

CUNY ASSESSMENT COUNCIL / INSTITUTIONAL RESEARCH COUNCIL 2012 JOINT RETREAT



Official Program
Brooklyn College Student Center
8:30 am – 4:30 pm
June 15, 2012

SCHEDULE OF EVENTS, JUNE 15, 2012

Time	Event	Presenters	Location
8:30 - 9:00 am	Breakfast and Registration		Gold Room
9:00 - 9:30 am	Welcoming Remarks	David Crook, University Dean of Institutional Research and Assessment Alan Gilbert, Acting Vice President of Finance and Administration, Brooklyn College Michael Ayers, Director of Institutional Planning, Research, and Assessment, Brooklyn College	Gold Room
9:30 - 11:00 am	Collaboration Between Enrollment Management, Institutional Research, and Assessment at CUNY	James Murphy, University Associate Dean for Enrollment Mary Beth Reilly, Assistant Vice President for Enrollment Management, College of Staten Island Sarah Truelsch, CUNY OIRA Research Analyst Michael Ayers, Director of Institutional Planning, Research, and Assessment at Brooklyn College	Gold Room
11:00 am - 12:00 pm	Morning Breakout Sessions:		
	Using the CLA for Improving College Learning Outcomes	Raymond Moy, CUNY OIRA Director of Assessment	Maroon Room
	Cost-Benefit Analysis	Colin Chellman, CUNY OIRA Director of Policy Analysis	State Lounge
12:00 - 1:15 pm	Lunch		Gold Room
1:15 - 2:15 pm	Afternoon Breakout Sessions:		
	Developing a CUNY-wide Common Approach to Outcomes Assessment for Freshmen Learning Communities and Other Programs	Bettina Hansel, Director of Institutional Research and Assessment, Borough of Manhattan Community College	Maroon Room
	Presenting IR and Assessment Research to Educated Nonspecialists	Michael Anderson, Director of Academic Assessment, Brooklyn College Michael Ayers, Director of Institutional Planning, Research, and Assessment, Brooklyn College	State Lounge

Note: the Gold Room and Maroon Room are on the sixth floor. The State Lounge is on the fifth floor.

SCHEDULE OF EVENTS, JUNE 15, 2012

Time	Event	Presenters	Location
2:15 - 2:30 pm	Afternoon Coffee Break		Gold Room
2:30 - 4:00 pm	Panel Discussion: CUNYFirst on College Campuses	David Crook, University Dean of Institutional Research and Assessment Jim Russell, CUNY Academic Integration Manager Ariel Cohen, CUNY OIRA Manager of the Institutional Research Database Adrienne Bricker, Assistant Registrar, Queens College Elisabeth Lackner, Director of Institutional Research and Assessment, Queensborough Community College	Gold Room
4:00 - 4:30 pm	Closing Remarks and Retreat Evaluation	Michael Ayers, Director of Institutional Planning, Research, and Assessment, Brooklyn College	Gold Room

Note: the Gold Room and Maroon Room are on the sixth floor. The State Lounge is on the fifth floor.

SESSION DESCRIPTIONS

Collaboration Between Enrollment Management, Institutional Research, and Assessment

James Murphy, University Associate Dean for Enrollment; Mary Beth Reilly, Assistant Vice President for Enrollment Management, College of Staten Island; Sarah Truelsch, CUNY OIRA Research Analyst; Michael Ayers, Director of Institutional Planning, Research, and Assessment, Brooklyn College

For this session, enrollment management staff from colleges and the central office have been invited to join us. University-level staff will discuss the theory and practice of enrollment management at CUNY. Then we will hear how data supports enrollment management decision-making at the College of Staten Island, and how IR has contributed to more effective enrollment planning at Brooklyn College. We will finish with a group discussion of the conditions of effective collaboration between our offices.

Using the CLA for Improving College Learning Outcomes

Raymond Moy, CUNY OIRA Director of Assessment

The CLA is a performance test designed to assess key skills that are at the core of almost all colleges' academic programs: critical thinking, analytic reasoning, problem solving and written communication. It has been nationally administered on an annual basis since fall 2004, and provides an opportunity for participating colleges to gauge their ability to improve learning outcomes against a background of their peers. This presentation will begin with an overview of the CLA assessment instrument and the scoring criteria that form the basis for measuring college-level learning outcomes; then it will focus on the role the CLA results can play in both program improvement and accountability/accreditation efforts at CUNY. Finally, the discussion will be informed by the experiences of past participants in the CLA as well as by the recently concluded pilot at Bronx Community College, LaGuardia, Brooklyn College, and City College.

Cost-Benefit Analysis

Colin Chellman, CUNY OIRA Director of Policy Analysis

Participants will become familiar with various methods used to estimate the cost of instruction in higher education including mean teaching load, mean class size, cost per FTE, cost per graduate, cost-benefit ratios. Research using cost-benefit ratios and other metrics in order to guide resource allocation will also be described.

Developing a CUNY-wide Common Approach to Outcomes Assessment for Freshmen Learning Communities and Other Programs

Bettina Hansel, Director of Institutional Research and Assessment, Borough of Manhattan Community College

A February 21, 2012 letter to CUNY College Presidents from Executive Vice Chancellor and Provost Alexandra Logue “strongly advises” all colleges to “place into learning communities at least all first-time, full-time freshmen.” As Assessment and Institutional Research professionals at CUNY, we will most certainly soon be asked to evaluate the effectiveness of the learning communities that our campuses initiate in response to this directive, if only for the purposes of reporting for the grants we obtain to set them up. Before the workshop, each college IR or Assessment office was asked to complete a brief online survey on the learning communities currently running or planned on their campuses. After a brief review of the survey findings about the varieties of learning communities we have at our colleges, Dr. Hansel will facilitate a workshop-type discussion.

Presenting IR and Assessment Research to Educated Non-specialists

Michael Anderson, Director of Academic Assessment, Brooklyn College; Michael Ayers, Director of Institutional Planning, Research, and Assessment, Brooklyn College

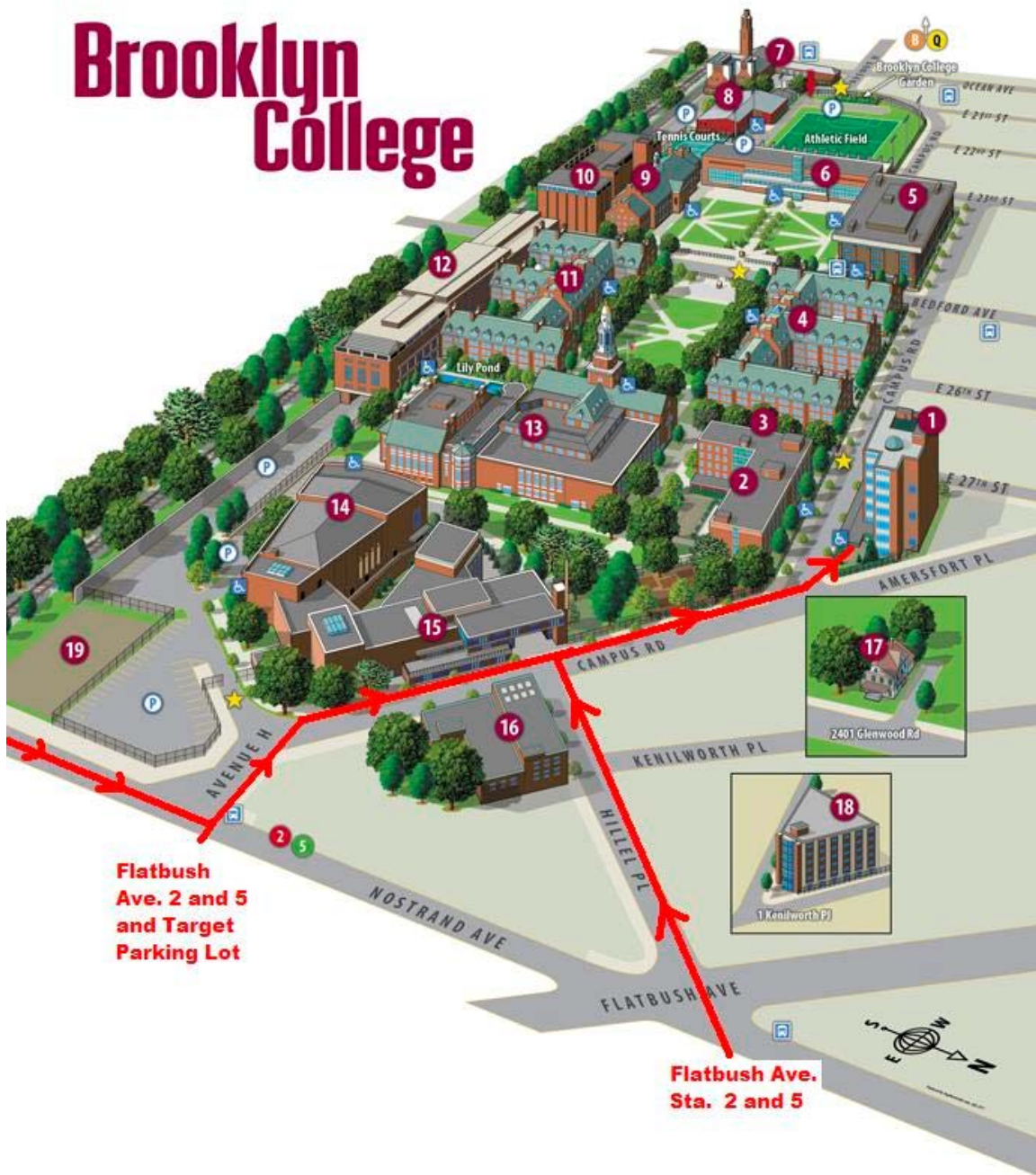
Both IR and Assessment professionals present the results of their work to a variety of audiences both within and without their institutions. These audiences, while highly educated in a variety of fields, have a wide range of familiarity with Assessment and IR practices and products. This presentation will illuminate some of the issues/challenges to communicating our work and will offer some principles to shape your communication so it facilitates the transformation of data into useable information for your audience.

Panel Discussion: CUNYFirst on College Campuses

David Crook, University Dean for Institutional Research and Assessment
James Russell, CUNY Academic Integration Manager; Ariel Cohen, CUNY OIRA Manager of the Institutional Research Database; Adrienne Bricker, Assistant Registrar, Queens College; Elisabeth Lackner, Director of Institutional Research and Assessment, Queensborough Community College

As Campus Solutions, the student data silo of the CUNYFirst Enterprise Management Planning system, goes live on more college campuses, IR and Assessment professionals must prepare for the resulting changes. The panel discussion will talk about how changes to the everyday operations of research and data management under CUNYFirst will affect IR and Assessment work.

Brooklyn College



1. Student Center
2. Whitehead Hall (A)*
3. Topfer Library Cafe
4. Boylan Hall (B)*
5. James Hall (J)*
6. West Quad Center (WQ)*
7. Heating and Chiller Plants
8. West End Building (WEB)(F)*
9. Roosevelt Hall (R)*
10. Roosevelt Hall Extension (RE)*

11. Ingersoll Hall (N)*
12. Ingersoll Hall Extension (NE)*
13. Library (L) *
14. Whitman Hall (W)*
15. Leonard & Claire Tow Center for the Performing Arts (opening 2014)
16. Tanger Hillel House
17. Newman Catholic Center
18. Residence Hall (www.1kenilworth.com)
19. Future Site of Koppelman Hall

* Brooklyn College Building Codes

Travel Directions

By Subway: Take the 2 or 5 train to Brooklyn College/Flatbush Avenue; See walking directions (purple arrows) in the map below.

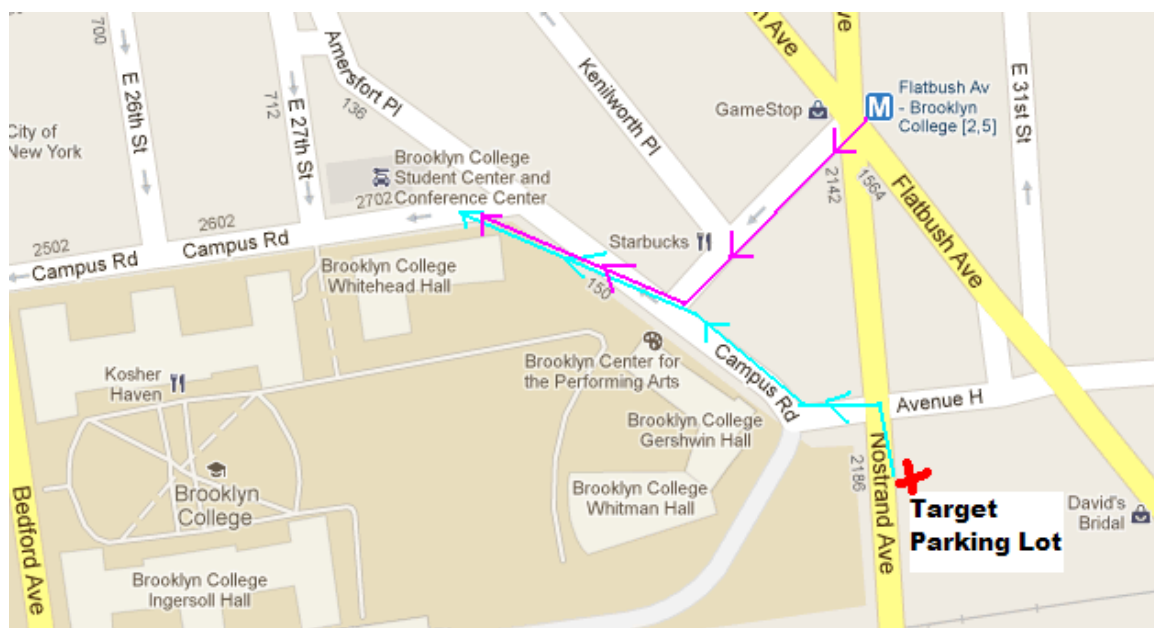
By Bus: Take the B41, B44, B6, B11, or Green Bus Line Q35 to the intersection of Nostrand and Flatbush Avenue. Follow directions above.

By Car: From Manhattan or the Bronx: Take the Brooklyn Battery Tunnel to Exit 24 – Prospect Expressway. Prospect Expressway becomes Ocean Parkway. Follow Ocean Parkway and turn left onto Foster Avenue, right onto Ocean Avenue, left onto Avenue I and left onto Nostrand Avenue.

From Queens or LI: Take Northern State/Grand Central West. Take Exit 13W (J Robinson Pkwy) toward Brooklyn. Take the J Robinson Pkwy until its end; turn slight right onto Jamaica Ave, which turns into E. New York Ave. Turn right onto Pacific St. Turn left onto Eastern Pkwy. Turn left onto Howard Ave, which becomes Tapscott St, which becomes Kings Hwy. Turn right on Avenue J, and right again on Nostrand Ave.

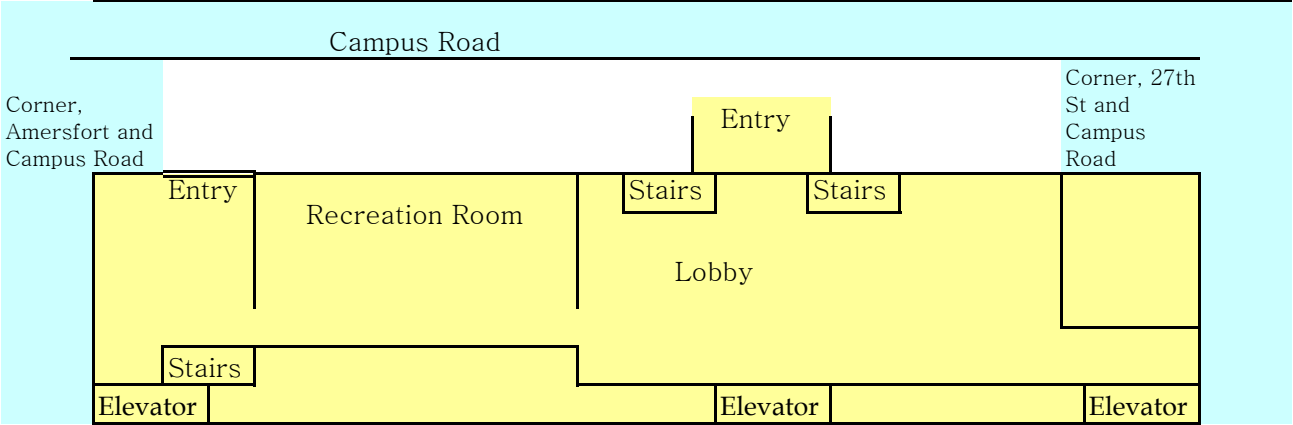
From Staten Island take the Verrazano Bridge to the Belt Parkway East. Exit the Belt Parkway at 11N – Flatbush Avenue North. Follow Flatbush Avenue and turn left onto Avenue H. Turn left on Avenue I, and right on Nostrand Ave.

Parking: The best parking option is at the Target Shopping complex (all driving directions lead you past the Nostrand Avenue entrance). If you arrive between 5:00 AM and 10:00 AM, and leave by 7:00 PM, you will be charged the “Early Bird Rate”: \$7.00 for the day. Word of warning: they are very strict with the time; if you arrive even 1 minute after 10:00 or leave 1 minute after 7:00, you will be charged the higher regular rate. See walking directions (light blue arrows) in the map below.

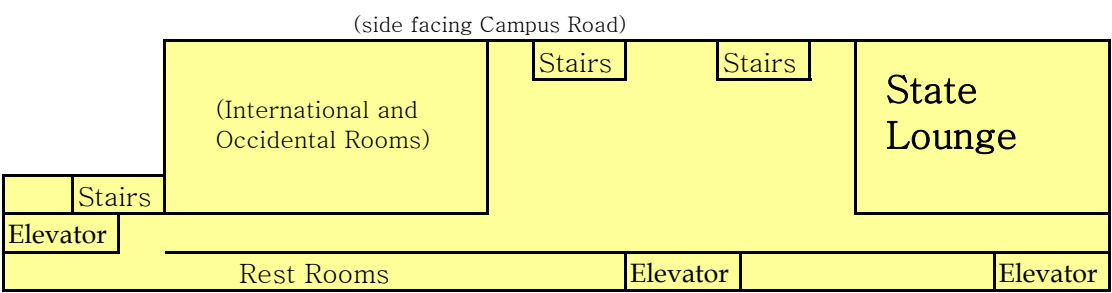


Brooklyn College Student Center: Floor Layout

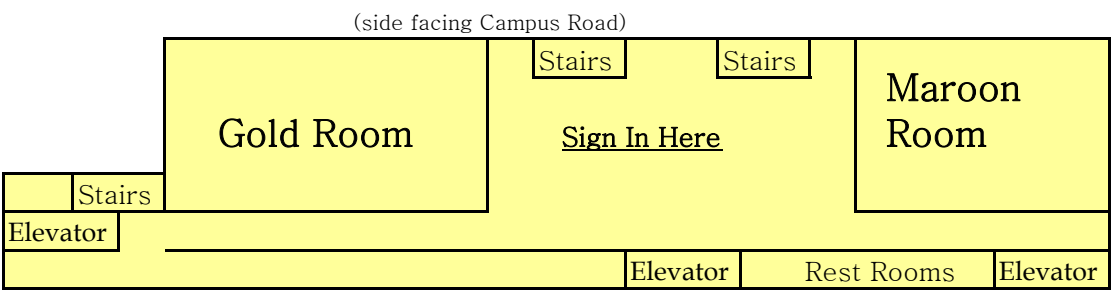
Brooklyn College Student Center: Ground (First) Floor



Brooklyn College Student Center: Fifth Floor



Brooklyn College Student Center: Sixth Floor



Comment: You can enter through the Amersfort and Campus Road entrance, or the lobby entrance. Be sure to have your CUNY ID for entry. Take the elevator to the 6th floor to sign in for the conference.