Data Analysis and Strategic Benchmarking Committee
Draft Proposal
6/21/04 and revised 9/29/04; 12/08/04; 1/27/05

Purpose(s):
1. The committee will review data collected from across the campus in order to identify
trends in student performance on surveys (indirect measures) and assessments (direct
measures) of student outcomes and will develop two initial analyses. The first analysis
will consist of a description of data-based strengths and the second of a description of
data-based areas of concern.
2. The committee will identify data that is needed to facilitate the decision-making process
and refer those recommendations to the SVCAASL, the Faculty Senate, the Director of
Assessment, and the Assessment Committee.
3. The committee will make recommendations regarding identification of academic
priorities and benchmarks of student performance for campus academic strategic
planning efforts.
4. The committee will monitor the progress made toward meeting benchmarks of student
performance.

Potential assessment data to be used:
There are four potential categorical pools of data that are available. These categories are
institution-wide data, college-wide data, and departmental/program level data, and data from
the Student Life programs. These categories may be further defined in the following manner.

Institution-wide data: This data represents that which is collected to measure student
outcomes or demographic characteristics regardless of specific major or college. Examples of
data sources include:
- National Survey of Student Engagement (NSSE): Freshmen and seniors
- College Expectations Survey Questionnaire (CESQ): Freshmen
- Educational Benchmarking Survey (EBI): Residence life
- Graduating Student Survey: Seniors
- NACE Performance Measurement Survey: Seniors seeking employment
- General Studies Program: All students
- Writing Intensive Requirements: All students
- Cultural Diversity Requirements: All students
- Acceptance rates for graduate/professional schools: Applicants
- ACT Scores: All students
- Honors Program: Honors students
- First Year Program: Freshmen
- Retention rates from admission to graduation

College-wide data: Data collected or analyzed at the college level may provide insight
regarding student performance that reflects the unique missions of each of the colleges.
Examples of data sources include:
- College of Education: Student performance in relation to the Teacher Education Program
  objectives are collected annually as part of the NCATE accreditation process. The data
  would include assessments such as PRAXIS in addition to the locally developed
assessment tools. Data analyses should identify areas of strength and needed development.  

*College of Business and Technology:* Unit-wide assessments of students earning a degree in Business are administered annually as part of the process for seeking accreditation by AACSB. Data analyses should identify areas of strength and needed development.  

Academic Program Reviews: Analysis of departmental Academic Program Review self studies by college may identify trends that cross programs. This would be useful in all colleges, but in particular may be useful for the Colleges of Fine Arts and Humanities, Natural and Social Sciences, and the Graduate College.  

Departmental/Program Assessment Reports: Analysis of annual departmental/program assessment reports may yield information regarding trends in student performance on outcome assessments that transcend departments. Data sources would include assessments developed by the department/program, norm referenced tests used by the department/program, entrance to graduate or professional programs used by students, placement rates into graduate, professional schools, or employment placement rates.  

Annual College Benchmarking Reports: Information regarding faculty productivity, or participation in service and research activities related to students.  

Department/Program data: This data reflects assessment data that specifically relates to the student outcomes of individual programs. An analysis of performance trends may yield information regarding strengths and areas of need in the specific department/program. Data includes assessment measures developed by the department, norm referenced tests (if applicable), graduate or professional acceptance rates and test scores (if applicable), and employment placement rates (if applicable).  

Student Life data: Each of the Student Life units assigned to the division of Academic Affairs and Student Life administer surveys (local or national) to assess student satisfaction with the specific service being provided. This information should be analyzed when examining the total development of the student.  

Committee Members:  
**Chair:** Faculty Assistant to SVCAASL  
**Members:** members representing the Faculty Senate (1), each of the undergraduate colleges (1 each), the Graduate College (1), the Dean’s Council (1), the Library (1), academic advising (1), and from the Student Life division (3).  

Selection Process:  
Faculty Senate: The Senate representatives shall be members of the Senate and selected following procedures adopted by the Senate.  
Undergraduate Colleges and Library: Representatives shall be nominated by the respective Academic Policies Committees for each College.  
Graduate College: The Graduate Council shall nominate members from the Graduate Council and/or Graduate Faculty  
Dean’s Council: The Dean’s Council shall nominate two Deans  
Academic Advising: The SVCAASL shall select the member  
Student Life: The Dean of Students shall nominate the members
**Appointment:** The SVCAASL approves nominations from the Colleges, Dean’s Council, and Dean of Students and issues a letter of appointment.

**Term:** Three year term

**Ex-Officio Members: (serve on an as needed basis)**
- Director of Assessment
- Coordinator of Assessment/Director of Center of Teaching Excellence
- Director of General Studies
- Director of Institutional Research
- Director of Operations Analysis
- Director of Academic Success
- Director of Academic Advising
- Director of First Year Program
- Director of Honors Program
- Director of Counseling
- Director of Student Records and Registration
- Director of Residence Life
- Director of Career Services
- Director of Admissions