

Office of Accreditation and Assessment



Procedures Manual



温州肯恩大学
WENZHOU-KEAN UNIVERSITY

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Table of Contents

Introduction	3
Purpose of the Manual/Target Audience	3
Manual Navigation	3
Periodic Updates	3
About the Authors	3
Office of Accreditation and Assessment	3
Mission Statement	3
Wenzhou-Kean University Assessment Process-Flow Chart	5
Key Responsibilities	6
Training Workshops	7
Meet the OAA Team	8
Administrative Assessment	9
Data Collection and Analysis	9
Administrative Assessment Reporting	9
Administrative Unit Assessment Resources:	9
Timeline and Key Milestones:	10
Academic Assessment	11
Watermark Planning & Self-Study	11
Academic Assessment Reporting	13
Timeline and Key Milestones	13
Kean University Accreditation	14
Middle States Commission on Higher Education	14
Accreditation Bodies and Standards	14
Readiness Initiative	14
Best Practices for Accreditation Self-Study and Site Visit:	15
Faculty Course Evaluations	17
Campus Labs: Anthology/Schedule Platform	17
Schedule and Key Dates	17
Appendix	19
Links to Resources	19
Glossary of Terms	19

Introduction

Purpose of the Manual/Target Audience

Welcome to the Office of Accreditation and Assessment's Procedures Manual. The primary aim of this manual is to provide a comprehensive guide that clearly articulates the steps involved in Kean University's Accreditation and Assessment Process. It serves as an essential resource for administrators, chairs, unit leaders, faculty, and staff involved in the accreditation and assessment activities.

Manual Navigation

While first-time administrators, chairs, or unit leads may find it useful to read the manual in its entirety for a holistic understanding of the processes, others can efficiently use the Table of Contents to navigate to specific sections for targeted information.

Periodic Updates

It is crucial to note that this manual is a living document, and updates are made periodically to align with any changes in the accreditation and assessment process. Users are encouraged to consult the most recent version of the manual to ensure they have the latest information.

About the Authors

This manual is maintained by the Office of Accreditation and Assessment (OAA) under the guidance of the Vice Chancellor for Academic Affairs (VCAA). The content is subject to an annual review by Wenzhou-Kean University's Assessment Committee for feedback and revision to enhance clarity and maintain content accuracy.

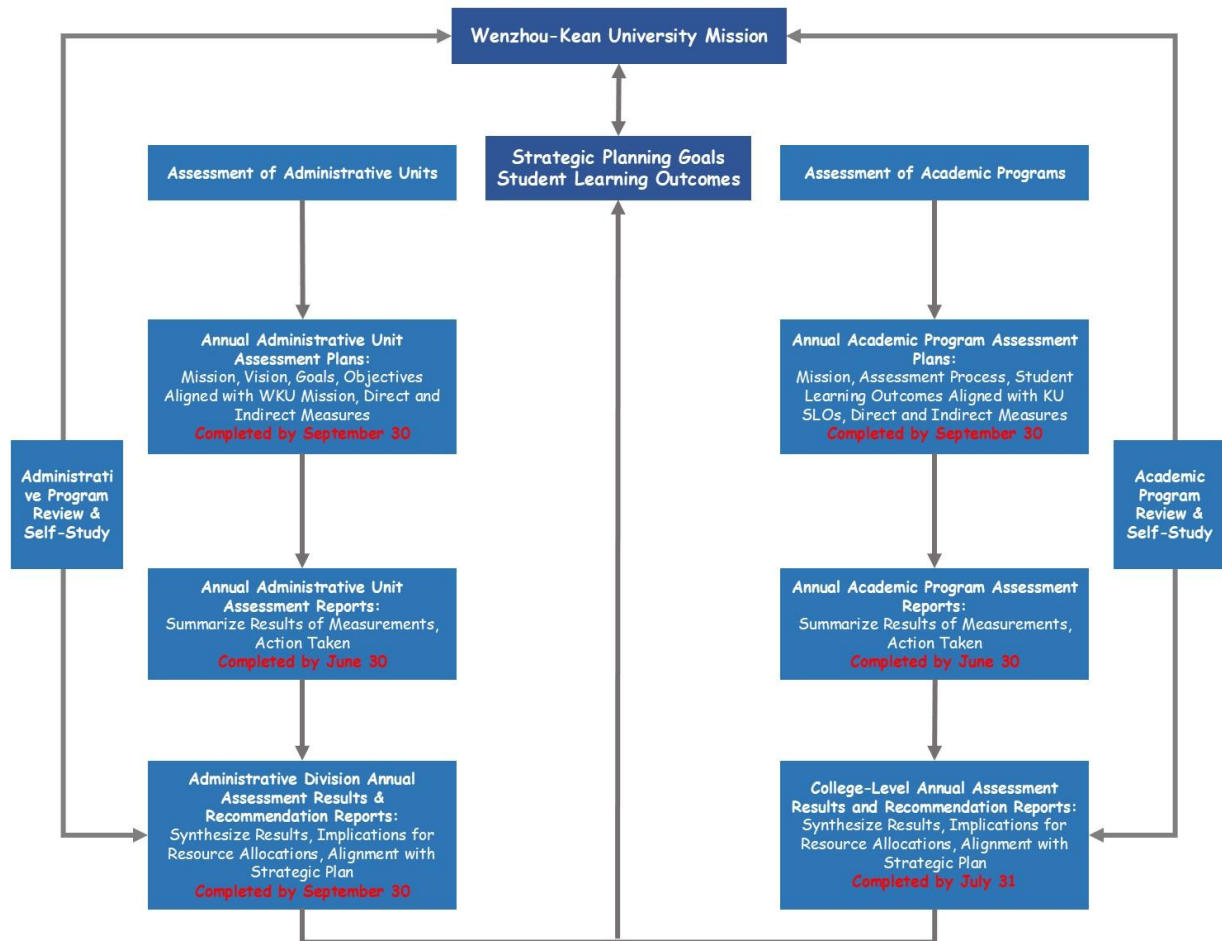
Office of Accreditation and Assessment

Mission Statement

The mission of the Office of Accreditation and Assessment (OAA) is to cultivate and nurture the culture of data-informed and action-oriented decisions for continuous improvement and innovation in student learning, support, and services. OAA is committed to providing leadership as well as serve as a resource for planning and implementation of institutional, academic and non-instructional units assessment, program review, and accreditation efforts to advance Kean University's dual mission of excellence and access.

The OAA coordinates with the Office of the Vice Chancellor for Academic Affairs (VCAA Office) to plan, implement, and evaluate professional development workshops, seminars, panels, and online assistance which focuses on student learning outcomes and institutional effectiveness.

Wenzhou-Kean University Assessment Process-Flow Chart



Office of Accreditation and Assessment

Key Responsibilities

1. **Accreditation Oversight:** Wenzhou-Kean University is accredited by the Middle States Commission on Higher Education (MSCHE) and authorized by the State of New Jersey Office of the Secretary of Higher Education. The OAA maintains an oversight of the accreditation process and its programs to ensure the University is meeting the requirements and standards set by accrediting bodies and that the institution maintains a high level of quality and meets the expectations of the academic community and relevant stakeholders.
2. **Administrative Assessment:** The OAA supports Wenzhou-Kean University's administrative units in fostering consistent outcomes assessment practices and continuous improvement through evidence-based decision-making. Through integrated planning for enhanced institutional effectiveness, the OAA makes assessment more efficient and more useful to the institution, while maintaining a focus on data integrity and supporting student success in alignment with strategic goals and accreditation requirements.
3. **Academic Assessment:** The OAA facilitates the Academic Assessment process which is an integral part of the broader framework of institutional effectiveness and accountability in higher education. This assessment process provides valuable information to educators, administrators, and policymakers to enhance the quality of education and ensure that the institution is fulfilling its educational missions. The OAA has recently streamlined the assessment process by aligning it with Wenzhou-Kean's new department chair model.
4. **Watermark Assessment Management System:** The OAA is responsible for oversight and coordination of the assessment of individual academic programs/departments, annual assessment reports, and four-year program reviews using the Watermark Assessment Management System.
5. **Faculty Course Evaluations:** The OAA is responsible for facilitating the Faculty Course Evaluations. These questionnaires are given to students at the end of the semester to provide feedback for their professors, programs, departments, schools, and colleges to improve the quality and effectiveness of instruction as well as student learning.

Office of Accreditation and Assessment

6. **Improved Data Collection and Reporting:** Under the guidance of VCAA, the OAA enhances data collection, reporting, and accountability mechanisms to foster a culture of assessment excellence throughout the institution.
7. **Continuous Improvement:** The OAA is dedicated to continuous improvement in administrative and academic assessment, aligning its practices with the best standards in higher education.
8. **Collaboration with University Senate's Assessment Committee:** The OAA coordinates with the University Senate's Assessment Committee to plan, implement, and evaluate professional development initiatives such as workshops, seminars, panels, and online assistance. These initiatives focus on enhancing student learning outcomes and institutional effectiveness.

Training Workshops

Starting in Spring 2025, the OAA will offer comprehensive training workshops designed to equip faculty and staff with the necessary skills and knowledge to navigate accreditation and assessment processes effectively. These workshops will cover various aspects of assessment methodologies, accreditation standards, and best practices, providing participants with valuable tools to ensure institutional compliance and continuous improvement in educational quality. Participants can expect interactive sessions and hands-on activities to deepen their understanding and implementation of effective assessment strategies.

Spring 2025 – OAA Series Workshops:

- Teaching with Evidence: Navigating Course, Program, and Pedagogical Assessment

Office of Accreditation and Assessment

Meet the OAA Team



**Dr. Eric Yixin Yang,
Vice Chancellor for Academic
Affairs**



**Dr. Catherine Jue Yu,
Associate Director**



**Ms. Annie Xuanhan Guo
Research Assistant**



**Ms. Olivia Xuehua Xia
Graduate Assistant**



**Ms. Becky Zewen Zheng
Research Assistant**

Administrative Assessment

The OAA plays a pivotal role in supporting Wenzhou-Kean University's administrative units by fostering consistent outcomes assessment practices and promoting continuous improvement through evidence-based decision-making. By integrating planning strategies aimed at enhancing institutional effectiveness, the OAA ensures that assessment processes become more efficient and beneficial for the institution. Emphasizing the importance of data integrity, the OAA aligns its efforts with strategic goals and accreditation requirements. The overarching focus remains on supporting student success, thereby contributing to Kean University's commitment to delivering high-quality education in line with its mission and vision.

Data Collection and Analysis

- Explore innovative methods for data collection and analysis.
- Utilize the OAA resources to enhance the effectiveness of data storytelling.
- Collaborate with the OAA to ensure comprehensive data representation.

Administrative Assessment Reporting

Annual Report: Submitted on an annual basis, administrative units reflect on their unit's mission and vision.

- Showcase how programs, initiatives, and offerings bring the unit's vision(s) to life.
- Engage with the Strategic Plan to align the unit's work with the larger institution.
- Highlight successful achievements and contributions to institutional goals.

5-Year Program Review. Conducted every five years, administrative units at Wenzhou-Kean University participate in a program review process. The review process is designed, in part, to:

- Identify areas of strength within the unit's operations and outcomes.
- Address areas that need improvement based on the program review findings.
- Ensure alignment with institutional objectives and strategic priorities.

Administrative Unit Assessment Resources:

- [2024-2025 Annual Administrative Unit Assessment Report Template](#)
- [Administrative Unit Program Review Template](#)
- [Annual Assessment/Program Review Approval Protocol](#)

Timeline and Key Milestones:

- The deadline to submit the 2024-2025 Annual Administrative Unit Assessment Report (Part A) is **September 30, 2024**.
- The deadline to submit the 2024-2025 Annual Administrative Unit Assessment Report (Part B) is **June 30, 2025**.
- Please note, if your unit is up for Program Review (2019-2024), you will submit the Program Review document by **June 30, 2025** in lieu of the 2024-2025 Annual Administrative Assessment Report.
- Divisional Annual Assessment Results and Recommendations Reports for 2024-2025 are due by **September 30, 2025**.

Academic Assessment

The OAA serves a crucial role in facilitating the Academic Assessment process, an essential component within the broader framework of institutional effectiveness and accountability in higher education. By overseeing this assessment process, the OAA generates valuable insights for educators, administrators, and policymakers, contributing to the enhancement of educational quality. The information gathered aids in ensuring that the institution fulfills its educational missions effectively. The OAA is actively engaged in streamlining the assessment process by aligning it with Wenzhou-Kean University's new department chair model, demonstrating a commitment to continuous improvement and efficiency in academic evaluation.

Watermark Planning & Self-Study

The Watermark Assessment Management System offers a streamlined system for gathering, understanding, reflecting on, and acting on assessment and programmatic data. Watermark allows the institution to gain insights to drive progress and student success, with interactive dashboards providing transparency into assessment planning and outcomes achievement. The enhanced features of Watermark's Planning & Self Study platform include:

- **Centralized Program Review Workspace:** Create a collaborative workspace for program review with essential inputs in one place to evaluate program effectiveness and drive progress.
- **Enhanced Data Transparency:** Increase data transparency across the institution, ensuring that stakeholders have access to relevant information.
- **Data Analysis and Insights:** Planning & Self-Study enables the collection of results and analysis at various levels, from course-level to institution-wide.
- **Campus-Wide Alignment:** Shared templates align the entire campus around strategic goals, fostering a cohesive and unified approach to continuous improvement.

Data Collection and Analysis Process:

Step 1: Annual Academic Assessment Plan Submitted in Watermark due September 30th.

- **Define Outcomes and Goals.** Clearly articulate the student learning outcomes and goals of the academic assessment. What specific aspects of the program or learning outcomes are you aiming to evaluate?

- **Identify Data Sources.** Determine the sources of data that will be utilized. This can include: **Course assessments, Examinations and quizzes, Student assignments and projects**, Surveys and questionnaires, Student performance records, and External benchmarks or standards.
- **Select Assessment Methods.** Choose appropriate assessment methods based on the objectives. Common methods include: Pre and post-tests, Rubrics for evaluating assignments, Surveys to gather student feedback, Observations of classroom activities, and Focus groups or interviews.
- **Develop Assessment Tools.** Create or adapt assessment tools such as rubrics, surveys, and tests. Ensure they align with the learning objectives and provide meaningful insights.

Step 2: Data Collection

- **Implement Data Collection.** Execute the data collection plan, which may involve administering assessments, surveys, or other methods. Ensure consistency in implementation across different courses or sections.
- **Ensure Data Quality.** Validate the reliability and validity of the data collected. Check for consistency and accuracy to ensure the data is a true representation of student performance and program outcomes.
- **Collect Institutional Data.** If relevant, gather institutional data such as enrollment figures, demographic information, and other contextual factors that may influence the assessment results.
- **Analyze Data.** Utilize statistical analysis or qualitative methods to interpret the collected data. Identify patterns, trends, and areas of strength or improvement.
- **Interpret Results.** Interpret the results in the context of the learning objectives and goals. Consider the implications for curriculum development, teaching strategies, and program enhancement.

Step 3: Annual Academic Assessment Report Submitted in Watermark due June 30th

- **Report Findings.** Communicate assessment findings in a clear and concise manner. Use visuals, charts, or graphs to enhance understanding. Share the results with relevant stakeholders.
- **Feedback and Improvement.** Provide feedback to instructors, administrators, and other stakeholders. Use the assessment results to inform decisions, implement changes, and continuously improve the academic programs.
- **Document and Archive.** Maintain a record of the assessment process, including the data collected, methodologies used, and the outcomes. This documentation serves as a valuable resource for future assessments and institutional reporting.

- **Systematic Assessment Process.** Adhering to a systematic and well-planned data collection process enhances the validity and reliability of academic assessment efforts, providing valuable insights for informed decision-making and continuous improvement.

Academic Assessment Reporting

Annual Report. Wenzhou-Kean University utilizes the annual academic assessment process to gather evidence for understanding and improving student learning in offered courses. The annual assessment process:

- Provides faculty with diagnostic information highlighting areas for improvement in student learning.
- Allows faculty to tailor efforts for programmatic and curricular improvement based on learnings from the annual assessments.
- Allows faculty to develop interventions in response to assessment findings including professional development and workshops.

5-Year Program Review. Conducted every five years, administrative units at Wenzhou-Kean University participate in a program review process. The review process allows administrative units to:

- Identify areas of strength within the unit's operations and outcomes.
- Address areas that need improvement based on the program review findings.
- Ensure alignment with institutional objectives and strategic priorities.

Timeline and Key Milestones

- The deadline to submit the 2024-2025 Annual Academic Plan is October 31, 2024. (Due to the transition to the new Department Chair Model, this deadline has been extended for the AY 2024-2025 only.)
- The deadline to submit the 2024-2025 Annual Academic Report is June 30, 2025.
- Please note, if your department is up for Program Review (2019-2024), you will submit the Program Review document by June 30, 2025 in lieu of the 2024-2025 Annual Academic Assessment Report.

- The deadline to submit the AY 2024-2025 Dean's Report Data is July 30, 2025.

Kean University Accreditation

Middle States Commission on Higher Education

Wenzhou-Kean University is accredited by the Middle States Commission on Higher Education (MSCHE).

Please click on the links below for more information:

- [Kean University's Evidence of Good Standing](#)
- [Middle States Commission on Higher Education Announces Actions from its November 2022 Meeting](#)
- [Kean University's Accreditation Phase and Accreditation Status with MSCHE](#)
- [MSCHE Contact Information](#)
- **Accreditation Liaison Officer:** Dr. Neva Lozada, Associate Vice President of Administration
- For more information regarding the MSCHE Self-Study click [here](#).

Accreditation Bodies and Standards

Kean University Standing with State and Other Accrediting Agencies

Readiness Initiative

The OAA has embarked on a ***Readiness Initiative*** for Kean University programs that have specialized Accreditation. The Readiness initiative is a proactive effort designed to assist accredited programs in meeting their reporting, data, resources, and requirements in a timely manner. In the context of assessment and accreditation, readiness means that an accredited program or a program seeking accreditation will have, in place and *ready* to deploy, all required documents and evidence needed to facilitate the standards and competencies stipulated by accrediting agencies.

Time Bounded

The required documents and evidence required by accrediting agencies should not only be in place but should be vetted and be time bounded. Time bounded in this sense means that a self-study, an annual report, an interim report, or a feedback report must be ready for submission after faculty and departmental vetting, by at least 60 working days before submission. This 60-day timeline, before document submission to an agency, provides a time window for review and feedback by the OAA, and subsequent document revision by the originating department as needed. The goal of the OAA is not to provide directives to originating departments, but instead to provide support and suggestions in navigating the reporting process.

Interactive Contacts

The OAA schedules both virtual and in-person initial meetings with accredited programs' representatives. Prior to meeting with a Unit, the OAA reviews and makes notes from prior documents submitted by the accredited Unit to its accrediting agency. In reviewing a Unit's prior submissions, the OAA focuses on the following accreditation items of the Unit:

- Status of Accreditation
- Evidence of Good Standing
- Accreditation Documents
- Next Annual Report
- Next Accreditation Self-Study
- Next Accreditation Site-Visit

Best Practices for Accreditation Self-Study and Site Visit:

- **Review Accreditation Standards**
 - Familiarize yourself with the accreditation standards set by your accrediting body. This will serve as the basis for the site visit evaluation.
- **Prepare Documentation**
 - Compile all necessary documentation that supports your institution's compliance with accreditation standards. This may include policies, procedures, academic programs, financial records, and other relevant documentation.

- **Self-Study Report**
 - Develop a comprehensive self-study report that provides an overview of your institution, its mission, goals, and evidence of compliance with accreditation standards. This report is often submitted to the accrediting body prior to the site visit.
- **Create a Visiting Team Itinerary**
 - Plan a detailed itinerary for the visiting team. This should include a schedule of meetings, interviews, and site visits to different areas of the institution.
- **Host Orientation Meetings**
 - Conduct orientation meetings with the visiting team before the site visit. Provide them with an overview of the institution, its mission, and any specific information they need to know.
- **Coordinate Logistics**
 - Ensure that logistical arrangements are in place for the visiting team, including accommodations, transportation, and meals. Provide them with maps and any necessary information about the campus.
- **Communication Plan**
 - Establish a communication plan to keep all stakeholders informed about the site visit schedule, expectations, and any other relevant information.
- **Prepare Key Personnel**
 - Brief key personnel on the site visit process and their roles during the visit. This may include faculty, staff, and administrators who will be interacting with the visiting team.
- **Q&A Sessions**
 - Schedule question-and-answer sessions during the site visit to allow the visiting team to clarify information and gather additional details.
- **Continuous Improvement Plan**
 - Be prepared to discuss your institution's continuous improvement plan, demonstrating a commitment to ongoing enhancement and adherence to accreditation standards.
 - Remember to consult the specific guidelines provided by your accrediting body, as requirements can vary. Additionally, maintaining transparency, honesty, and cooperation throughout the process is crucial for a successful accreditation site visit.

Faculty Course Evaluations

The OAA is responsible for administering the Faculty Course Evaluations at the end of each academic term (Fall, Spring, Summer I and Summer II). Faculty course evaluations are a systematic process designed to gather feedback from students about their learning experiences in a particular course and the effectiveness of the instructor. This process involves the distribution of surveys or assessment instruments using the Campus Labs-Anthology Platform. There are two instruments that can be utilized for course evaluations: online/hybrid and face-to-face.

The course evaluations include a series of questions in each of the following categories:

- Course organization and planning
- Faculty communication
- Faculty/student interaction
- Assignments, exams and grading
- Instructional methods and materials
- Course outcomes
- Student effort and involvement
- Course difficulty, workload and pace

Campus Labs: Anthology/Schedule Platform

- [User Manual Campus Labs-Anthology Course Evaluations](#)
- For specific questions, please visit the OAA Webpage to view [Course Evaluation Resources](#).

Schedule and Key Dates

Spring 2025 Faculty Course Evaluation Schedule

- **Start Date: 05/15/25**
- **End Date: 05/28/25**
- ***Summer 2025 Faculty Course Evaluation Schedule Start Date: 07/03/25***
- **End Date: 07/26/25**

Reports are to be released once all grades have been submitted (confirmed by Registrar's Office)

Additional Resources

Below please find some useful course evaluation resources from Campus Labs-Anthology:

- [Course Evaluations: User Experience and Reporting Overview](#)

- [Faculty Experience \(video\)](#)
- [Reporting Guide for Instructors](#)
- [Response Rates Guide](#)

Appendix

Links to Resources

- [Strategic Analytics & Data Illumination \(SADI\)](#) ● [Office of Accreditation and Assessment](#)
 - Email: assessment@kean.edu
- Catherine Jue Yu, Ph.D. - Associate Director
 - Email: juyu@kean.edu
- [OAA Academic Assessment](#)
 - [Watermark Login](#)
- [OAA Administrative Assessment](#)
 - [2023-2024 Annual Administrative Unit Assessment Report Template](#)
 - [Administrative Program Review Template](#)
 - [Administrative Divisions Annual Assessment Results and Recommendations Reports](#)
- [Faculty Course Evaluation Resources](#)
- [Kean University - Middle States Information and Publications](#)
 - [Kean University - Middle States Self Study Report 2021-2022](#)
 - [Kean University Institutional Profile 2022](#)

Glossary of Terms

Academic Assessment: The process of gathering and evaluating information about a learner's knowledge, skills, and abilities.

- **Assessment Instrument:** The specific device or means used to conduct an assessment, such as a test, questionnaire, or observation form.
- **Assessment Tool:** The instrument or method used to collect data and assess a particular skill or knowledge.
- **Formative Assessment:** Ongoing assessment conducted during the learning process to provide feedback and guide instructional adjustments.
- **Performance Assessment:** Evaluation based on a student's ability to demonstrate specific skills or tasks.

- **Portfolio Assessment:** Evaluation based on a collection of a student's work over time, showcasing their progress and achievements.
- **Summative Assessment:** Evaluation conducted at the end of a learning period to measure overall achievement and proficiency.
- **Benchmark:** A point of reference or standard used to assess and measure progress.
- **Rubric:** A scoring guide that outlines specific criteria and levels of performance to assess an assignment or task.
- **Criterion:** A specific standard or measure used for assessment.
- **Reliability:** The consistency and stability of assessment results over multiple measurements.
- **Validity:** The degree to which an assessment measures what it is intended to measure.

Academic Assessment Direct Measures: require students to demonstrate their knowledge and skills. They provide tangible, visible, and self-explanatory evidence of what students have and have not learned as a result of a course, program, or activity.

Examples:

- Course and homework assignments.
- Embedded exam/quiz questions
- Standardized tests (broken down by learning objective)
- Term papers and reports.
- Observations of field work, internship, service learning, and clinical experiences.
- Research projects.
- Class discussion/participation.
- Case study analysis.

Academic Assessment Indirect Measures: measure opinions or thoughts about students' or graduates' own knowledge, skills, attitudes, learning experiences, perceptions of services received or employers' opinions

Examples:

- Student perception surveys
- Employer or alumni surveys
- Focus Groups
- Registration or course enrollment information
- Department or program review data

- Job placement
- Graduate school placement rates

Administrative Assessment: Involves evaluating various aspects of an organization's administrative functions to ensure efficiency, compliance, and effectiveness.

- **Audit:** A systematic examination of administrative activities, often conducted to verify compliance or identify areas for improvement.
- **Compliance:** Ensuring that administrative practices adhere to relevant laws, regulations, and organizational policies.
- **Continuous Improvement:** Establishing a culture of ongoing evaluation and enhancement of administrative processes over time.
- **Efficiency:** The extent to which administrative processes and workflows are streamlined and resource-effective.
- **Effectiveness:** The degree to which administrative activities contribute to the overall goals and objectives of the organization.
- **Performance Metrics:** Quantifiable measures used to assess the performance of administrative functions, such as turnaround time, accuracy, and cost-effectiveness.
- **Process Improvement:** Identifying and implementing changes to administrative processes to enhance efficiency, reduce costs, and improve overall effectiveness.
- **Quality Assurance:** Implementing processes to monitor and maintain the quality of administrative outputs and services.
- **Resource Allocation:** Ensuring that resources, including personnel, budget, and equipment, are allocated optimally to support administrative activities.
- **Risk Management:** Identifying, assessing, and mitigating potential risks related to administrative processes and procedures.
- **Workflow Analysis:** Evaluating the sequence of tasks and activities within administrative processes to identify bottlenecks or areas for improvement.

Administrative Assessment Direct measures: require the evaluation of actual performance-based indicators. Documented results of increased space utilization, or an increase in staff technology use could support an outcome seeking to increase efficiencies. Direct measures imply that there is an end-result or change that can be evaluated or measured.

Examples:

- Decrease in wait time
- Increase in counts (e.g. number of customers served)

- Reductions in cost of performance
- Growth in service capacity

Administrative Assessment Indirect measures: are typically reports or other non-performance-based indicators of outcome achievement. These may include survey results, focus groups, or recording of staff perceptions. Indirect measures are most valuable when used in conjunction with direct measures.

Examples:

- Surveys of students, alums, or employers
- Focus groups of stakeholders, e.g. students, faculty, staff, community leaders
- Employee exit interviews
- An external review of the unit
- Staff professional development perceptions