

Campus Assessment Coordinator Reporting Form
2006-2007

Email your reports to SAC@uwc.edu

For the PLAN which is due October 15, please complete Sections 1 and 2.

Campus:	Fond du Lac
Campus Assessment Coordinator(s)	Michael Jurmu

Section 1: Articulate the area(s) to be assessed. What is the campus going to assess this year?

The UW Fond du Lac will continue to make its strategic plan the focus for assessment during the 2006-07 academic year along with informal mid-semester class assessment.

Section 2: Detail the methodology you plan on using to obtain the necessary data. Who is doing what? How is assessment going to take place? Be as specific as possible.

The UW-Fond du Lac Campus will continue the work done within its 2005-06 assessment activities in documenting which goals of its current Strategic Plan (2003-2007) have actually been met and to begin the process of updating the plan for the next year (2007-08). This will include additional meetings and discussions with the various departments and administration to further complete our list of actual achievements and gather suggestions to revise the future plan. The documentation is being gathered via two different means: using the intranet site developed last year and also through the more traditional face-to-face meetings. The rationale for these activities was that we already had a working Strategic Plan, yet the process of reporting and compiling the goals reached and accomplishments attained was not adequate to constantly monitor the plan.

Since the Strategic Plan is a campus-wide plan, it influences all phases of the campus community and by assessing our progress on this plan, we are essentially assessing our campus as a whole (not just as specific aspect). The CAC has been involved with the Strategic Plan since its inception so it is logical for him to become the coordinator of the campus assessment this year.

In regards to the progress of the Strategic Plan, we are currently in several stages (see flow chart at end of report). We are obviously in the stage of collecting "Results & Milestones" and from what is found there we will move more toward the "Assessment" portion of the plan. One of the goals is to be in the "Revision" stage this year so we can begin to finalize and implement a new revised plan by the end of 2007.

Encouraging a "culture of assessment":

As originally instituted by the previous CAC (Roger Rigterink), we will also continue to encourage faculty and IAS to do some type of mid-semester assessment of their course. The type of assessment should still be up to the individual instructor as to what is asked of the students and the procedures for collecting such information. Examples of potential types of inquiry will be available for instructors to use. All instructors conducting a mid-semester assessment will report to the CAC the type of assessment methods, but not the results from the students. In the past it was estimated about $\frac{3}{4}$ of the instructors did an assessment activity and it is hopeful we can at least sustain that involved over the coming year. This year the faculty and IAS report was down to around 50% and examples of the type of assessment was provided in the mid-semester CAC Meeting report and available upon request.

The UW Fond du Lac' long range plan for campus assessment:

Along with “closing the loop” of the Strategic Plan, the current CAC is also on the campus Steering Committee and has been involved in discussion regarding future assessment plans. The Strategic Plan cannot be a part of our campus assessment plan every year, therefore the committee discussed the possibility of having a different assessment focus every year where a different faculty member would lead (being the CAC). Various assessment projects could be encouraged and planned (including who would be the CAC) a few years ahead of time. This type of planning would be beneficial to the campus because it would get more people involved with the assessment process, rejuvenate the campus each year with new ideas and allow those who will be future CAC a chance to develop their project and assessment so there is as little a lag time when changing the CAC. Projects such as “Writing Across the Curriculum” could be a focus of the assessment plan or any other initiative that might surface needing our campus' attention. Although this idea is only in the discussion stage, there appears to be an informal consensus that we should starting looking for future assessment projects (and new CAC!) with Writing Across the Curriculum as the likely next focus with Quantitative Reasoning Across the Curriculum the focus after that.

Section 3: Elaborate on the data generated. Who was involved in evaluating the information? Was the data useful to those involved? Please explain. You do not need to list all your findings, just the quality of them (i.e. will you need to change your methodology for future assessments?).

To make a final assessment of the strategic plan, four meetings were held to discuss potential revisions to each of the 4 Strategic Action Goals initially identified by the campus. The entire campus community was invited and food was served to entice them to attend (thanks to funding provided by the UW-Colleges). These meetings focused on what issues need to be removed, which need to be revised, and what might need to be included in the future plan. The goal is to have a preliminary new plan created over the summer and voted on by the campus at the fall Opening Meeting.

The meetings were a great opportunity to reflect on exactly what the Strategic Plan included and what to-date has been accomplished. It was also very useful to look at how our view of what the campus is and what we want it to be in the future. Many of the comments shared shown that several new issues have come to the forefront in the last 5 years! This included how our students and future students have changed and how the campus facilities are being utilized. More comments from these meetings is provided in the next section.

Earlier results gathered from the web site and other meetings regarding any accomplishments were detailed in the mid-semester report given at the CAC Meeting in the spring of 2007 (and are available upon request). For the most part, every aspect of the Strategic Plan had issues and goals addressed indicating a dedication to providing an excellent campus environment for students along with faculty and staff.

Section 4: Was the campus satisfied with the results? If not, what suggestions or recommendations do you have to improve campus assessment of student academic experiences? Based on the data gathered, what suggestions did individuals or groups generate? These do not necessarily have to be enacted upon (section 5). Keeping a list of potential changes may be useful for further activities.

Although no official action has been taken on the new plan to date, several issues emerged from these meeting that will be considered as a new plan is developed;

- Instead of “Strategic Plan”, a new name for the plan should be developed such as “Vision Plan”.
- The plan should not be a static document but be flexible to adjust to changing conditions within the Colleges, campus and community. A more “rolling” document should be developed and revised every year.
- Although an Action Plan was originally created with specific detailed steps to accomplish each goal, it is suggested these steps be incorporated into a new plan directly with the goal and not in a separate document, detached from the Strategic Plan.
- Although very thorough and developed with the input from every department of the campus, the document tried to cover everyone’s concerns and every functional aspect of the campus. This created a very large and cumbersome plan that often was too elaborate to be utilized efficiently. The new plan should be more streamlined with a focus on a few key issues.
- The new plan will still utilized the original issues but trim the amount of goals down to focus on two at the most. All other item will considered “Additional Issues” and included in the plan but not the focus.
- Campus facilities use has been questioned and some believe this aspect should be incorporated into the new plan.
- A better understanding of what our community (Fond du Lac County) businesses might be looking for should be a part of our new plan. Similar to the programs developed by the local technical school, we might need to work more closely with the

- county's employers to determine if we need to create new curriculums that satisfy their needs.
- With all the different initiatives regarding enrollment of place-bound, non-traditional students starting to emerge, the campus might want to take the lead and make these programs a part of our plan to focus upon.

Section 5: Use of Results

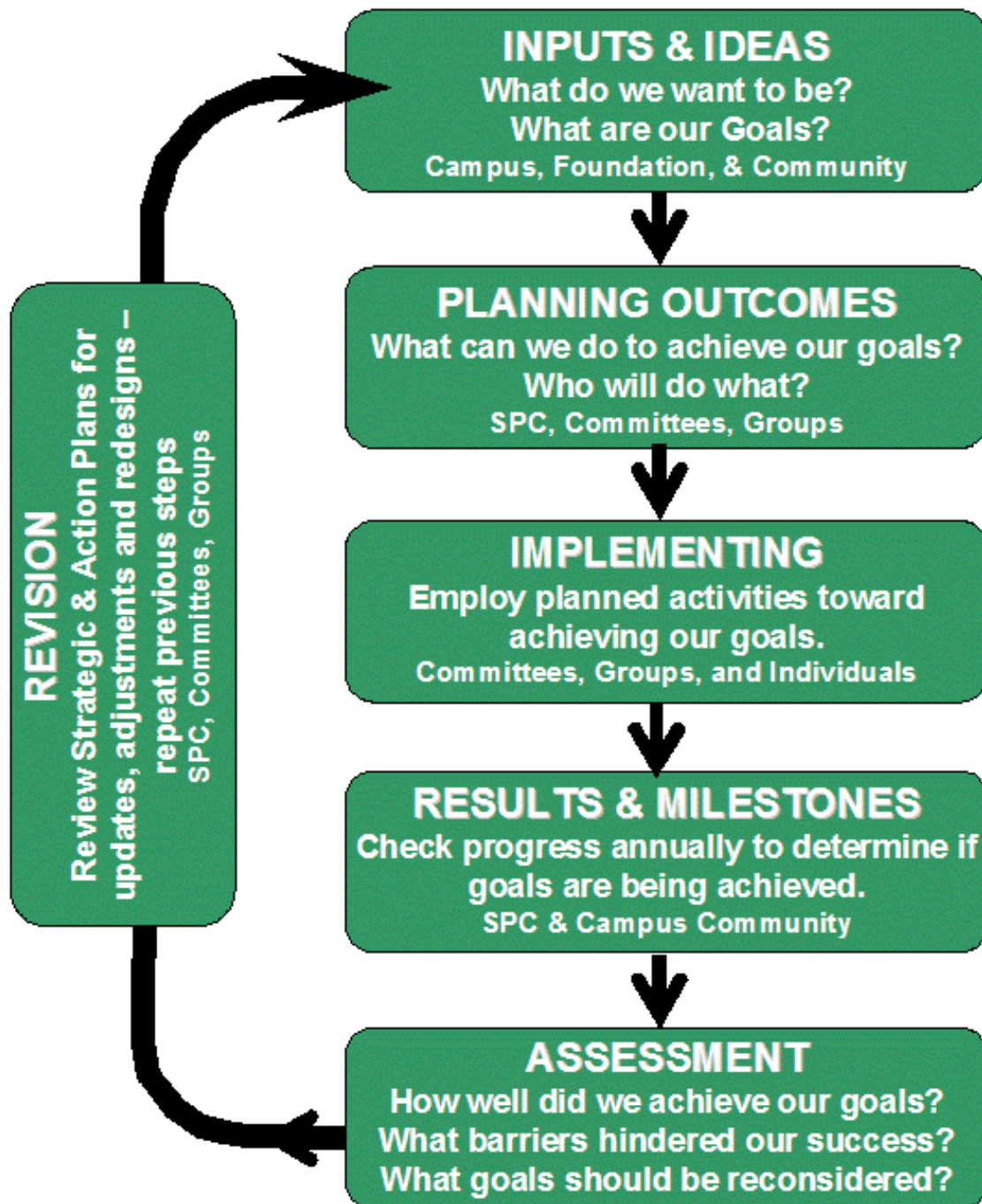
What has the campus **decided to do, change, or reinforce** student academic experiences based on the information?

The Strategic Plan was not necessarily designed to directly evaluate student academic experience, yet several goals do address areas that would enhance student learning and experiences. Although we did accomplish many of these goals, what was mentioned was the lack of information and input provided by the students themselves. As was suggested during the mid-semester CAC Meeting, a good way to solicit student comments is to utilize a “zoomerang” web-based survey. I asked about this option with our IT staff and Student Services department and found they have utilized this process in the past with amazing results. It was decided that in the future issues and questions regarding the Strategic Plan that directly impact students will have a survey developed to get more input from students. It was also suggested the Student Government be more involved in the process (although it was noted the ideas and thoughts of the select group involved in Student Government might not necessarily reflect the entire student community).

Section 6: Closing the Loop. Based on **last year's** assessment activities, did the changes proposed affect student academic experiences? Please reiterate the use of results from last year's report and the changes noticed this academic year.

Since the assessment tool was not focused directly on student experiences, we could not address this question with any specific data. Yet the “closing of the loop” of our assessment involves the review of our accomplishments, assessing what has been done and needs to be updated, then making those revisions to the plan. Work will be done over the summer 2007 to create a new plan that will be introduced and voted upon at the fall Opening Meeting on campus. It is the belief of the Faculty and Staff that conducting such updating of the plan does provide a better environment on campus and this would relate to a better experience for students.

UW-Fond du Lac Strategic Plan Flow Chart



UW-Fond du Lac Strategic Plan Assessment Tools & Results 2006-07

The second part of UW-Fond du Lac's Assessment Plan was to review and analyze the 2003-07 Strategic Plan. Although a continuous review of accomplishments had been occurring since its inception, it was determined that since this was the final year of the plan and that a new plan was needed to be developed, it would be an excellent time to use this opportunity to assess how well the campus accomplished the original plan's issues and goals.

To make a final assessment of the plan, four meetings have been planned to discuss potential revisions to each of the 4 Strategic Action Goals initially identified by the campus. These meetings will focus on what issues need to be removed, which need to be revised, and what might need to be included. These meetings will be conducted during the final 6 weeks of the spring semester with a preliminary new plan created over the summer and voted on by the campus at the fall Opening Meeting. Although no official action has been taken on the new plan, several issues regarding the plan were discussed at the spring Opening Meeting and will be further discussed during these upcoming meetings;

- Instead of "Strategic Plan", a new name for the plan should be used such as "Vision Plan"
- The plan should not be a static document but be flexible to adjust to changing conditions within the Colleges, campus and community. A more "rolling" document should be developed and revised every year.
- Although an Action Plan was originally created with specific detailed steps to accomplish each goal, it is suggested these steps be incorporated into a new plan directly with the goal and not in a separate document, detached from the Strategic Plan.
- Although very thorough and developed with the input from every department of the campus, the document tried to cover everyone's concerns and every functional aspect of the campus. This created a very large and cumbersome plan that often was too elaborate to be utilized efficiently. The new plan should be more streamlined with a focus on a few key issues.

Given some of the shortcomings identified with our first strategic plan; much can be documented that was accomplished under this plan. These accomplishments are considered the results of the assessment and are a testament to the extensive work the campus has done to ensure an environment for quality learning and our dedication to provide the facilities and services for the community.

Report on Accomplishments from the UW-Fond du Lac Strategic Plan

The following are accomplishments of our Strategic Plan accomplishments starting from our first report in 2004, from members of the Dean's Cabinet at a meeting in Spring 2006 and by other campus members via the intranet reporting site throughout the last year. Many are short explanations and if further information is desired, please feel free to contact Michael Jurmu or those involved in the activity.

Strategic Action Goal #1A: Provide a Full Range of Course

- Balance the number of freshmen/sophomore courses.
 - Making progress to balance freshman/sophomore courses, but sophomore courses need to be defined by prerequisites and 2nd year levels; Fall 2006 has 29 sophomore level courses out of 89 (30%).

- Offer freshmen/sophomore courses needed for most majors.
 - Organic chemistry laboratory I (CHE 351) and II (CHE 361) added to the curriculum for chemistry and biology majors as well as for pre-professionals in medical related careers
- Improve transfer relationships with four-year institutions.
 - Madison Connections program has 8 students, in 2002 we had 2.
 - 2 Scholarships with Milwaukee and Madison each to FDL students since 2002.
 - Meeting with Oshkosh in 2003 to facilitate scholarships to FDL students. Continued work with Oshkosh.
 - NEW ERA efforts intended to improve transfer including a faculty member involved in a Faculty Dialogue group organizing a conference to gather faculty from the 4-year and Technical schools in the alliance to discuss relationships, collaboration and transfer.
- Identify low-enrollment courses and encourage promotion of these courses.
 - In 2003-04 Organic Chemistry CHE 343 and CHE 363 were offered for the first time in over 15 years at FDL and in 2005-06 the lecture was offered live.
 - Reduced number of low enrollment courses to about 3. Those identified have been successful or rotated.

A Lab Modification Grant was submitted for a Foreign Language facility

Strategic Action Goal #1B: Develop a Diverse Student Population

- Recruit/retain more adult students.
 - Added UW Night events to attract adults to campus.
 - Print evening associate degree brochure and mail to adult inquiries
 - Produced posters and brochures on available bachelor's degrees
 - Have adult student link on website
- Add 4-year collaborative programs.
 - Worked with UW-Superior to establish a formal arrangement to publicize the distance elementary education bachelor's degree
 - In 2003 we had 1 collaborative program; in 2006 7 with others under development
- Recruit/retain traditionally under-served students.
 - Handout on UW-Fond du Lac was translated into Hmong and Spanish and delivered to high schools and the local Hmong association.
 - Established Bridge to College Program as a means to offer under-prepared students the opportunity to begin university study in summer, fall or spring
 - Student of color increased from 3.1% in 2003 to 6.8 % in 2005-06]
 - Under-prepared students recruited; in 2003 24 students for summer while in 2006 we have 47.
- Recruit more highly qualified students
 - Purchased ACT list of students whose ACT composite score was 19-24 to market to students with higher scores
 - Promote Guaranteed Transfer Program and Madison Connections to students

- Sustain a comfortable and safe environment.
 - Safety Committee has developed a Safety Plan distributed to the campus.
 - Safe Space Plan developed; designated offices identified.
 - Encouraging statements of behavior on course syllabi
- Increase programming for a diverse student population.
 - Established a Multicultural Club; Multicultural club sponsors events on various multicultural issues.
 - Had Safe Space training (LGBTQ) in April, 2005, and will host training again for students in April, 2006
 - Student Work Zone formed
 - Bridge to College program for under-prepared students
 - Managed enrollment to include about 30% adults
 - Class scheduling for adults
 - Collaborative programming for place bound students

Strategic Action Goal #2A: Encourage and Facilitate Life-Long Learning

- Create partnerships, alliances, and collaborative programs to maximize educational opportunities.
 - Educational opportunities have been increased by UW-FDL students involved in educating students and citizens in the community through service-learning projects.
 - Citizens in the community have been informed about people, events, and news occurring at UW-FDL through the local newspaper with a section written by Journalism students at FDL

Strategic Action Goal #2B: Provide Cultural Enrichment Opportunities

- Actively seek groups, speakers, and performers from diverse cultures to come to UW-FdL
 - Performing Arts Series included performances by Vienna Choir Boys, UW-Eau Claire Jazz Band, "Ain't I a Woman", and Celtic Concert
 - Spring 2005 Lecture Series developed with speakers on science and women's history
 - Lectures on campus included Holocaust survivor, medical ethics discussion, the Color of Black, Dr. Treffert and Savant Syndrome, First Nation Series.
 - Art exhibits included "the Color of Hay" exploring life in Romania.
 - Student Activities on campus have been growing and included such events as Preacher Moss (The End of Racism tour), Roots Rock Society, and several multicultural acts (dance, music, speakers)
- Encourage faculty to develop courses, forums, or classroom activities that focus on a variety of cultures
 - In General Chemistry I a Russian chemist talked to the class about Russia and her experiences as a fermentation chemist in Oshkosh in the production of ethanol.
 - A Faculty Lecture Series has been developed.
 - Study Abroad courses offered (Italy Trip) through CE
 - Online AIS offerings (Carolyn Polodna and Roger Wall)
 - A Women in Cross Cultural Perspective course being developed
- Offer campus facility use to cultural groups for their activities and events

- Performances in the Prairie Theater have included Eric Helm (pianist doing fundraiser for Free Spirit Riders), Community Theater productions, American Bandstand reception (fundraiser for Children's Museum)

Strategic Action Goal #2C: Foster Global Awareness and Citizenship

- Develop an appreciation for the Humanities.
 - "Meet our Faculty Lecture Series," initiated in 2005 to enhance appreciation for the Humanities, increase awareness, and improve citizenship.
 - Visual Arts Gallery hosts numerous exhibits during the year. The Music Department coordinates several concerts. The Theater Department produces a fall and spring play
 - World Music and World Geography (both IS courses) are offered twice a year
 - Madisalsa performed in the 2005 Spring semester
 - Musical group Tiempo Libre held a workshop and played on campus
- Develop credit and non-credit programming.
 - Service Learning grant from Wisconsin Campus Compact including a VISTA Director is in its third year. Service learning is now being done in Chemistry, Psychology, History, Geography, and Sociology courses.
 - Study Abroad programming has been successfully with trips to Italy and Mexico
 - Courses in French, study of world religion, multicultural literature are being introduced into the curriculum
- Create a campus Diversity Committee.
 - A campus diversity committee has been created working in cooperation with the Student Government to schedule events and forums centered on diversity issues.
- Recruit additional faculty and staff of various races, cultures, and ethnicities.
 - Hired a mathematics professor who is a native of South Korea.
- Offer more ethnic and women's studies along with world-focused courses.
 - Sociology 125, "Contemporary American Society" follows a format of comparing U.S. society with a select society. Recently the focus was "United States, Irish Americans, and Ireland."
 - Courses such as Women in American History, Women in Cross-Cultural Perspectives and Women in Literature have been introduced into the curriculum
 - Certificate programs are available in American Indian Studies and Women's Studies.
- Develop a county-wide Diversity Circles discussion program
 - Diversity Circles are now a component of the Service Learning initiative on campus
- Offer more forums and lectures on diverse issues.
 - Thomas Brakken "The Physics of Nuclear War" with discussion afterwards
 - Art & the Artist by J. Scotello
 - The campus plans to show the Oscar-winning movie "Crash," with a focused group discussion afterwards, guided by select faculty.
 - ESFY programming included presentation of the movie "Fog of War" followed by an open forum and discussion. Students and the community were invited to participate.

Strategic Action Goal #2D: Provide Athletic and Recreational Opportunities

- Have more faculty and staff participate in athletic and recreational activities on campus.
 - Intramural Dodgeball league for faculty, staff & students
- Promote the athletic teams.
 - AD has been doing an excellent job with announcing Falcon of the Week and E-mails teams standings and results
- Have a faculty and staff night at one of the athletic events.
 - Invited Faculty & Staff to the last home basketball

Strategic Action Goal #2E: Strengthen Community Alliances/Ensure Affordable Access

- Promote campus functions and activities (academic and cultural) throughout the community via news media, radio, and as guest speakers.
 - Cultural events publicized via various means in the community, including; press releases, ads, posters, website announcement, radio show
 - A Speaker's Bureau web site is maintained including faculty and staff information with expertise.
 - An annual "Report to the Community" is distributed to Association of Commerce members, Foundation donors, alumni and others recognizing UW-FDL's accomplishments during the previous year.
 - Campus grounds have been used for summer PrairieFest since 2004
 - UW-FdL has participated in the Fond du Lac Community READS program since 2004
- Developing marketing/public relation ideas in conjunction with student input.
 - Campus marketing plan is constructed each year and results tracked
- Recognize alliances within the campus by having a "Campus-Community at Work" day.
 - Posters highlighting student experiences in the community through Service Learning in SOC 130 displayed in Commons.
- Increase financial support for students
 - Increased communication with UW-Fdl alumni through webpage enhancements, newsletter mailings, and annual Foundation campaign
 - Names of students for Madison Connections are received and Student Services mails each student a packet of information on the program
 - Developing a team to work in conjunction with the UW-FdL Foundation on their role as a supporter of the students.
 - Investigating potential state and national grants.
 - Developing more internships.
 - Promoting the Madison Connection

Strategic Action Goal #2F: Expand Foundation Partnerships

- Invite faculty and staff attend more Foundation meetings
 - Presentation by Mike Jurmu to Foundation informing them of his PD and thanking them for their participation.
- Faculty and staff encouraged to support the Foundation in seeking community donations.
 - Funding sought on several occasions for Fine Arts and for music events

- Develop a streamlined application process for Foundation grants (possibly digital forms and e-mail) and explain the procedures for funding selections and amount.
 - Foundation budget process developed for the purpose of formalizing funding to the campus.

Strategic Action Goal #3A: Provide Individual Instruction

- Negotiate class size with administration
 - Although most Departments have policies on maximum class size, Student Services has requested additional students be allowed to sign on for some courses, expecting some attrition.

Strategic Action Goal #3B: Expand Use of Innovative Technologies to Enhance Learning

- Use of On-Line registration and grade reporting (PRISM).
 - PRISM system now being used by majority of students to register and see grades
 - Student use of PRISM for paying their tuition and fees has grown with UW-FDL being one of the leaders in student use of PRISM in terms of credit card and web-check payments.
- Develop a plan to replace/update hardware and software.
 - There always has been a plan to replace hardware and software which mostly relies on outside sources to determine when things get replaced. A document is currently being written to address technology uses on campus which will state a plan for replacement when the equipment becomes obsolete.
 - A software schedule is being developed to help organize software needs over a period of time.
- Determine technology needs and priorities at an annual meeting with Administrative and Support Staff.
 - Our current model of support and instruction is met as needs arise. The UW System has incorporated a course management system and initiated online and distance education.
- Develop a wireless, integrated campus.
 - Fond du Lac HotSpot was initiated on a trial basis to see how many students responded to bringing their laptops to campus.

Strategic Action Goal #4A: Maintain and Improve Equipment, Buildings, and Grounds

- Maintain an active Buildings and Grounds Committee.
 - The following infrastructure improvements have been implemented since 2003:

<ul style="list-style-type: none"> Outside window seal painting New Bleachers Removal of old light post standards, Removal of misc. concrete pads, patio pads Handicap Door Openers Wireless Network components Rip wrapping of ponds Wall Mounted Maps 	<ul style="list-style-type: none"> Benches / Flower Planters Urinal Repairs - A&E lower level Gym Floor HVAC improvements to PE Building Gym Curtain Refurbishment Theater workroom build-out Sound System for the UC Commons Kiosk at Main Entrance
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Cabinet-Sinks for Faculty Lounges
Generator - natural gas
University Drive shoulder work
Chiller repairs and recharge
HVAC System boards
Seal and stripe Handicap Parking
Lot
"Ultra wall" in Art area
Removal of patio pads by the Art
Building
Stone Edging along AE Building
New sidewalks. Classroom-Science
tunnel
Sledding hill re-grading
Main electrical wire replacement to
PE
Roof Flashing

- Seek and secure support and funding from the State, Fond du Lac County, and the UW-FdL Foundation.
 - Fond du Lac County invested in a new gym floor, new bleachers, a new generator, new sidewalks, and numerous smaller dollar projects in the last three years.
- Investigate potential general or targeted donations and contributions of equipment from area businesses and the wider Fond du Lac community.
 - Sound system in commons added in 2005 with 77% of the cost funded by donations
 - Continued strong relationship with the Master Gardeners and the Gottfried Arboretum.
- Develop strategic plans for campus utilization.
 - A five-year Campus Grounds Plan completed in 2005 including a project list
- Develop innovative ideas to improve classrooms and then apply for Lab Modifications to improve classrooms.
 - Proposals for Biology, Art, Chemistry, Business and an audio lab have been submitted. The Biology, Chemistry and Business labs have been funded with over \$38,000 in funds

Strategic Action Goal #4B: Improve Faculty and Staff Interaction

- Revise Merit and Evaluation processes.
 - Developed and implemented revised evaluation procedures
 - Dean's Office collects annual accomplishments by faculty and staff to announce at Fall Opening Meeting (research, publications, grants, etc.)
 - Business Office created "Welcome Cards" to attach to e-mail announcements regarding new hires
- Encourage increased faculty and staff attendance at events (plays, sports, etc.).
 - Intranet posting and e-mail to encourage attendance
 - Faculty & Staff recognition day at sporting event
 - Celebrate campus milestones.
 - Developed a continuing list and then honored staff years of service, retirements at annual Recognition Luncheon
 - Honor campus milestones by publishing them in yearly Report to the Community
 - Develop and post a Birthday list or calendar.
 - Birthdays listed on weekly calendar posted and emailed by Public Relations, along with an e-mail from the Dean in "What's Happening This Week".
 - Create displays.
 - Display of current and past history ("Now and Then") posted on bulletin board by mailboxes
 - Honor distinguished alumni and post photo with plaque in Commons; speak at Commencement
 - Creation of Alumni Association with biographies of members on internet site

Strategic Action Goal #4C: Opportunities for Faculty and Staff Renewal and Growth

- Create better notification to faculty and staff of appropriate professional development activities.
 - Professional Development Committee regularly alerts faculty and staff in a timely manner about upcoming dates when professional development funds will be dispensed.
 - Dean feeds appropriate opportunities to various groups regarding professional development, including conferences, grants, workshops, and scholarships.
- Ensure faculty and staff understand the funds available for such activities (possible sources for funding, application, documentation, etc.).
 - Dean passes on messages that he receives with regard to potential sources of funds and internal Colleges' professional development activities
- Aid the UW-FdL Foundation in building more resources to fund professional development.
 - Foundation Executive Director asked several faculty & staff to encourage their peers to consider donating to the general foundation fund.
 - Executive Director has become more visible at events relating to faculty & staff

Strategic Action Goal #4D: Update Campus Policies and Procedures, including Governance

- Merit procedures updated and utilized in Spring 2004. Further suggested improvements to the procedures will be investigated.
- IITC demonstrates the use of the UW-FdL Intranet and the beginning of its use (including the posting of meeting minutes)
- All Collegium Committees charged to begin developing procedures.

UW-Fond du Lac Strategic Plan Flow Chart

