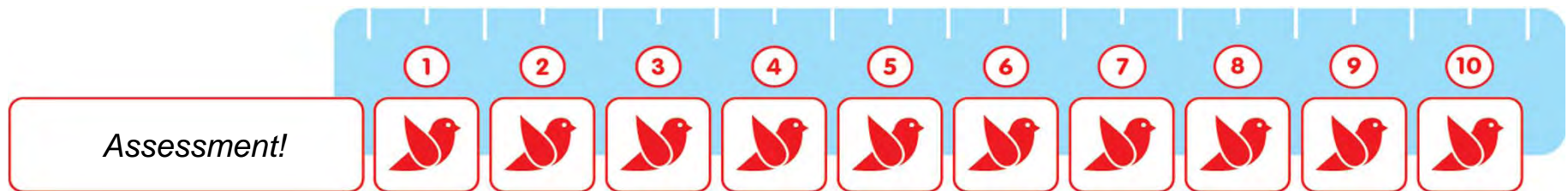


Collect, Analyze and Deliver McGill University's Student Assessment Implementation Plan



Presenters:

Lina Di Genova, Director - Student Engagement and Assessment
Richard Zereik, Associate Director
Office of the Executive Director, Services for Students
McGill University

Australia and New Zealand Student Services Association Conference
December 6, 2011

Overview

- A few facts about McGill University & Student Services
- McGill's assessment journey
- Sample projects
- Linking assessment to strategic planning and annual planning exercise
- Future assessment plans
- Lessons learned

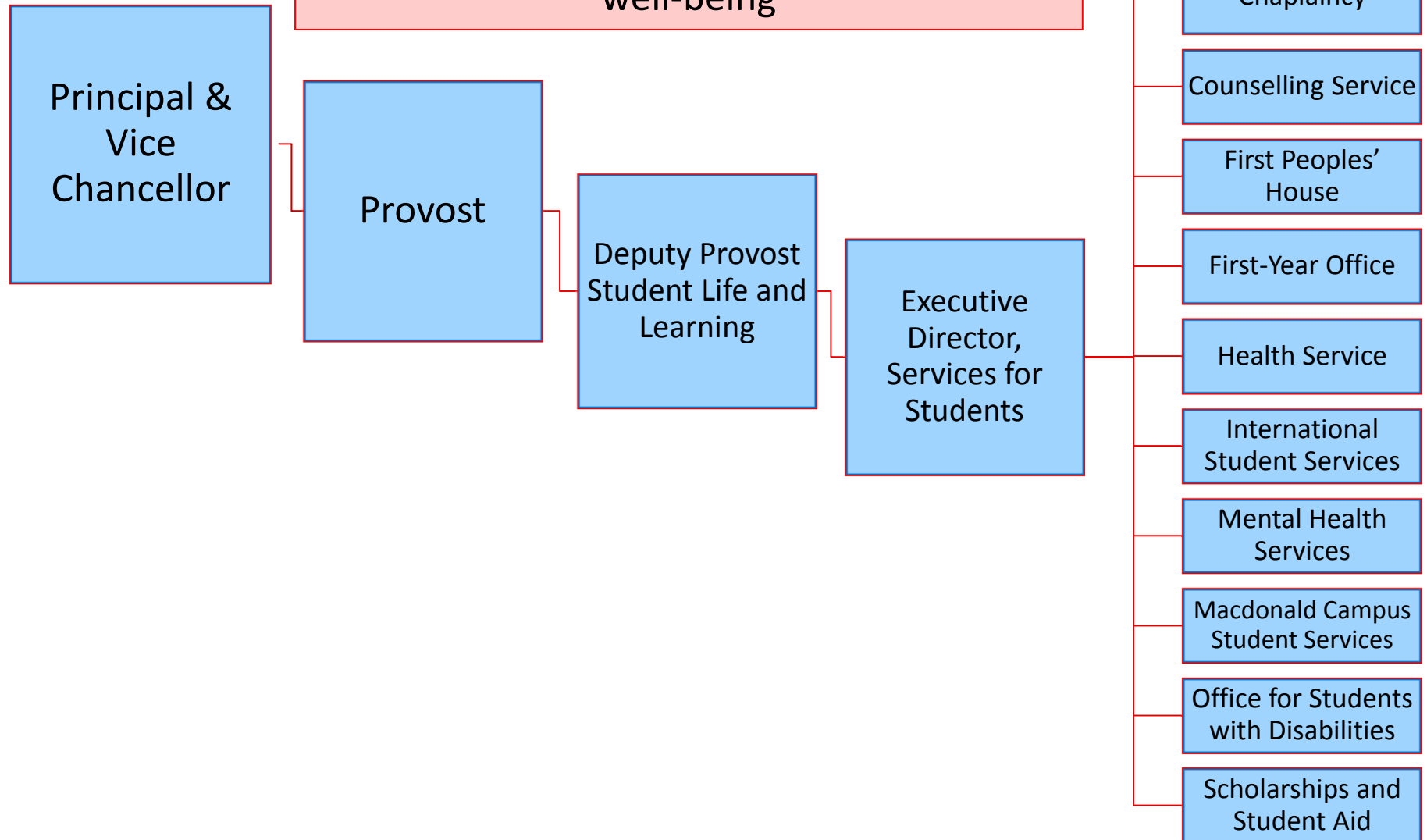
McGill at a Glance...

- McGill University is
 - an international university whose main language of instruction is English
 - located in Montreal, Quebec, Canada (Quebec is a French-speaking province)
 - a medical/ doctoral research-intensive university with two campuses, 11 faculties, some 300 programs of study, and more than 36,000 students
- The University partners with four affiliated teaching hospitals to graduate over 1,000 health care professionals each year.
- Students come to McGill from about 150 countries, and our student body is the most internationally diverse of any medical-doctoral university in Canada.

<http://www.mcgill.ca/about/>

McGill's Student Services

Promoting & supporting student success and well-being



Student Services' Core Values

- Student Centredness
- Transparency
- Inclusivity
- Integrity
- Sustainability
- Collaboration
- *Accountability via Measurable Goals*

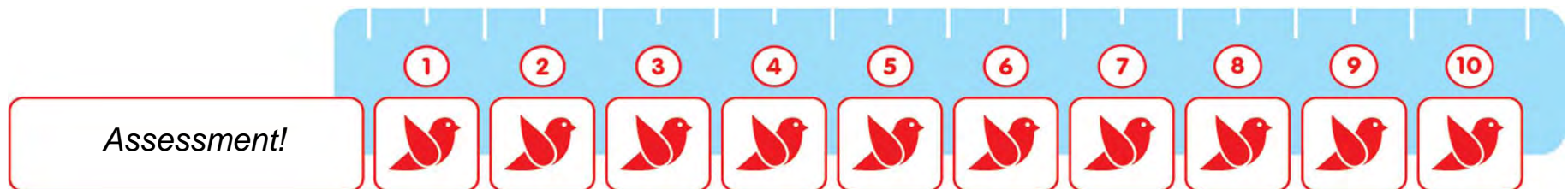


Student Services' Goals

- Raise the Profile of McGill Student Services
- Staff Excellence
- Responsiveness and Assessment
- Sustainability

McGill's Student Assessment Implementation Journey:

In the beginning....



McGill's Student Assessment Implementation Journey

- **Collect:**
 - Input from stakeholders
 - Need for accountability
 - Consultation regarding assessment models and technological tools
 - Existing student survey results
- **Analyze:**
 - Data rich but information poor!
 - *Although McGill had lots of macro data on student satisfaction and engagement we did NOT have program specific data*
 - Looked at different ways to create a culture of assessment & finding the right fit
 - Discussed centralized versus decentralized approach to assessment
 - *Privacy laws*
 - *Data hosting*
 - *Bilingual delivery*

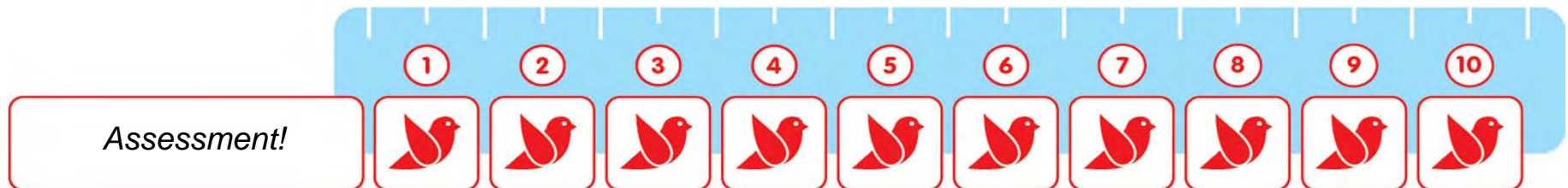
1) McGill's Student Assessment Implementation Journey

- **Deliver**

- Centralized assessment approach
 - Research-based assessment
 - Online and mobile data collection
 - Direct measures of learning (e.g. rubrics)
 - Online reporting tool
 - Benchmarking capabilities
 - Bilingual surveys and other assessment activities
 - Compliance for W3C WAI-AA and 508 accessibility standards
- Change management - building bridges
 - Challenge: Being seen as the « *Assessor* »

McGill's Student Assessment Implementation Journey:

Year 1...

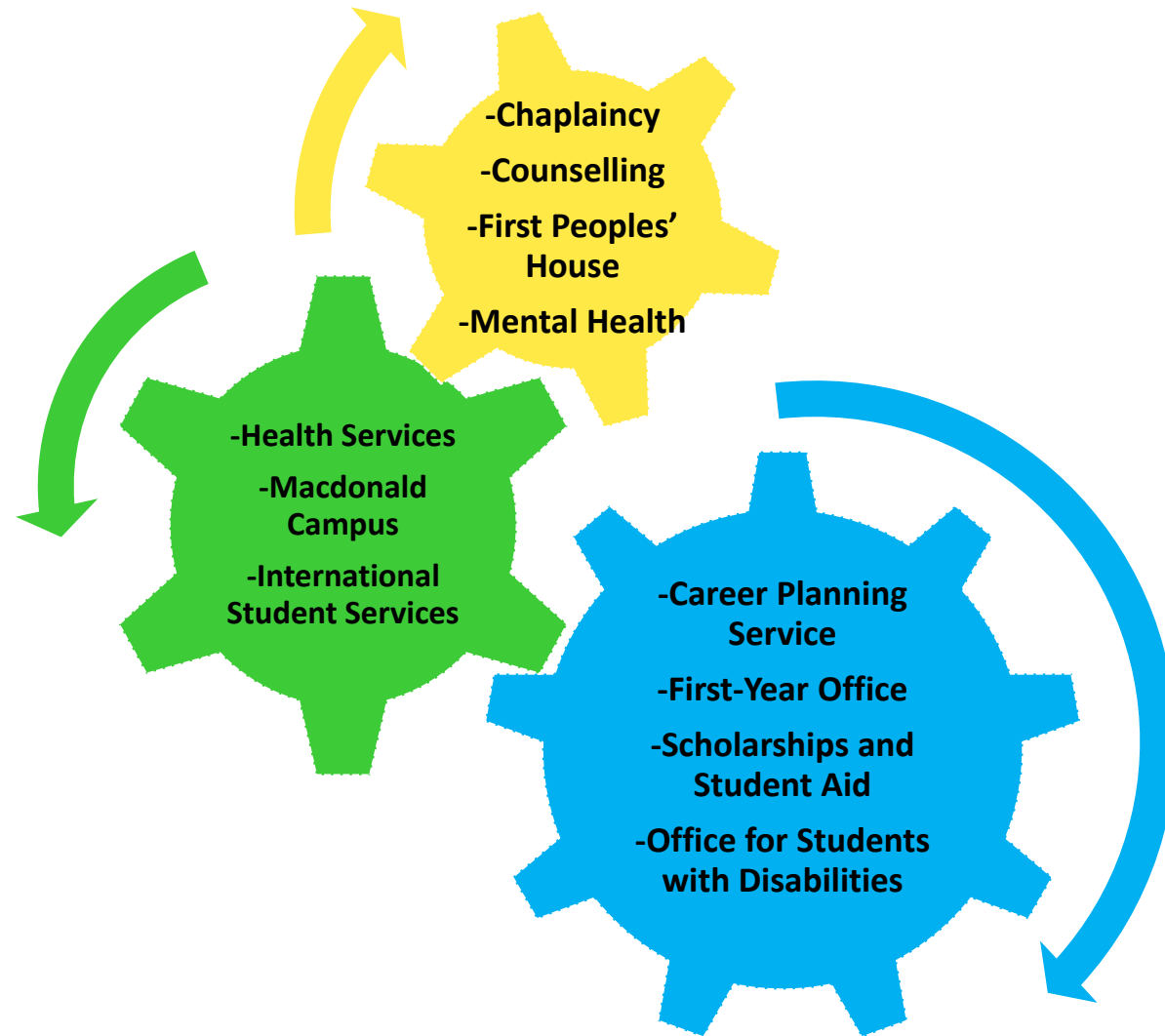


McGill's Student Assessment Journey – Year 1

- Assessment Support includes:
 - *Consultation*
 - *Access and training on how to use IT tool*
 - *Research*
 - *Study Design and Methodology*
 - *Data Analysis*
 - *Report Writing*
 - *Presentations*

McGill's Student Assessment Implementation Journey

- Individual unit needs assessment



McGill's Student Assessment Journey – Year 1: Sample Projects

Project Types



- *Satisfaction Surveys*

- *Assessment of Outreach Activities with a Focus on Learning Outcomes*

- *What are our Shared Values Project?*

McGill's Student Assessment Journey – Year 1: Sample Projects

Project Types



- *Tracking Form*

- *Assessment of Outreach Activities*

- *Research Project: Evaluation of a Patient Education Program on Sexual Health*

McGill's Student Assessment Journey – Year 1: Sample Projects



Project Types

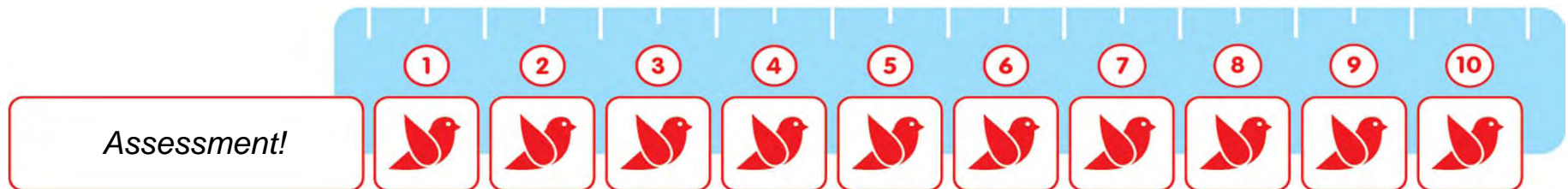
- *Destination surveys*
- *Satisfaction surveys*
- *Learning outcomes*
- *Program quality*
 - *E.g. Work study*

McGill's Student Assessment Journey – Year 1

- How the data were used
 - Advisory boards
 - Presentations
 - Budgets
 - Improving existing assessment projects
 - Program planning

- Impact:
 - Recognition of assessment potential
 - Increased usage and ownership of data
 - Moving beyond satisfaction
 - Building bridges

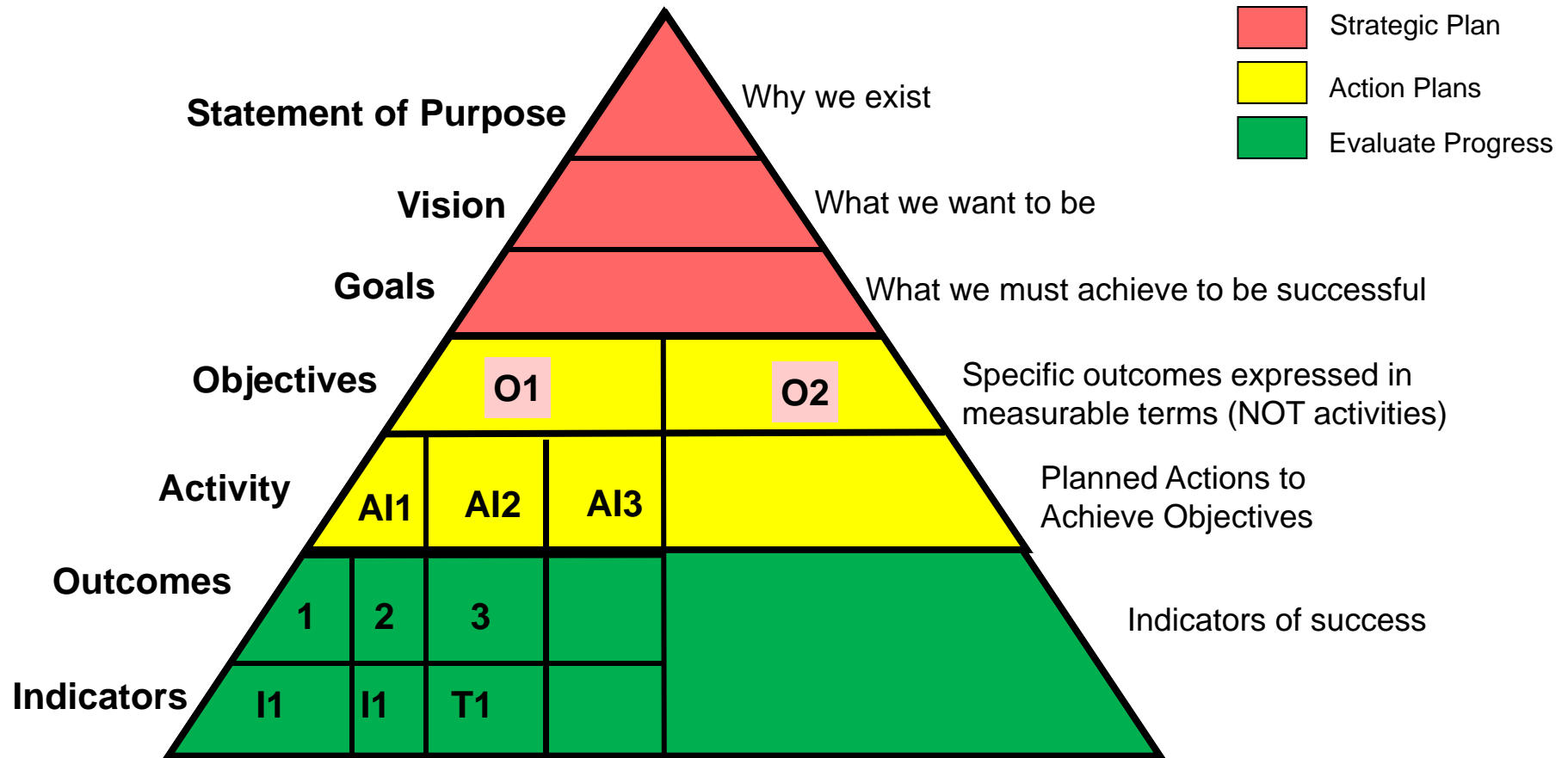
Linking Assessment to Strategic Planning and Annual Planning Exercises



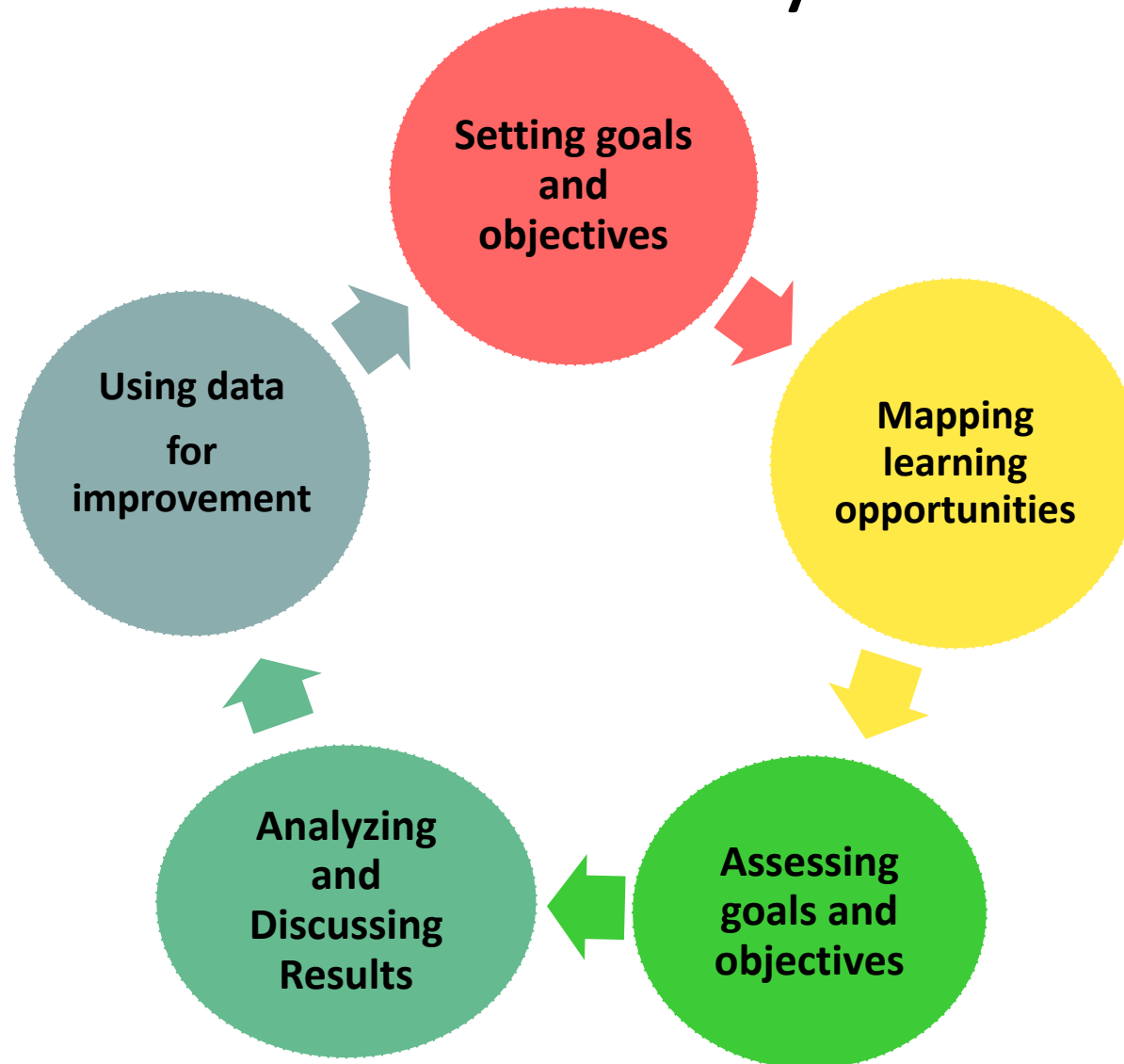
Linking Assessment to Strategic & Annual Planning Exercises

- Session on how to link Assessment to Strategic Planning
- Revised annual planning template as a team at the directors' retreat
- Ongoing support:
 - Information sessions on how to fill in the template
 - One-on-one meetings
- Assessment is now part of the annual planning and connected to the strategic plan

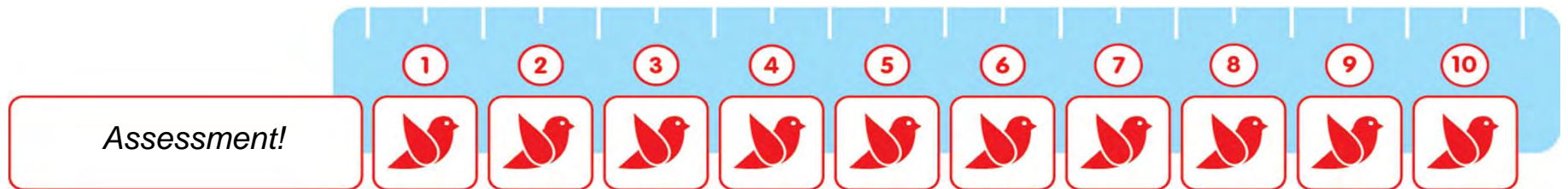
Strategic Planning Components



Assessment Cycle



McGill's Future Assessment Activities



3) McGill's Future Assessment Activities

- **Introducing New Assessment Initiatives and Techniques**
 - Benchmarking
 - Mental Health and Counselling Benchmark Study
 - Multi-Institutional Study of Leadership
 - Rubrics
 - Mobile data collection
- **Expanding Assessment to other Student Life and Learning units** on campus (Residences, Enrollment Services, etc.)
- **Communications**
 - Creation of a Briefing Book, Website and Online Assessment Knowledgebase
- **Creation of Co-Curricular Records and Communications Hub**
 - Participation tracking
 - Help students plan participation in upcoming events
 - Focus on learning outcomes
 - Continue to use assessment data to develop enriched co-curricular experiences



GET INVOLVED
GET RECOGNIZED



[Home](#) [Organizations](#) [Events](#)

Events and News

Show:











Lessons Learned

- Leadership needs to champion assessment
- Change is a process, so is assessment....
 - Establish partnerships
 - Discuss progress
 - Individual consultations reduce anxiety
 - Create forum for sharing (*Directors' meetings, newsletter, etc.*)
 - Don't just collect data – use it!
 - Discuss relevant assessment activities from associations, government, literature, etc.

Assessment Anxiety



	Beginning of academic year	End of academic year
Unit level anxiety	 	 
Assessment professional anxiety	 	 

Questions?



Merci / Thank you