



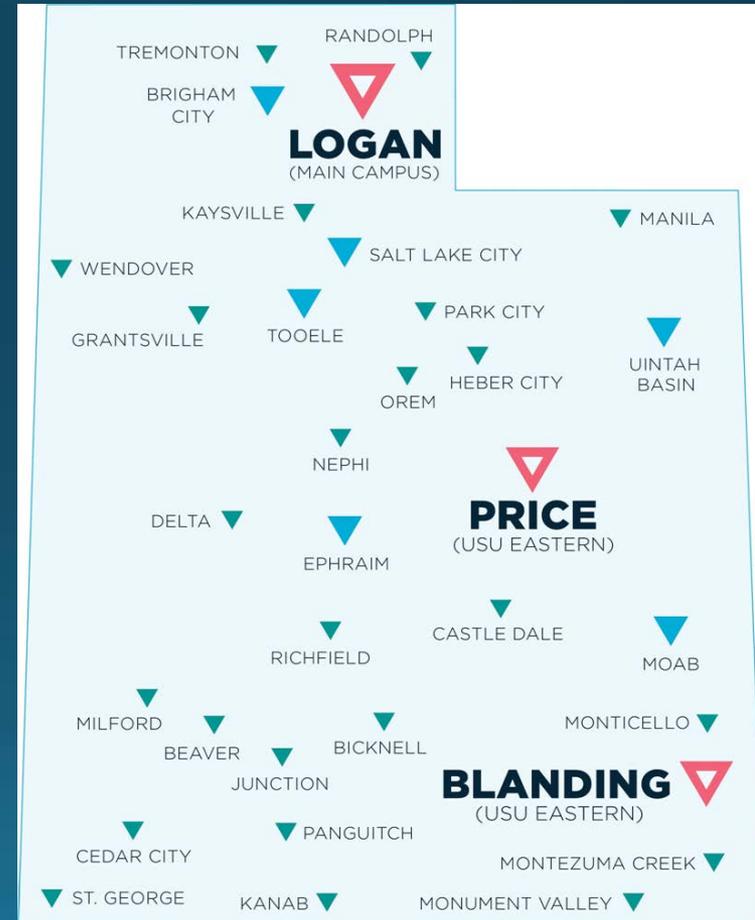
Building an Institutional  
Assessment Strategic Plan

# A Testing Evolution

# USU Background



- Utah's Land Grant institution (est. 1888)
- 3 Regional Campuses
  - 6 Education Centers
  - 21+ Classrooms
- Comprehensive 2 year College
- Enrollment:
  - 18,069 Fall '16 Logan enr.
  - 14,178 Fall '16 non-Logan enr.
    - Online = 8,928
    - Broadcast = 4,926
    - RC F2F = 3,188



# Institutional Assessment Complexity



- Multiple Testing Centers on Campus
  - DRC, Professional Exams, Entrance/Placement Exams, Academic Testing
- Different Administrative lines
  - Student Services, Academic & Instructional Services (Provost's Office)
- Regional/satellite campuses & 2 yr. College
- Certified Proctors Nationwide for online courses
- Large versus small classes

**USU TESTING  
SERVICES**

# USU Academic Testing Background



- 1997 Began D.E. testing
  - w/ 2 computers
- 2004 Expanded in 2004
  - w/ 9 computers
- 2012 Created Materials & Testing Services (MATS)
  - Database of Certified Proctors
  - Instructors submit materials online
  - Student scheduling system
  - Limited use of ProctorU
- 2014 Moved to new location
  - w/ 30 computers



- 2016 Switched to Laptops
  - 10,500 Tests in Spring 2016

# External Influences on Assessment(s)



- Entrance exams
  - Graduate (GRE, GMAT, MAT, LSAT, MCAT)
  - Undergraduate (ACT, GED, SAT, TOEFL)
  - Certification (FE, Caslte, PRAXIS II, Comira)
  - Placement (Math, English, Foreign Languages)
- Industry standards
- Publisher assessments (online)
  - Pearson, John Wiley & Sons,
- Competency-based programs
- Online students
  - Live proctoring
  - Remote proctoring
- Student authentication standards
- Costs/Financial Burdens

The screenshot shows the Utah State University Career Services website. The header includes the university name and 'CAREER SERVICES'. A navigation menu lists 'Students/Alumni', 'Employers', 'Faculty & Advisors', 'Parents', 'Fairs', and 'Career AGGIE'. The main content area is titled 'Home / Testing Center' and features a sidebar with a list of services: 'Writing Personal Statements', 'Grad School Timeline', 'Take Admission & Certification Tests' (highlighted), 'Graduate Admissions & Entrance Exams', 'Undergraduate Admissions & Entrance Exams', 'Exams for Credit', 'Certification Exams', 'General Educational Development (GED)', 'Placement Exams', 'Other Exams', 'Test Preparation', and 'Frequently Asked Questions (FAQ)'. A 'Graduate School Guide' button is at the bottom of the sidebar. The main content area has a banner for 'TAKE Admission & Certification Tests' with a pencil icon. Below the banner, text describes the services: 'To provide students and the community with academic exams for university, graduate school, and professional school admissions, placement, course credit, and high school equivalency, as well as a variety of professional licensure and certification exams. Our staff administers, scores, interprets, and reports many exams crucial to an individual's education and career planning.' A photo shows a person writing at a desk. Contact information for the testing center is provided: 'Career Services Testing is located on the Main Campus University Inn, Ground level Room 102 Enter through Career Services entrance Monday - Thursday 8:00 am - 5:00 pm Friday 8:00 am - 4:00 pm (435) 797-1004'. The footer contains the address '4305 Old Main Hill, University Inn 102 Logan, Utah 84321 Phone: 435-797-7777', social media icons, a 'QUICK LINKS' section with 'About Us', 'Contact Us', 'Our Staff', 'Site Map', 'Frequently Asked Questions (FAQ)', and 'Assessment', and 'Map and Directions', 'Lodging Near Utah State', and 'Dining Near Utah State'. The bottom of the page has '© Utah State University Emergency Info Website Feedback Admin'.

# Internal Actors and Institutional Systems



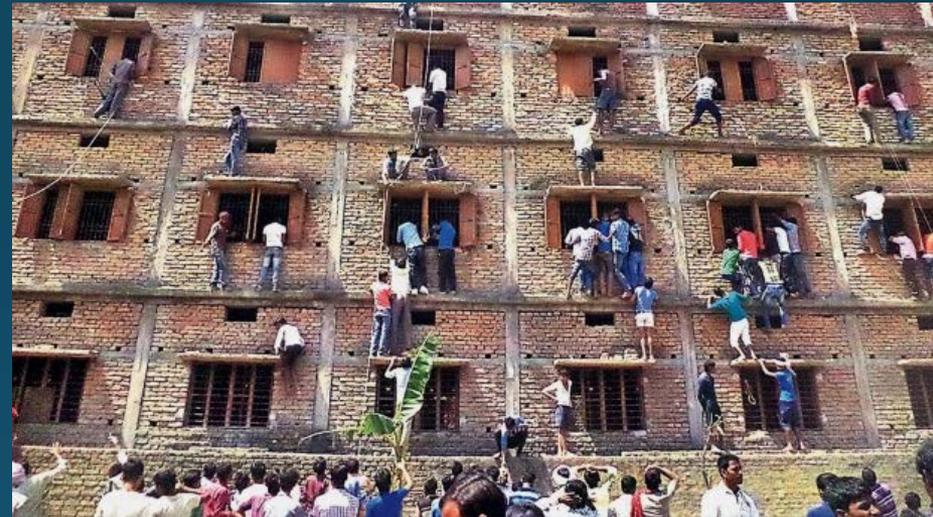
- Faculty, faculty, faculty
  - Department printing
  - Learning management system (Canvas)
- Institutional traditions
  - In-class
  - Scantron
  - Online
- Classroom limitations
  - Crowded lecture halls w/ small desks
  - Exam security
  - Management of materials



- Athletics
- Varied student schedules
- Unbiased proctors

# Factors Important to an Assessment Strategy

- Institutional-wide buy-in
  - Administration & Faculty
  - Funding for systems & staff
- Technology
  - IT support (computers, cameras, servers)
- Space
  - Location, Location, Location
  - ADA
  - Anticipated demand



- Student behavior
  - Scheduling vs. walk-in
  - Mid-term/finals
- Faculty behavior
  - Material submission
  - Exam Dates



# USU's Assessment Strategy

- **In-Class:** Exams given in classrooms during assigned times w/Instructor present
- **Proctored:** Live proctoring of print-based or online exams in campus testing centers
  - No Scantrons
  - Students schedule in advance
  - Faculty submit materials online (MATS)
- **Online:** Non-proctored online exams in the learning management system (i.e. Canvas)
- **Virtual Proctor:** Proctored online exams in Canvas system utilizing a virtual proctoring system, Proctorio, for fully online courses
- Standardized testing experience across all USU locations
- Competency based assessment solutions

# Example: USU Testing Future

- New 200 seat Testing Center
  - DE & F2F Academic Testing
  - Versatile space using laptops & individual seating
- Multiple testing options
  - In-Class
  - Live proctoring
    - Testing Centers
    - Remote Proctors
  - Virtual Proctoring
- Scantrons not supported



# Institutional Buy-in of the Strategy

- Exploratory Committee
  - Determine Demand
  - Propose Policy
  - Survey data
  - Focus groups
- Testing Center Faculty Advisory Committee
  - Representation from each College
  - Review policy
  - Share ideas
  - Discuss unusual requests (i.e. unlimited time or cell phone use)



# Communicating the Assessment Strategy



- New website
  - <http://testing.usu.edu>
- Student Senate Presentations
- Postcards
- Video Wall Campaign
- Email Blasts
  - Students
  - Faculty
  - Targeted Groups  
(e.g. Dept. Heads, Assoc. Deans)



**USU TESTING IS EVOLVING**

# Implementing the Assessment Strategy: Faculty Participation



- Information Sessions
  - Pre/Post Construction
  - Process & Policies
  - Materials and Testing Services Demonstrations
- ETE Conference
- Department Meetings
- Instructional Designers
  - 1:1 Faculty consultations
  - New course development
- Faculty Senate



# Implementing the Assessment Strategy: Student Participation



- Email Campaign
- Video Wall Campaign
- Day on the Quad
- Portal Ad
- Student newspaper Ad
- Course Syllabi
- Student Guide
- Orientation Video
- Academic Integrity Campaign (planned)



# Q/A

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