CAH ASSESSMENT MATRIX - 2008

Strategic Goal/Learning Goal	Related Univ Goals	Related AA Goals	Tactics	Method of Assessment	Who/What Assessed	When Assessed	Administered by Whom	Criterion of Achievement /Success	Progress to Date
STRATEGIC GOALS									
SGoal #1 Create and maintain high quality academic programs	Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Achieve regional and national prominence for the university	T. 1.3 Encourage and support faculty mentored undergraduate research and creative activity. T. 1.7 Support program assessment that informs curriculum to enhance student learning. T. 2.7 Enhance opportunities for student and faculty honors programs. T. 5.7 Improve the quantity and reliability of data about our graduates. T. 8.1 Ensure that the Spheres of Distinction inform academic program planning. T. 9.6 Develop strategies to address policies and practices of the Legislature, Higher Education Coordinating Board and Professional Educators Standards Board. T. 9.8 evaluate and develop academic programs for optimal placement at University centers and Ellensburg. T. 9.10 Use data generated by Academic Affairs Program Review for decision-making purposes.	Tactic #1 Ensure that all depts. and programs use assessment and program review findings to improve programs	Annual Assessment Report	All degree programs in CAH	End of each academic year	Departments and programs working with CAH Dean and AVP for Undergrad Studies	100% of degree programs have at least one student learning outcome linked to each college student learning goal (see learning goals at end of document) 100% of degree programs document implementation of changes to address issues raised by assessment info and program review suggestions – by june 09 report 50% of programs document by June 09 improvement as a result of changes	First reports submitted summer 08, though some more complete than others. Feedback on reports shows that onsiderable work needed on using assessment results to improve programs
			Tactic #2 Create funding for dept success/improvement initiatives and teaching initiatives	Annual Assessment Report Teaching Grant Application Form	All Applicants for Dept funding and summer teaching grants	End of academic year	CAH Dean's Office	At least one dept each year receives success/improvement initiative funding; at least 2 faculty receive teaching initiative funding—starting 2008	Three dept assessment awards scheduled to be given fall 08; two summer teaching grants to faculty summer 08

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			Tactic #3 Develop and sustain unique/signature programs for which Central is known	Catalog/Website	CAH degree programs in relation to others in the state of WA	At least once each year	Department Chairs and Program Directors	Each CAH Department has at least one signature (unique or outstanding) undergraduate program for which it is known in the state and region CAH has at least three signature graduate programs within the next three years	Music continually cited internally and externally as an outstanding program for which CWU is known; arts programs/facilities in general recognized as a university strength in SOD marketing grant; Theatre MA program that is unique in the nation; will be discussing new certificate in community college teaching that will be unique in the state;
SGoal #2 Enhance support for faculty research and creative activity	Maintain and strengthen an outstanding academic and student life on the E'burg campus	T. 2.9 Enhance the internationalization of the curriculum. T. 2.10 Enhance faculty and student international exchange programs. T. 3.6 Improve support for research and creative activities. T. 4.3 Enhance professional development support for faculty and staff. T. 4.5 Develop an appropriate reward structure to acknowledge outstanding faculty and staff performance. T. 7.4 Ensure sufficient training opportunities in the use of new technologies.	Tactic #1 Increase support for travel grants and summer research/creativity grants	CAH Budget/Funding Records	# of recipients of CAH travel grants # of recipients of summer grants, and amount awarded	End of year	CAH Dean's Office	Fund all worthy applications for travel funding in a given year Provide at least 5 summer creativity grants of $2500 each, starting summer 2008	Done so far Done, though 2 of the grants were for teaching. Might try for 3 and 3, or 4 and 2 this coming summer Bike-a-thon n the works for summer 2009--$30,000 goal
			Tactic #2 Enable more faculty participation in exchange programs with universities abroad	Number of faculty completing exchange programs	Records in International Programs	End of each fiscal year	CAH Dean's office and Internatl Prog	Work more closely with internatl programs At least two true faculty exchange activities each year, starting 09-10	Had a chairs council meeting with Mike Launius and will meet in fall with the new study abroad and exchange director.
			Tactic #3 Increase submissions for internal and external funding	Data from graduate studies	All CAH applicants for internal and external funding	End of each fiscal year	CAH Dean's Office	Enhance the number of submissions by at least 5 each year, starting July 09	
			Tactic #4 Implement creative, flexible course scheduling to allow for more research time	Faculty Workload Data	All CAH faculty who are teaching full time	After workload plans are submitted to the dean	CAH Dean's Office working with Chairs	In most depts, at least one faculty member each quarter has a course reassignment for research, or has one or no classes to teach in a given quarter because of meeting FTE requirements mostly in two quarters	Many depts. are doing this type of creative scheduling; we agreed to try to find more ways to free up time for scholarship
SGoal #3 Improve visibility of the college	Achieve regional and national prominence for the university	T. 2.3 Enhance the visibility of faculty and graduate research and creative activity.	Tactic #1 Maintain user-friendly, engaging, and up to date dept and college	Website content and design analysis	All websites in the college	Regularly	Designated webmasters in depts. and in the college	90 % of CAH websites are informative, user-friendly, relatively error free, and up	Information is often more current than medium;

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		T. 4.4 Improve communication about professional development opportunities. T. 5.2 Work with SAEM to support department-level student recruitment. T. 5.4 Increase enrollment in high demand programs when funding is available. T. 9.2 Improve public visibility of Academic Affairs. T. 9.4 Improve web design and presence. T. 9.7 Strengthen relationships with regional economic development entities.	websites						to date; medium and information should be current; should include trailers from tv show on college website
			Tactic #2 Distribute engaging marketing and recruiting materials	Track where materials are distributed	College and program hard copy recruiting materials	End of Year	CAH Dean's Office together with Admissions and CAH Chairs and Directors	Recruiting materials are distributed at each University Center, at all major feeder high schools and community colleges visited by Central recruiters, and at all recruiting fairs on campus 90 % of CAH faculty who visit high schools and community colleges leave behind recruiting materials Create a CAH presence on Facebook and Myspace	College postcards are distributed and depts. and programs have info at recruiting fairs. Faculty are distributing material when they visit schools; Workshop is being scheduled for Chairs on Facebook, etc.
			Tactic #3 Create TV program highlighting CAH faculty, student, and alumni work	*Arts and Humanities are Central* shows for Channel 15	All shows	End of each academic year	CAH Dean's Office and TV film crew	Two shows are filmed each quarter, starting Jan 2008	Three shows have aired so far. One each quarter is probably the max that the crew can handle, plus one in summer.
			Tactic #4 Hire a marketing person for the college who is linked as well to Becky Watson's office in University Relations	Money is allocated for hire, and search completed	SOD grant and hiring documents	End of AY 08-09	CAH Dean's Office and Becky Watson's office	Funded SOD grant with University Relations that supports a marketing staff person for the arts to begin Fall or Winter quarter in 08-09	SOD funding for one year for half-time person
SGoal #4 Increase CAH share of resources and match resources to growth	Strengthen and further diversify our funding base and strengthen infrastructure to support academic and student	T. 2.2 Incubate innovative programs through self-support. T. 2.4 Assess the role of graduate education, appropriate size of	Tactic #1 Enhance summer revenue with strategic course offerings and scheduling, as well as summer enrichment	Annual Summer Earnings and Allocation	Earnings and Allocation information for each year	Fall quarter each year	CAH Dean's Office	Enhance summer revenue by at least 10% each year	Summer revenue increased by 24%; should increase as well in 2008

	programs	programs, and resource trends.	programs/workshops						
		T. 2.5 Refine the focus of individual graduate programs and identify strategic support to advance them.							
		T. 2.8 Create a support structure for new program development and delivery.							
		T. 12 Encourage instructional collaborations with community colleges and baccalaureate institutions.							
		T. 14 Enhance and strengthen General Education.							
		T. 3.2 Increase extramural funding through contracts and grants.							
		T. 4.3 Enhance professional development support for faculty and staff.							
		T. 7.3 Develop technology replacement and upgrade plans for classrooms, labs, and faculty and staff workstations.							
			Tactic #2 Increase the number of tenured and tenure track faculty	Compare number of active tenured and tt faculty lines in the college each year since 2005	Data from the college and from IR	Beginning of each AY	CAH Dean's Office	Replace all lines vacated by retirements, resignations, and so forth Obtain funding for at least two new lines each year Submit at least one internal or external grant each year that involves a tt hire	Done. Obtained funding for 6 new lines for 08-09 Challenge Grant submitted 08—to be resubmitted
			Tactic #3 Stabilize funding for general education	CAH annual budget allocation	Budget memo from the provost	Fall quarter	CAH Dean's Office	At least $400,000 funded to base to cover the general education costs to the college outside of base funding	Requested in annual budget request— no money, but provost is now talking about this as a possibility
SGoal #5 Build a more diverse college community	Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	T 13. Support existing and new ethnic area studies programs. T. 5.2 Work with SAEM to support department-level student recruitment. T. 6.1 Develop curriculum that attracts culturally diverse students and faculty.	Tactic #1 Create a CAH Diversity Task Force	Task Force accomplishments	Task Force Report/ Recommendations	End of Fall quarter 08	CAH Dean's Office	Task force is formed by beginning of fall quarter 08 and submits recommendations by early winter quarter 09	Announcement of Task Force in Sept 08 Monday Memo—call for nominations

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		T. 6.2 Work with SAEM to develop an enrollment management strategy for improving student diversity. T. 6.4 Explore partnership opportunities with community groups that mirror the region's diversity. T. 6.5 Apply public outreach services to a wider audience. T. 6.6 Foster a civil and diverse university environment. T. 6.7 Develop a plan for diversifying the faculty. T. 8.1 Ensure that the Spheres of Distinction inform academic program planning.							
			Tactic #2 Increase the numbers of faculty, students and staff from under- represented groups	Monitor numbers and makeup of CAH faculty, student and staff population	Data from IR	Beginning of each AY	CAH Dean's Office	Increase by 10% numbers of CAH faculty, students and staff from underrepresented groups over the next three years	
			Tactic #3 Promote diversity in college curricula and programming	Workshop evaluation Catalog analysis	Information for evaluation forms Data from catalog	End of workshop Spring 2008 or Fall 2008	CAH Dean's Office	Sponsor at least one workshop on integrating diversity into courses and curriculum Compile data on current courses/ curriculum that integrate diversity	Possibly for Prof Devel Day in March 2009
SGoal #6 Promote Interdepartmental programming and collaboration	Maintain and strengthen an outstanding academic and student life on the E'burg campus	T. 1.5 Evaluate the changing student demographicas in order to address diverse student population. T. 2.6 Encourage and support interdisciplinary curriculum. T. 4.1 Encourage communication among faculty and staff university-wide. T. 5.3 Improve coordination and communication with SEAM. T. 9.3 Ensure strategic collaboration	Tactic #1 Improve funding and bureaucratic support for interdisciplinary programs	Grant Proposals submitted	Data from Grad Studies	End of each AY	CAH Dean's Office	Submit at least two grants each year on behalf of interdisciplinary programs	Done for 08

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			with the other university divisions.					
			Tactic #2 Create interdisciplinary courses at every curricular level through cross listing	Analysis of curriculum offerings	Catalog	With pub of each new catalog		Each interdisciplinary program in the college has a variety of courses with interdisc prefix that are cross listed with specific disciplines	
			Tactic #3 Create learning communities, particularly at the 100 level	Analysis of course offerings	Catalog	With pub of each new catalog		Creation of at least 5 learning communities by spring 2009	So far, LLAS, Music, and ABS
SGoal #7 Develop a climate of fundraising	Strengten and further diversify our funding base and strengthen infrastructure to support academic and student programs	T. 5.7 Improve the quantity and reliability of data about our graduates.	Tactic #1 Ensure that each department has at least one endowed scholarship	Monitor amount of money in scholarship fund accounts	Foundation reports	End of each academic year	CAH Development Officer	Each dept will have at least one fully endowed scholarship by fall 2010	Five of 8 departments have at least one fully endowed scholarship.
			Tactic #2 Obtain sponsorships for CAH cultural programming	Number of sponsors	Sponsors lists in brochures, programs, etc.; contracts between sponsors and CAH	Each quarter	CAH Development Officer	At least 8 sponsors by end of summer 2008	3 sponsors for fall; first season sponsor at $3,000
			Tactic #3 Increase contact with alums, and invite them back to campus whenever possible	Number of interactions with alums, on campus or off	Contact reports	End of fiscal year	CAH Development Officer and Chairs	10% increase in number of contacts by end of summer 2009	Very successful alumni day.
LEARNING GOALS								
LGoal #1 Ensure that students develop disciplinary specific competencies for success in their fields		T. 1.3 Encourage and support faculty mentored undergraduate research and creative activity.						
LGoal #2 Improve students' knowledge of human cultures and diversity for success in a global society		T. 2.9 Enhance the internationalization of the curriculum. T 13. Support existing and new ethnic area studies programs. T. 6.6 Foster a civil and diverse university environment.						
LGoal #3 Facilitate disciplinary and interdisciplinary integrative learning for creative inquiry		T. 1.4 Evaluate alternative ways to engage students in learning. T. 2.6 Encourage and support interdisciplinary curriculum.						
LGoal #4 Develop students' intellectual and practical skills for lifelong learning								
L Goal #5 Enhance students' civic		T. 1.1 Support academic service learning and civil engagement,						

knowledge and engagement locally and globally for responsible citizenship		including internships. T. 2.9 Enhance the internationalization of the curriculum. T. 2.10 Enhance faculty and student international exchange programs. T. 3.7 Support faculty and staff in efforts to engage the community and to enhance economic development in the region. T. 6.4 Explore partnership opportunities with community groups that mirror the region's diversity. T. 6.5 Apply public outreach services to a wider audience.						