AMCOA
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

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<th>Time</th>
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<td>7:30 a.m.</td>
<td><strong>Registration and Coffee/Refreshment</strong></td>
<td>Ballroom Foyer</td>
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<tr>
<td>8:30 a.m.</td>
<td><strong>Welcome</strong></td>
<td>Salon AB</td>
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<td><em>Richard M. Freeland, Commissioner, Massachusetts Department of Higher Education</em></td>
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<td>8:45 a.m.</td>
<td><strong>Opening Plenary:</strong> <em>Reflections on Initial Efforts to Advance a Massachusetts Culture of Assessment</em></td>
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<td><strong>Breakout Sessions</strong> <em>(Participants will attend one session each; see descriptions and presenters on pages 4–5.)</em></td>
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<td><strong>Session A.1</strong> <em>Advancing a Massachusetts Culture of Assessment</em></td>
<td>Princess</td>
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<td><strong>Session A.2</strong> <em>Exemplary Campus Assessment (1)</em></td>
<td>Duchess</td>
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<td><strong>Session A.3</strong> <em>Exemplary Campus Assessment (2)</em></td>
<td>Salon C</td>
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<td><strong>Session A.4</strong> <em>LEAP State Initiative</em></td>
<td>Seminar</td>
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<td>10:40 a.m.</td>
<td><strong>Morning Coffee Break</strong></td>
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<td>11:00 a.m.</td>
<td><strong>Plenary Listening Session:</strong> <em>Models for Statewide Learning Outcomes Assessment and Pilot Study</em></td>
<td>Salon AB</td>
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<td>1:00 p.m.</td>
<td><strong>Lunch</strong></td>
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<td><strong>Town Hall Meeting:</strong> <em>Questions and Suggestions from Conference Participants</em></td>
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<td>2:45 p.m.</td>
<td><strong>Closing Remarks</strong></td>
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## Plenary Session Descriptions

### Open Plenary Session Salon AB 8:45 a.m. - 9:40 a.m.
**Reflections on Initial Efforts to Advance a Massachusetts Culture of Assessment**

**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.

### Plenary Listening Session Salon AB 11:00 a.m. - 11:50 a.m.
**Models for Statewide Learning Outcomes Assessment and Pilot Study**

**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.

### Town Hall Meeting Salon AB 1:45 p.m. - 2:45 p.m.
**Questions and Suggestions from Conference Participants**

**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

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

Moderator:  Kristin Esterberg, Provost and Academic Vice President, Salem State University
Presenters:  Clea Andreadis, Middlesex Community College
            Gaélan 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.

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

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

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.

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

Moderator:  Pat Crosdon, 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.
All activities supported by ONGOING CAMPUS WORK—Developing and strengthening learning outcomes assessment programs, collaborating in activities of AMCOA, WGSLOA and LEAP State Project

**VISION PROJECT**

**WORKING GROUP ON STUDENT LEARNING OUTCOMES AND ASSESSMENT (WGSLOA)**

**ADVANCING A MASSACHUSETTS CULTURE OF ASSESSMENT (AMCOA)**

**Campus review of Phase I report**

Commissioner presents Vision Project concept to BHE

BHE votes to accept Vision Project key outcomes and metrics

Commissioner forms Working Group on Student Learning Outcomes and Assessment (WGSLOA) to study issues of assessment at campus and system levels

WGSLOA releases Phase I report with focus on campus-level programs of assessment, includes recommendation to form AMCOA

Work begins on AMCOA I grant proposal

Commissioner submits AMCOA I proposal to Davis Educational Foundation

Davis Educational Foundation funds AMCOA I; AMCOA I ends and AMCOA II begins

Commissioner asks presidents to name members of AMCOA Team and forms Advisory Group of Presidents

Davis Educational Foundation funds AMCOA I; AMCOA Project Consultant is hired

Work begins on AMCOA II grant proposal

Commissioner submits AMCOA I proposal to Davis Educational Foundation

Campus review of Phase II report

Campus review of their learning outcomes vs. LEAP outcomes

AMCOA I Team meetings, conferences and experiments

AMCOA II Team meetings, conferences, projects and experiments

Campus review of AMCOA II proposal

Campus review of LEAP State proposal

Ongoing discussions with potential partner states

Mass. Team/Task Force develop model and plan pilot

Campus review of LEAP State proposal

State Partner Team begins to meet

Commitments received from 7–9 partner states

Pilot study of Mass. Model for Statewide Assessment begins

Mass. Task Force on Statewide Assessment and Mass. Team begin to meet

Commissioner and SHEEO convene partner states in Boulder

Commissioner submits application to AAC&U for LEAP State status

AAC&U accepts Massachusetts as a LEAP State and accepts proposed Massachusetts initiative

Commissioner, AAC&U and SHEEO convene potential partner states in Boulder

Mass. Task Force on Statewide Assessment and Mass. Team begin to meet

Commissioner and SHEEO convene partner states in Boulder

Revision April 2013
### Session B.1 Seminar  12:00 p.m. - 1:00 p.m.
**Next Steps for the AMCOA Team**

**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.

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

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

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.

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

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

AMCOA Team

Julie Alig, Director, Institutional Research, University of Massachusetts Lowell

Debra Anderson, Associate Professor of English, Bristol Community College

Clea Andreedis, 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, Fitchburg 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

Thomas Curley, Dean of Humanities Berkshire Community College

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

Kate Finnegan, Professor of Education, Greenfield Community College

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

Peter Johnston, Dean of Academic Advising and Assessment, Massasoit Community College

Elizabeth Johnston-O’Connor, Director of Institutional Research and Effectiveness, Cape Cod Community College

Rita Jones-Hyde, Assistant Professor of Humanities and Fine Arts, Massasoit Community College

Kathy Keenan, Associate Vice President for Planning and Research, Massachusetts College of Art and Design

Nina Keery, Professor of English, MassBay Community College

Susan Keith, Associate Professor of English and the English Department Chair, Massasoit Community College

Donna Kuizenga, Special Assistant to the Provost, University of Massachusetts Boston

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

Carol Lerch, Assistant Vice President for Assessment and Planning, Worcester State University

Susan Maddigan, Dean of Health Services, Cape Cod Community College

Charlotte Mandell, Vice Provost for Undergraduate Education, University of Massachusetts Lowell

Elise Martin, Dean of Assessment, Middlesex Community College

Kate McLaren, Director of Institutional Effectiveness, Massachusetts Maritime Academy

Timothy McLaughlin, Professor and Chair, English Department, Bunker Hill Community College

Maureen Melvin Sowa, Professor of History, Bristol Community College

Brenda Mercomes, Vice-President, Academic Affairs, Roxbury Community College

Edward Morgan, Director of Learning Assessment, University of Massachusetts Dartmouth

Javad Moulaei, STEM Division Faculty Member, Roxbury Community College

Bonnie Orcutt, Professor of Economics, Worcester State University

Mark Patrick, Assistant Dean of Academic Affairs, Massachusetts Maritime Academy

Lisa Plantefaber, Associate Dean, Institutional Research and Assessment, Westfield State University

Charles Prescott, Assistant Professor of English, Berkshire Community College
Benjamin Railton, Associate Professor of English, Coordinator of American Studies, Fitchburg State University

Saraha Ramesh, Assessment Coordinator, North Shore Community College

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

John Savage, Professor of Chemistry, Middlesex Community College

Nancy Schoenfeld, Dean of Human Services & Science, Quinsigamond Community College

Ruth Slotnick, Director of Articulation and Learning Assessment, Mount Wachusett Community College

Dawne Spangler, Director of the Center for Teaching, Learning and Assessment, North Shore Community College

Martha Stassen, Assistant Provost, Assessment & Educational Effectiveness, University of Massachusetts Amherst

Susan Taylor, Professor of Biology, Mount Wachusett Community College

Judy Turcotte, Director of Planning and Assessment, Holyoke Community College

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

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

Michael Vieira, Vice President for Academic Affairs, Bristol Community College

Karin Vorwerk, Professor of Mathematics, Chair: Math Department, Westfield State University

Ellen Wentland, Associate Dean: Academic and Institutional Effectiveness, Northern Essex Community College

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

Ellen Zimmerman, Associate Vice President for Academic Affairs, Framingham State University

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State Partner Team

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

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Barb Chalfonte, Dean of Institutional Effectiveness, Springfield Technical Community College
We will produce the best-educated citizenry and workforce in the nation.

We will be a national leader in research that drives economic development.

www.mass.edu/visionproject

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