal DeChillo, Salem State University*  
*Frances Feinerman, Berkshire Community College*

**Description:** A collaboration between DHE and our public colleges and universities, AMCOA originated to advance learning outcomes assessment. Panelists will discuss the impact of this focus and related AMCOA activities on our institutions and address such questions as: What has this focus enabled our institutions to accomplish? What useful lessons have been learned that will assist others to advance their campus' assessment commitment? Participants are encouraged to share their own campus accomplishments and lessons learned.

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## Session A.2 Duchess 9:40 a.m. - 10:40 a.m. Exemplary Campus Assessment (1)

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**Moderator:** *Francesca Purcell, Provost, MassBay Community College*

**Presenters:** *Neal Bruss, University of Massachusetts Boston*  
*Elise Martin, Middlesex Community College*  
*Charlotte Mandell, University of Massachusetts Lowell*  
*Ellen Zimmerman, Framingham State University*

**Description:** Panelists will describe campus work undertaken over the past three years and speak to what can be helpful to other campuses and sustainable for the long term. They will describe collaborative work involving

- Middlesex Community College and the University of Massachusetts Lowell in the Quality Collaboratives Project
- Davis Educational Foundation supported assessment initiatives at Framingham State University
- Campus efforts among the University of Massachusetts Boston, Roxbury Community College, Massasoit Community College, and Bunker Hill Community College focused on articulating shared expectations for student writing

Participants are encouraged to describe assessment projects on their own campuses and the ways in which they are sustaining them.

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**Session A.3 Salon C 9:40 a.m. - 10:40 a.m.****Exemplary Campus Assessment (2)**

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**Moderator:** *Cindy Brown, Provost, Massachusetts College of Liberal Arts*

**Presenters:** *Susan Chang, Framingham State University*  
*Tim McLaughlin, Bunker Hill Community College*  
*Judy Turcotte, Holyoke Community College*

**Description:** Panelists will describe campus work undertaken over the past three years and speak to what can be helpful to other campuses and sustainable for the long term. They will describe collaborative work involving

- Holyoke Community College's institution wide focus on assessing students' quantitative literacy
- Framingham State University's assessment experiment with MassBay Community College
- Bunker Hill Community College's student learning outcomes assessment plan (SLOAP)

Participants are encouraged to describe assessment projects on their own campuses and the ways in which they are sustaining them.

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**Session A.4 Seminar 9:40 a.m. - 10:40 a.m.****LEAP State Initiative**

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**Moderator:** *Pat Crosson, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education and Chair, Massachusetts Team and State Partner Team*

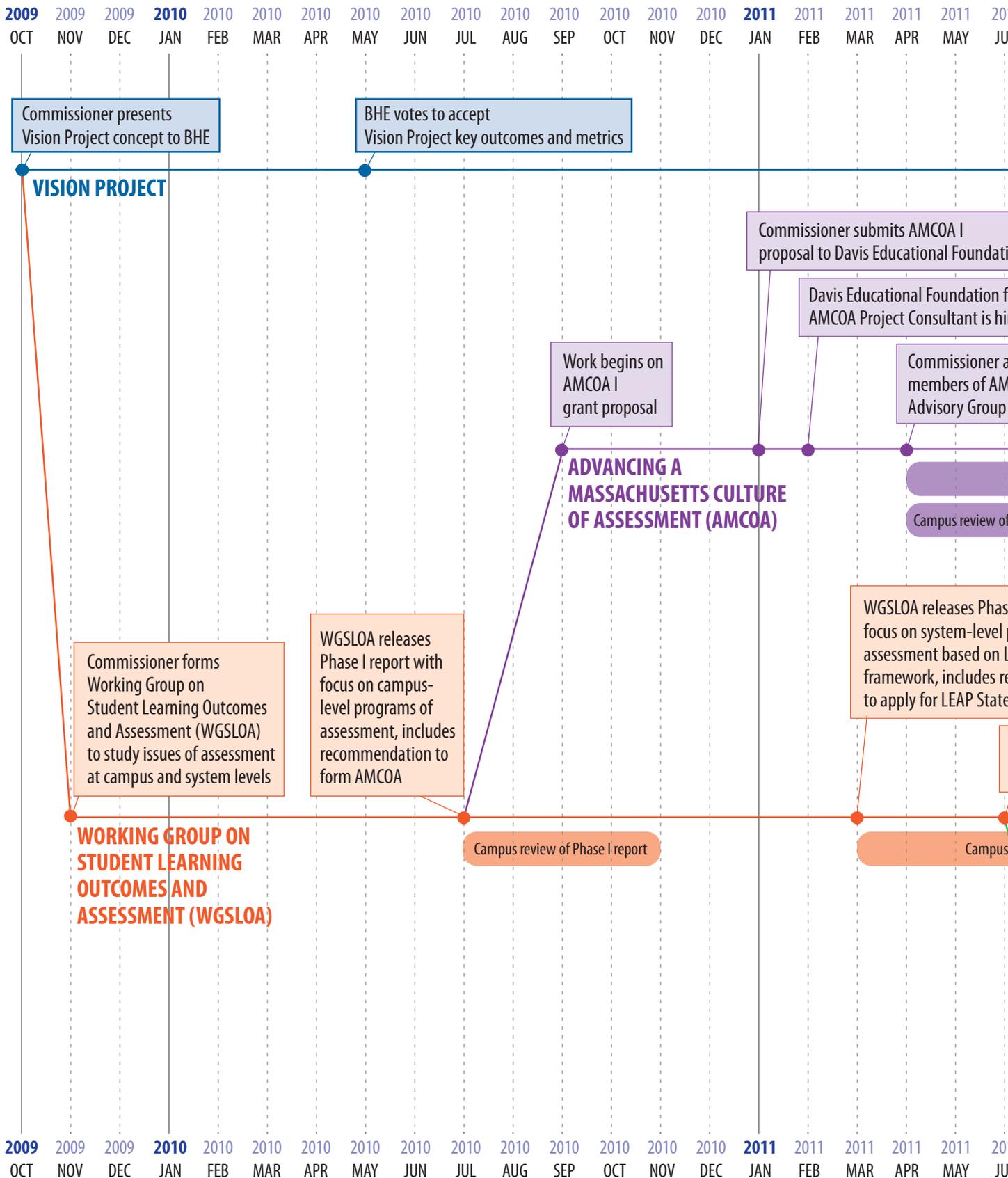
**Presenters:** *Michelle Scribner Maclean, University of Massachusetts Lowell and member of the Massachusetts Team and State Partner Team*  
*Yves Salomon-Fernandez, MassBay Community College and member of the Task Force for Statewide Assessment*  
*Philip Sisson, Middlesex Community College and member of the Massachusetts Team*

**Description:** The Leap State Initiative brings 22 public campuses together in collaboration with the Department of Higher Education to develop a statewide plan for learning outcomes assessment that builds on campus assessment and avoids the use of standardized testing by basing assessment on authentic student work and employing the LEAP Essential Learning Outcomes and Value Rubrics developed under the auspices of the Association of American Colleges and Universities. The LEAP State initiative also involves a 9 state collaboration, the Multi-State Collaborative to Advance Learning Outcomes Assessment. Panelists will offer brief descriptions of the purposes and accomplishments of this work to date and discuss future prospects. Participants are encouraged to offer comments on this work.



# Timeline of Massachusetts' Work on Learning Outcomes

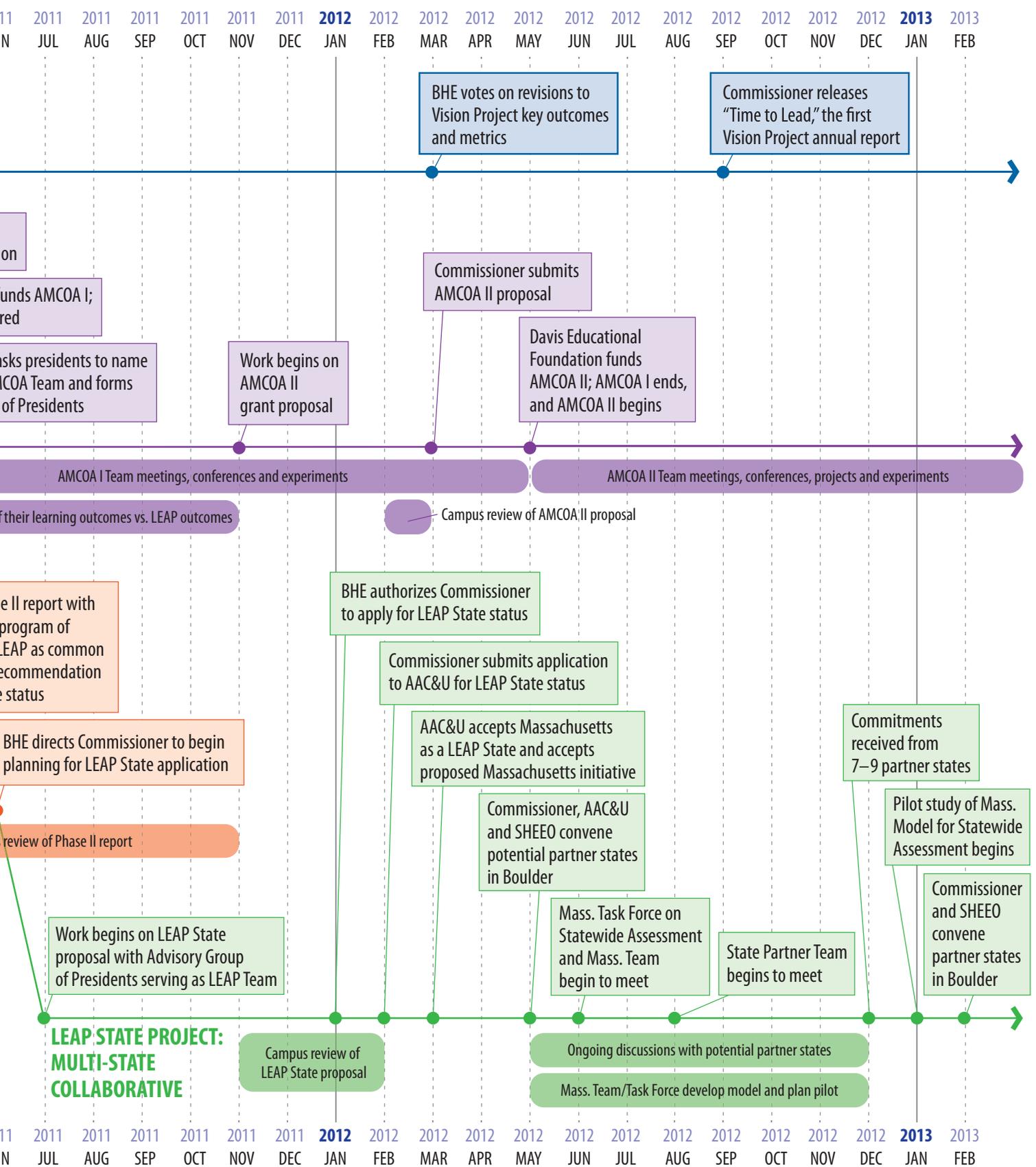
All activities supported by ONGOING CAMPUS WORK—Developing and strengthening learning outcomes assessment practices



# Assessment

Revised April 2013

## Programs, collaborating in activities of AMCOA, WGSLOA and LEAP State Project



**LEAP STATE PROJECT:  
MULTI-STATE  
COLLABORATIVE**

# Breakout Session Descriptions Continued...

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## Session B.1 Seminar 12:00 p.m. - 1:00 p.m.

### Next Steps for the AMCOA Team

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**Moderator:** *Peggy Maki, Consultant to AMCOA*

**Presenters:** *Maureen Melvin Sowa, Bristol Community College, AMCOA Team Co-chair*  
*Neal Bruss, University of Massachusetts Boston, AMCOA Team Co-chair*  
*Barb Chalfonte, Springfield Technical Community College*  
*Kristina Bendikas, Massachusetts College of Liberal Arts*

**Description:** AMCOA Team members will discuss AMCOA accomplishments over the last two years and identify those activities that should be continued to contribute to campuses' assessment efforts. Participants are encouraged to offer their own perspectives on how AMCOA can continue to assist institutions' efforts to assess student learning.

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## Session B.2 Princess 12:00 p.m. - 1:00 p.m.

### Next Steps to Sustain AMCOA Team Projects (1)

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**Moderator:** *Laura Ventimiglia, Dean of Academic Assessment and Curriculum, North Shore Community College*

**Presenters:** *David Leavitt, Bunker Hill Community College*  
*Kate McLaren, Massachusetts Maritime Academy*  
*Michelle Scribner MacLean, University of Massachusetts Lowell*

**Description:** Chairs or leaders of various AMCOA projects that have been supported by the Davis Educational Foundation will discuss the status of these projects, as well as identify ways to continue these projects. Specifically, they will describe:

- A web-based repository
- Current thinking about consortial use of NSSE/CCSSE across our campuses
- The project to build a Multi-State Collaborative for Learning Outcomes Assessment.

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**Session B.3 Duchess 12:00 p.m. - 1:00 p.m.**  
**Next Steps to Sustain AMCOA Team Projects (2)**

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**Moderator:** *Thomas Curley, Dean of Academic Affairs for Humanities, Berkshire Community College*

**Presenters:** *James Gubbins, Salem State University*  
*Lisa Plantefaber, Westfield State University*  
*Saradha Ramesh, North Shore Community College*  
*Ellen Wentland, Northern Essex Community College*

**Description:** Chairs or leaders of various AMCOA projects that have been supported by the Davis Educational Foundation will discuss the status of these projects, as well as identify ways to continue them. Specifically, they will describe:

- Experiments on assessment management systems that facilitate campus-based assessment processes and that can model an eventual statewide assessment process
- Professional development activities aimed at building institutions' assessment capacity, such as On-Call Help Teams and On-campus Scoring Sessions
- Continuing efforts to develop a statewide model for learning outcomes assessment and future pilot studies.

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**Session B.4 Salon C 12:00 p.m. - 1:00 p.m.**  
**Continuing the Collaboration**

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**Presenter:** *Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education*

**Description:** This special, limited participation session will bring the Commissioner of Higher Education together with campus presidents and chief academic officers to explore ways to continue the collaboration that has been made possible by the AMCOA Project, the Leap State Initiative, Performance Incentives Fund (PIF) grants and the Quality Collaboratives Project. The invited group will discuss prospects for continuation of the AMCOA Team and AMCOA Projects, PIF support for campus assessment work, and possibilities for working collaboratively to seek additional grant support.

# Contributors to AMCOA

## Working Group on Student Learning Outcomes and Assessment

**Lois Alves**, Vice President for Enrollment Services, Research, and Planning, Middlesex Community College

**Mario Borunda**, Dean of Education, Lesley University, Member, Board of Higher Education

**Patricia Crosson**, Chair; Professor Emeritus of Higher Education, University of Massachusetts Amherst; Senior Advisor for Academic Policy, Department of Higher Education

**Dr. Michael Fiorentino**, Executive Vice President / Academic Affairs, Fitchburg State University

**Lane Glenn**, Vice President of Academic Affairs, Northern Essex Community College

**Kate Harrington**, Associate Vice President, Academic Affairs, Student Affairs, and International Relations, UMass President's Office

**Liam Hogan**, Parliamentarian of the Student Senate, Holyoke Community College

**Jonathan Keller**, Associate Commissioner for Research, Planning, and Information Systems, Massachusetts Department of Higher Education

**Nicholas Massa**, Professor of Engineering Technology, Springfield Technical Community College

**Patricia Maguire Meservey**, President, Salem State University

**Christopher J. O'Donnell**, Professor of Mathematics, Massachusetts Maritime Academy

**Patricia Plummer**, Senior Advisor to the Senior Vice President for Academic Affairs, Student Affairs, and International Relations, UMass President's Office

**Robert Pura**, President, Greenfield Community College

**Michael Young**, Associate Provost for Academic Planning and Administration, Bridgewater State University

## Presidential Advisory Group for AMCOA and LEAP Team

**Timothy Flanagan**, President, Framingham State University

**Lane Glenn**, President, Northern Essex Community College

**Patricia Maguire Meservey**, President, Salem State University

**Robert Pura**, President, Greenfield Community College

**Marcellette Williams**, Senior Vice President, Academic Affairs, University of Massachusetts President's Office

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**Debra Anderson**, Associate Professor of English, Bristol Community College

**Clea Andreadis**, Associate Provost for Instruction and Assessment, Middlesex Community College

**Kristina Bendikas**, Associate Dean for Assessment and Planning, Massachusetts College of Liberal Arts

**Gaelan Benway**, Professor of Sociology, Quinsigamond Community College,

**William Berry**, Associate Professor, Language and Literature Department, Cape Cod Community College

**Marie Breheny**, Director of Assessment, Greenfield Community College

**Neal Bruss**, Associate Professor, English Department, University of Massachusetts Boston

**Barb Chalfonte**, Dean of Institutional Effectiveness, Springfield Technical Community College

**Susan Chang**, Director of Assessment, Framingham State University

**Christopher Cratsley**, Director of Assessment, Fitchburg State University

**John Cunningham**, VP of Academic Affairs and CEO of UMass Online, UMass President's Office

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**Neal DeChillo**, Associate Provost and Dean, College of Health & Human Services, Salem State University

**Melissa Fama**, Vice President of Academic Affairs, Mount Wachusett Community College

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**Linda Grisham**, Director of the Center for Teaching, Learning and Technology, MassBay Community College

**James Gubbins**, Associate Professor, Interdisciplinary, Salem State University

**Paula Haines**, Coordinator, First Year Writing Program, English Department, University of Massachusetts Lowell

**Laura Henderson**, Director of Assessment, Springfield Technical Community College

**Lois Hetland**, Professor of Art Education, Massachusetts College of Art and Design

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**David Langston**, Professor of English/Communications, Massachusetts College of Liberal Arts

**Paul Laverty**, Professor of Mathematics, Mount Wachusett Community College

**David Leavitt**, Director of Institutional Research, Bunker Hill Community College

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**Maureen Melvin Sowa**, Professor of History, Bristol Community College

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### **Task Force on Statewide Assessment**

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**Debra Anderson**, Associate Professor of English, Bristol Community College

**Clea Andreadis**, Associate Provost, Middlesex Community College,

**Marie Breheny**, Director of Assessment, Greenfield Community College

**Barb Chalfonte**, Dean of Institutional Effectiveness, Springfield Technical Community College

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**Yves Salomon-Fernandez**, Dean of Institutional Planning, Research and Assessment, MassBay Community College

**Suzanne Van Wert**, Professor of English, Northern Essex Community College

**Laura Ventimiglia**, Dean, Academic Assessment, Curriculum & Special Programs, North Shore Community College

**Karin Vorwerk**, Professor of Mathematics, Westfield State University

### **Massachusetts Team**

**Pat Crosson (Chair)**, Senior Advisor for Academic Policy, Massachusetts Department of Higher Education

**Bonnie Orcutt (Vice Chair)**, Professor of Economics, Worcester State University

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**Lane Glenn**, President, Northern Essex Community College

**Elise Martin**, Dean of Assessment, Middlesex Community College

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The AMCOA Statewide Summit is supported by a grant from the Davis Educational Foundation awarded to the Massachusetts Department of Higher Education.

Special Thanks to

**MEMBERS OF THE MANY AMCOA ASSESSMENT TEAMS THAT HAVE  
PROVIDED LEADERSHIP OVER THE PAST THREE YEARS:**

**The Presidential Advisory Group for AMCOA and LEAP Team**

**The Working Group on Student Learning Outcomes and Assessment**

**The Task Force on Statewide Assessment**

**The Massachusetts Team**

**The State Partner Team**

**The AMCOA Team and Its Various Sub-committees**

And the Presidents, Vice Presidents, and Chief Academic Officers  
of the Massachusetts Public Higher Education System