



# EDUVENTURES

## Annual Member Meeting 2012

The Seaport Hotel, Boston, MA

June 11-12, 2012

### Assessment and Institutional Effectiveness Agenda

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#### DAY 1: Monday, June 11

- 7:30 – 8:30 A.M.**      **Breakfast and Registration**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*
- 8:30 – 9:00 A.M.**      **Eduventures Welcome and Introduction**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*  
Mark R. Nemec, Ph.D., President and CEO, Eduventures, Inc.
- 9:00 – 10:30 A.M.**      **Presidential Panel**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*  
Moderator: Peter Stokes, Ph.D., Executive Search and Assessment Consultant, Russell Reynolds Associates  
Panelists:
  - Sandra J. Doran, J.D., President, American College of Education
  - Dr. Geoffrey Bannister, President, Hawaii Pacific University
  - Dr. John V. Lombardi, Professor of History, Louisiana State University and Co-director, Center for Measuring University Performance, Arizona State University
- 10:30 – 11:00 A.M.**      **Networking Break**
- 11:00 – 12:30 P.M.**      **Case Study Workshop: Leadership and Organizational Change**  
  
It is a dynamic time to be a senior university leader. Some argue that higher education is at a tipping point and as a result, the very foundation and fundamentals of our higher education system are poised for transformation and significant change. Tuition costs have outpaced wage increases. Student debt has been rising. Calls for accountability are increasing. The return on investment of a college education is being called into question. New entrants and disruptive innovations abound. In order to navigate our institutions of higher learning through the challenges and opportunities that exist today, and in the future, effective leadership is critical. During this case study-based session, we'll step out of education and into healthcare to take an intimate look at leadership during a period of industry and organizational change and transition. This case "Paul Levy: Taking Charge of the Beth Israel Deaconess Medical Center" details the situation Levy inherited, his negotiations prior to taking the job, and his first six months as CEO. *NOTE – Participation in this session requires a pre-reading exercise, Paul Levy: Taking Charge of the Beth Israel Deaconess Medical Center, which will be distributed to all attendees pre-registered for this session track and available in the session room. For questions, contact [kfox@eduventures.com](mailto:kfox@eduventures.com).*
- 12:30 – 2:00 P.M.**      **President and Provost Lunch**

**2:00 – 3:00 P.M.      Envisioning Assessment for the Modern Era: Beyond Assessment to Institutional Effectiveness**

Value. Outcomes. Quality. These are hot button words in higher education today. More than ever parents, students, accreditors, employers, government and the general public are focused on outcomes as college loan debt levels continue to rise. However, despite this reality, we still fail to have a common framework and method for assessing quality. Too often, the manner in which assessment is conducted at universities today is largely inadequate for truly driving meaningful programmatic improvement. During this session, we'll provide frameworks to assist you in measuring outcomes in a comprehensive and forward-thinking way and drive thinking about how to enhance and communicate institutional effectiveness.

**3:00 – 3:30 P.M.      Networking Break**

**3:30 – 4:30 P.M.      Keynote Presentation**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*  
Shai Reshef, Founder and President, University of the People

**4:30 – 5:30 P.M.      Cocktail Reception**  
*Plaza Lobby, The Seaport Hotel Plaza Level*

**6:00 – 8:30 P.M.      Networking Dinner**  
*New England Aquarium*

**DAY 2: Tuesday, June 12**

**8:00 – 9:00 A.M.      Breakfast**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*

**9:00 – 10:30 A.M.      Plenary Panel: “Big Data in Higher Education: Getting Beyond Big Hype to Big Impact”**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*  
Moderator: Richard Garrett, Vice President and Principal Analyst, Eduventures, Inc.  
Panelists:

- Andrew P. Kelly, Research Fellow in Education Policy Studies, American Enterprise Institute (AEI)
- Dr. Phil Ice, Vice President of Research and Development, American Public University System and Principal Investigator for the Predictive Analytics Reporting Framework (PAR) project
- Dr. Rita Kirshstein, Managing Director, American Institutes for Research (AIR), Director of the Delta Project on Postsecondary Education Costs

**10:30 – 11:00 A.M.      Networking Break**

**11:00 – 12:30 P.M.      Joint Session with SOE-LC: Making Use of Assessment Data**

*Schools of education are making significant financial investments into the accreditation process and outcomes assessment tools. Given this investment, how can we ensure that this data is informing real programmatic improvement? In addition, how can we operate more efficiently in this area to control costs? During this session, SOE-LC analysts will review highlights from our recent study that addresses those important questions, and that provides benchmarks for the financial investment that schools of education of various sizes and Carnegie classifications are making in assessment and accreditation. Case studies will be provided of schools of education that have made significant headway in improving the efficiency of their assessment processes, and members will be invited to share innovations that they have implemented related to this area.*

**12:30 – 1:30 P.M.      Lunch**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*

**1:30 – 2:30 P.M.      Workshop Discussion: Creating the Outcomes-Focused Institution**

Too often information about student learning outcomes is viewed only at the program level, impeding an institution-wide view that can support broader change. This discussion will focus on the challenges in using insights about student learning outcomes gathered via assessment to drive decision-making about program investments and change. During this session we will provide an overview of the barriers to improving this process and strategies to overcome them.

**2:30 – 2:45 P.M.      Wrap Up: Eduventures' Agenda to Support Institutional Effectiveness and Transformation**

**2:45 – 3:00 P.M.      Networking Break/Departure Snack**