

OCTOBER 9-10, 2008



## Program Descriptions

2008 IDEA USERS GROUP MEETING  
Hosted by: Baldwin-Wallace College  
Cleveland, Ohio

### **Getting on the Same Page – Modeling IDEA Training**

**Kim Nugent**, Education Management Corporation

As the Vice President Faculty Development for Education Management Corporation, Kim has conducted numerous training sessions for faculty, program administrators, deans, and faculty development directors. By modeling her approach to IDEA training, this session will kick off our meeting by giving all participants an opportunity to review the IDEA system and get us all “on the same page.” Even experienced IDEA users will learn something new.

### **Building a Culture of Assessment: Evaluating and Documenting Teaching Effectiveness** (*Handouts*)

**Tracy A. Chapman**, Creighton University

The Creighton University’s School of Pharmacy and Health Professions (SPAHP) has been developing and implementing a highly integrative comprehensive process of teaching and learning evaluation, which has required a paradigm shift resulting in a more supportive environment for professional growth and teaching improvement. This interactive session will describe the plan, process, and future direction of evaluation. Participants will discuss key considerations when building a culture – the importance of a shared language, an understanding of key terms, faculty buy-in, administrative support, addressing resistance to change, and systematically engaging key constituents.

### **Online IDEA Implementation as a Catalyst for Academic Process Improvements**

**Gene Kleppinger**, Eastern Kentucky University with Online IDEA Surveys

Patricia Fitzgerald, Saint Francis University

**Theresa Wilson**, Saint Francis University with Electronic IDEA: Catalyst for Change

Gene Kleppinger of Eastern Kentucky University will discuss the logistics of online survey deployment, including gaining cooperation from departments, helping departments and instructors customize their surveys, and promoting student response. Peter Skoner and Theresa Wilson of Saint Francis University will discuss how the online administration streamlined that process and maintained good response rates from students. They will also discuss sharing and storing reports in a secure and confidential shared electronic file structure as part of the impetus to move to electronic submission of tenure and promotion applications for faculty. Following these presentations, participants will have an opportunity to further discuss and brainstorm solutions to their own online survey administration challenges.

### **Balancing Faculty Evaluation and Faculty Development in the Assessment of University Faculty** (*Handouts*)

**Stephanie Juillerat**, Azusa Pacific

This session will present a recently-developed faculty evaluation system that attempts to integrate a strengths-based approach to evaluation and to intentionally incorporate faculty development as part of the evaluative structure. Use of the IDEA instrument as both summative and formative sources of information will be discussed, along with other evaluation instruments that attempt to incorporate faculty development activities as part of the assessment. Challenges associated with achieving a healthy balance of summative and formative components in a quantitative faculty evaluation model will be discussed, along with lessons learned in the process.

## Program Description Con't....

### **Give us Your Ideas: Leveraging Innovative Technology**

**Tim Johnson**, Vice President Innovative Technology

The IDEA Center strives to provide tools to support your efficient use of the IDEA survey. Recently, we've developed and released IDEA PreMark, IDEA Online, and IDEA Online XML Creator. This session will provide you an opportunity to provide your ideas about how to improve our existing software tools and how to leverage innovative technology solutions to make your use of IDEA even more effective.

### **A Manageable and Multi-Purpose Faculty Evaluation System** (*Handouts*)

**Joe Friona and Max Bonilla**, Franciscan University of Steubenville

At Franciscan University of Steubenville (FUS), data collection is integrated for effective faculty review for participation in the University of Delaware's Faculty Productivity Study. Resulting is a manageable and multi-purpose faculty evaluation system feeding budgeting decisions, promotion decisions, and having long term impact on the university. Historical data showing the awarding of our highest merit denotation for teaching seems to be increasing while the evidence of effectiveness from qualitative sources such as IDEA justifies these decisions. This presentation will describe the FUS Faculty Review process by providing real-world examples applicable to other colleges or universities.

### **From Inquiry to Action: Reasons to Celebrate and Investigate**

**Alan Belcher**, University of Charleston

This session will identify specific uses of data from IDEA at one institution. Simple numeric analysis of data from IDEA will be connected to other data such as the National Survey of Student Engagement (NSSE). The use of IDEA as part of a comprehensive faculty performance review will be discussed. Identification of indicators for curricular change and for faculty development will also be investigated.

### **How to Coach and Provide Feedback to Faculty Using The IDEA Center Resources** (*Handouts*)

**Kim Nugent**, Education Management Corporation

**Evelyn Hyde**, Brown Mackie College-Salina

**Artie Estridge**, Brown Mackie College-South Bend

This hands-on session will demonstrate how to use the IDEA metrics to develop a campus faculty, including individual development plans for new and experienced faculty members. Resources provided by The IDEA Center will be emphasized.

### **A Teachable Moment: Getting Students to Provide Responsible Feedback**

**Brenda Coppard**, Creighton University

In recent years, the issue of getting students to provide responsible feedback has become a frequent topic of conversation. This session will describe how one department chair at Creighton University used the student rating process as an opportunity to teach students about providing constructive (as opposed to inappropriate) feedback. Meeting attendees will then have an opportunity to voice their local challenges and share their own best practices in getting students to respond responsibly to IDEA.

### **Close Encounters with IDEA Processing Staff**

**Dale Grunewald**, Processing Manager

**Sarah Hamilton**, Program Administrator

This is your chance to talk with IDEA Processing staff about best practices for communicating, packing and shipping surveys, requesting Group Summary Reports, and other processes at The IDEA Center.

## Program Description Con't....

### Results to Demonstrate Teaching Excellence

#### **Incorporating IDEA Student Ratings into Assessment of General Education Learning Outcomes** (Handout)

**Stephanie Oetting**, University of Saint Francis

This presentation will describe how custom IDEA student ratings reports have been incorporated into the general education assessment plan as a measure of student attainment of general education goals and learning outcomes. The custom reports are used to assess 1) progress on relevant IDEA objectives, and 2) student perception of progress on related learning outcome(s) through the use of additional questions. The GE Assessment Plan Model, which incorporates other direct and indirect measures of outcome attainment, will be shared to show how IDEA fits with the other measures. The benefits and challenges of using additional questions will also be discussed.

#### **Using IDEA Results to Demonstrate Teaching Excellence**

**Susan Perry and Jim McCargar**, Baldwin-Wallace College

In this session we will discuss how to expand the use of IDEA beyond faculty development and informing promotion/tenure decisions. For example, by examining both faculty selection of objectives and student ratings, performance can be evaluated at the individual, program, and institutional level as part of the self-study process in seeking institutional accreditation. Pedagogical and curricular focus will be examined using IDEA data to identify and highlight strengths, challenges and opportunities for improvement.

#### **IDEA as Evidence: Program Assessment for Continuous Improvement**

**Claudine Keenan**, Richard Stockton College

This session will describe the multiple uses of IDEA data. For example, use of IDEA in curriculum mapping and in program assessment, use of newsletters to inform the faculty about what institutional or program data indicate. In addition, the Institute for Faculty Development highlights various teaching techniques. Sonia will discuss 'focus on feedback' by using data from all sources (NSSE, IDEA, and others) to paint a picture at Stockton.

### Practice Interpreting Reports

**Bill Pallett**, The IDEA Center

**Steve Benton**, The IDEA Center

This session will assist IDEA users in reading and interpreting their reports. A complete and accurate interpretation of IDEA results is essential to gaining the most from the IDEA system. Along with a general overview, you will have an opportunity to ask specific questions.