

Welcome to today's University Business web seminar.

---

## Up-level Your Strategic Planning with Insights from Columbus State and Holy Cross



**Dr. Kimberly McElveen**  
Assistant Vice President  
for Institutional Assessment  
Columbus State University



**William R. Luton**  
Academic Projects  
Coordinator  
University of Holy Cross

*Thank you for joining us! The web seminar will start shortly at 2:00 ET.*

*Thank you for joining us! The web seminar will start shortly at 2:00 ET.*

# Up-level Your Strategic Planning with Insights from Columbus State and Holy Cross

## **For technical support:**

Use the Chat panel at the right of your screen. Select the name of our event producer, Steven Blackburn, and type your message.

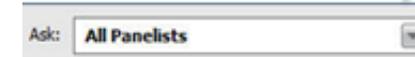


## **No computer speakers? Prefer to listen privately?**

Dial the phone number and access code posted in the Chat window.

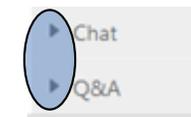
## **To submit a question to our panel:**

Use the Q&A panel at the right of your screen. Send your question to **All Panelists**, the default option.



## **Don't see a panel?**

Click the "expand panel" triangle in front of the panel name.



## **Need to access the presentation at a later time?**

Everyone will receive an email with links to the slides and archive recording.

---

## Up-level Your Strategic Planning with Insights from Columbus State and Holy Cross



**Dr. Kimberly McElveen**  
Assistant Vice President  
for Institutional Assessment  
Columbus State University



**William R. Luton**  
Academic Projects  
Coordinator  
University of Holy Cross

---

This web seminar is sponsored by:



---

# Up-level Your Strategic Planning with Insights from Columbus State and Holy Cross

## **For technical support:**

Use the Chat panel at the right of your screen. Select the name of our event producer, Steven Blackburn, and type your message.

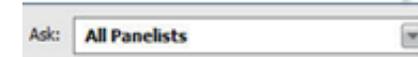


## **No computer speakers? Prefer to listen privately?**

Dial the phone number and access code posted in the Chat window.

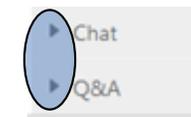
## **To submit a question to our panel:**

Use the Q&A panel at the right of your screen. Send your question to **All Panelists**, the default option.



## **Don't see a panel?**

Click the "expand panel" triangle in front of the panel name.



## **Need to access the presentation at a later time?**

Everyone will receive an email with links to the slides and archive recording.

---

## Up-level Your Strategic Planning with Insights from Columbus State and Holy Cross



**Dr. Kimberly McElveen**  
Assistant Vice President  
for Institutional Assessment  
Columbus State University



**William R. Luton**  
Academic Projects  
Coordinator  
University of Holy Cross

# Watermark's Unique Solution

A truly comprehensive intelligence-driven platform

Assessment &  
Accreditation Planning

ePortfolios  
for Assessment



Course Evaluation &  
Institutional Surveys

Faculty Activity  
Reporting

Curriculum & Catalog  
Management

# Columbus State University



## About CSU

- ▶ Columbus Georgia
- ▶ 8,400 Students
- ▶ 335 FT Faculty
- ▶ 287 PT Faculty
- ▶ 300 + Staff

President and Provost are supportive and believe in the use of technology to do the work!

## Watermark Products CSU uses:

- ▶ **Digital Measures** - Faculty Activities
- ▶ **AQUA** - General Education Assessment
- ▶ **Taskstream** - Assessment, Planning, Annual Reports for Deans, Executive Leadership Team, Strategic Plan
- ▶ **Planning and Self Study** - SACSCOC 5th Year
- ▶ **TK20** - College of Education
- ▶ **Evaluation Kit**- Student Evaluations

## Goals to Improving Assessment

- ▶ It has to make sense and be easy to accomplish
- ▶ Software has to be user-friendly
- ▶ Data has to be easily extracted and visually appealing
- ▶ Monitor reporting
- ▶ Provide Feedback to Departments about their reports
- ▶ It has to be a partnership between administration, faculty, tech partner and institutional Technology Services

# About University of Holy Cross



## UHC's Mission:

*The University of Holy Cross, a Catholic institution of higher learning, is an inclusive student-centered learning community focused on academic excellence and innovative teaching. Rooted in the traditions of the Marianites of Holy Cross, the University is committed to educating the minds and hearts of its students through freedom of inquiry, the pursuit of truth, and compassionate care for all.*

## Core Values

- ❖ Excellence
- ❖ Respect
- ❖ Integrity
- ❖ Inclusion
- ❖ Compassionate Service

# About University of Holy Cross

“Located on the West Bank of the Mississippi River minutes from downtown New Orleans, the University of Holy Cross is one of the South's most unique educational experiences.

The University was founded in 1916 as Our Lady of Holy Cross College, a Ministry of the Marianites of Holy Cross, and was created to educate and prepare teachers for work in the many schools the Marianites were opening across South Louisiana.

The University's continued unwavering connection to the beliefs of the Marianite Sisters and its roots in educating those who would eventually teach others are both part of the foundation that makes the UHC experience so special.

For our students, this means smaller classes, a faith-based atmosphere and more personal attention from a generous, responsive team of professionals. It means collaborating in an exciting, entrepreneurial environment where the focus is always excellence. It means the support of a compassionate, caring faculty and staff all dedicated to making sure you get the most out of your educational experience.

Ultimately, it means you leave the University of Holy Cross prepared for life.”

<https://uhcno.edu/about/about.html>



# The IEP Process Before Watermark

Paper-Based Annual Institutional Effectiveness Planning Process

Paper-Based 3-year Programmatic Review Process

Compliance Assist for SACSCOC Accreditation

Google Sheets for Strategic Planning

UHC has Implemented the Following Watermark Software Solutions:

- ▶ Planning & Self Study
- ▶ Aqua
- ▶ EvaluationKIT
- ▶ SmartCatalog
- ▶ Taskstream



# The Search for a Solution

- Adopting Watermark's Aqua for the Quality Enhancement Plan (QEP) "Let's Write Right"
- Moving from LiveText's Assessment Insight System (AIS) to Watermark's Planning & Self-Study



# The IEP Process Today

Much more streamlined, collaborative

Ability to see meaning in the data

Line of sight into longer-term strategic planning

The Departmental Training Process:

- ▶ Preloading information from previous reports
- ▶ Zoom sessions to walk through the process
- ▶ Working meetings with VP for Academic Affairs
- ▶ Follow up meetings
- ▶ Promoting cross-functional teams



## Faculty Feedback



**Dr. Leslie Jones**  
**Professor of**  
**Executive**  
**Leadership &**  
**Coordinator of**  
**Departmental**  
**Assessment**

The Watermark Software (Planning & Self-Study for IEPs) is user-friendly for accessing programs and Program Learning Outcomes; users can transition from outcome to outcome, as well as from program to program in a Department (without logging out). It is also user-friendly in allowing users to make additions and deletions.



**Dr. Lisa M. Sullivan**  
**Professor & Chair of**  
**Education**

I have found Planning and Self-Study to be very easy to use. I was able to upload documents summarizing assessment data and easily record whether we met our benchmarks. Additionally, I was able to include comments about actions that our department plans to take to improve outcomes for the future.



# Audience Questions & Answers

## Poll Question #1:

What is the top concern at your institution for the coming year?

- Student enrollment
- Viability of the institution
- Doing more with less
- The overall economy and its impact on higher ed
- Mental health of staff and students
- Physical health/safely of staff and students
- Retaining talent
- Diversity and inclusion

## Poll Question #2:

Post-pandemic, will your campus rely MORE on technology than you did before the pandemic, or LESS than you did before?

- We will rely more on technology than before the pandemic
- We will rely less on technology than before the pandemic
- I'm unsure about how things will look once we're back to "normal"

## Poll Question #3:

Are you considering a new tool or process for assessment planning in the coming year?

- Yes
- No; I'm happy with what we use now
- No; No budget/uncertainty of budget
- Maybe
- Don't know

# More Watermark Events



**June 16-17, 2021**

2 days of FREE virtual programming including 30+ presentations and conversations with your peers, higher ed leaders, and technology specialists

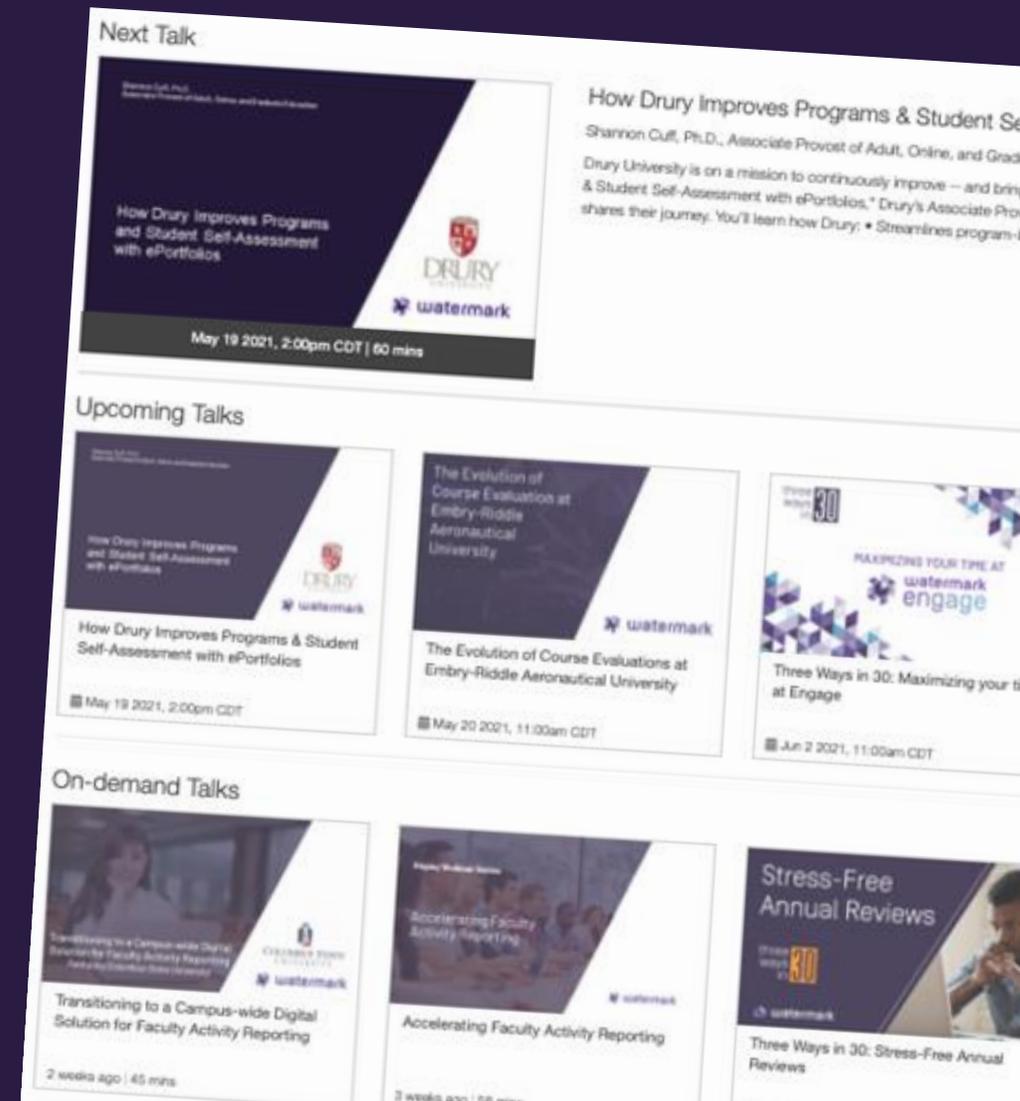
**watermarkengage.com**

## Watermark Webinars

Visit [brighttalk.com](http://brighttalk.com) and search for Watermark for hundreds more webinars.

Learn more at

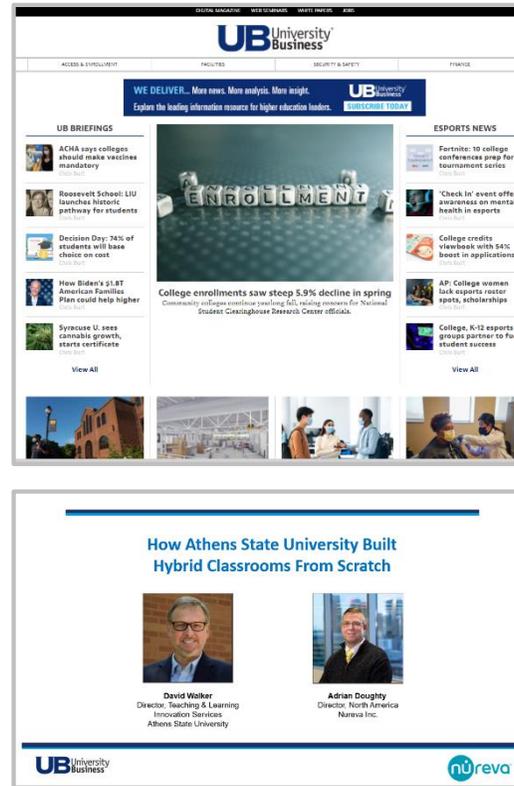
**watermarkinsights.com**



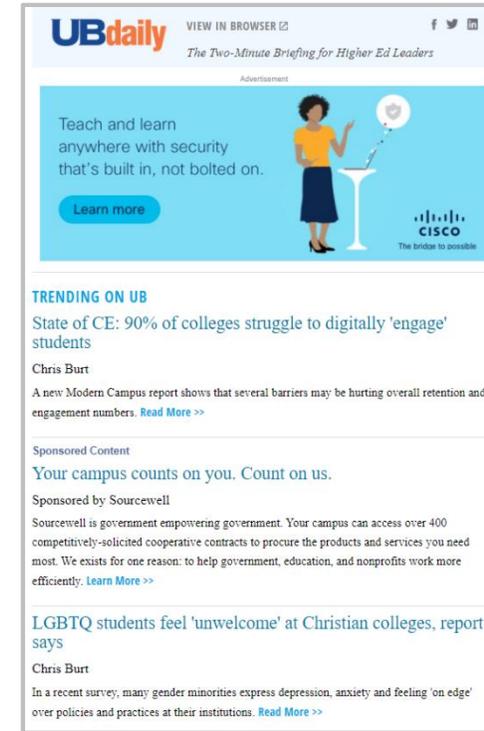
University Business is the leader in editorial coverage of news, trends and current issues in higher education. Subscribe for FREE and stay up-to-date through our magazine, website, web seminars, and newsletters.



UB magazine (print & digital)



UB's website and web seminars



UB Daily, Weekend Roundup and UB Tech Newsletters

---

# Thank you for joining us!

The archive recording of this web seminar will be available for you to review, or share with members of your team, at:

<http://www.UniversityBusiness.com/Web-Seminars>

You will also receive an email with a link to the slides.