



Institutional Effectiveness and Research

A&M-COMMERCE

Event Evaluation Report

2019 Quality Day – Align with Pride!



November 12, 2019

2019 Quality Day - Event Evaluation Report

The data presented in this Event Evaluation Report was collected during and after the **Quality Day – Align with Pride** event held on November 12, 2019. Session evaluations were completed by attendees at the event and a Post-Event Survey was distributed November 14-19.

This annual event offers participants a space to engage in positive conversations and explore tools to better assist our faculty and staff in planning for quality in their programs and units. Quality Day 2019 featured keynote speaker Dr. Timothy Renick and a theme of strategic planning alignment.

Overarching goals for the event:

1. Participants will be able to communicate the value of alignment between program/unit-level goals and university strategic objectives in the development of quality programs/services.
2. Participants will be able to create a map, which visually represents the alignment between program student learning outcomes and required courses or learning experiences (Academic Programs).
Participants will be able to create a map, which visually represents the alignment between unit goals and institutional strategic priorities (Support Units).
3. Participants will be able to evaluate a curriculum/goal map in order to identify any gaps in alignment.

There are four distinct elements to the day: (1) Opening Session with keynote speaker Dr. Timothy Renick; (2) Breakout Sessions; (3) Appreciation Lunch for IE Authors; and the (4) Workshops for IE Authors (academic and support).

A total of 95 event evaluations (63% staff; 37% faculty) were collected throughout the day for all sessions, with the exception of the Appreciation Lunch and Keynote Speaker, while 33 responses (76% staff; 21% faculty and 3% administrator) were collected from the Post-Event Survey (a response rate of 25%).

When evaluating each session, attendees were asked to indicate their level of agreement with the following statements:

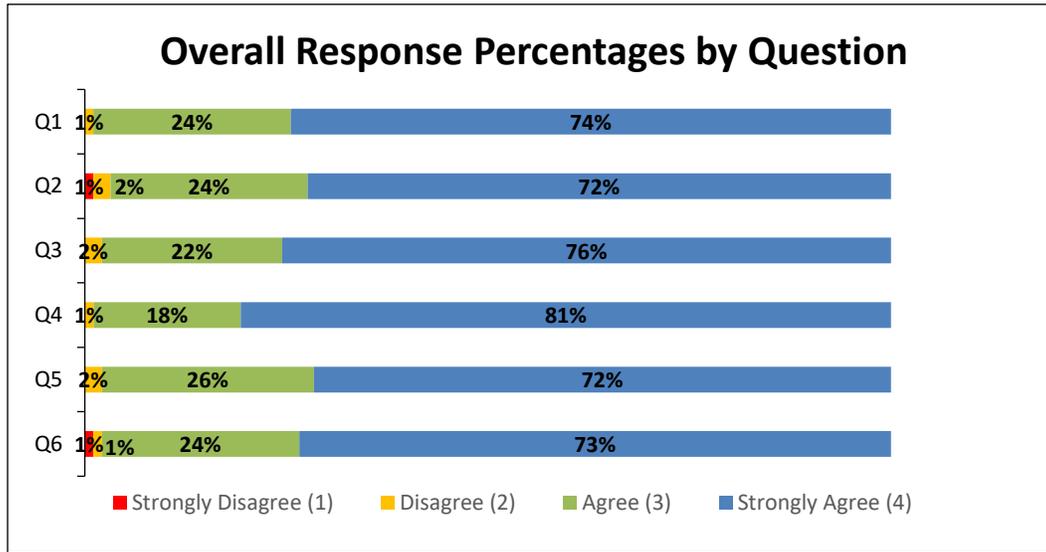
Question	Overall Mean
1. The goals and purpose of this session were accomplished.	3.73
2. The content of this session met my expectations.	3.68
3. The presentation was concise and informative.	3.73
4. The handouts and visual aids referenced in this session were helpful and will serve as a good source for future reference.	3.80
5. This session provided practical information that I can apply to my professional work.	3.69
6. Overall, this session provided me with support in my efforts related to assessment and continuous improvement.	3.70

(1) Strongly Disagree, (2) Disagree, (3) Agree, and (4) Strongly Agree

In general, participants agreed that the goals and purpose of the sessions were accomplished and that they were provided with information and resources for the enhancement of a culture of quality at our institution.

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The graph below offers a visual representation of the overall response percentages for each question.



Below, evaluation data for each individual session is presented. The table shows the means of combined responses for all question items per session

Overall Responses		
Session	Total Responses	Total Mean
Overall Event	95	3.70
Overall Mean by Session		
Session A1	26	3.67
Session A2	16	3.62
Session A3	4	3.95
Session A4	3	4.00
Workshop for IE Authors: Academic	16	3.56
Workshop for IE Authors: Support	24	3.85
Overflow Workshop for IE Authors: Academic	3	3.72
Overflow Workshop for IE Authors: Support	3	4.00

Viewed by the analysis of individual questions or by individual sessions, the data suggests that participants were satisfied with the event. Responses were highly positive.

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In the Post-Event Survey, respondents were asked to rate their levels of satisfaction with the overall event and other specific elements of the event. The table below shows response percentages and the mean satisfaction rate for the listed parts of the event.

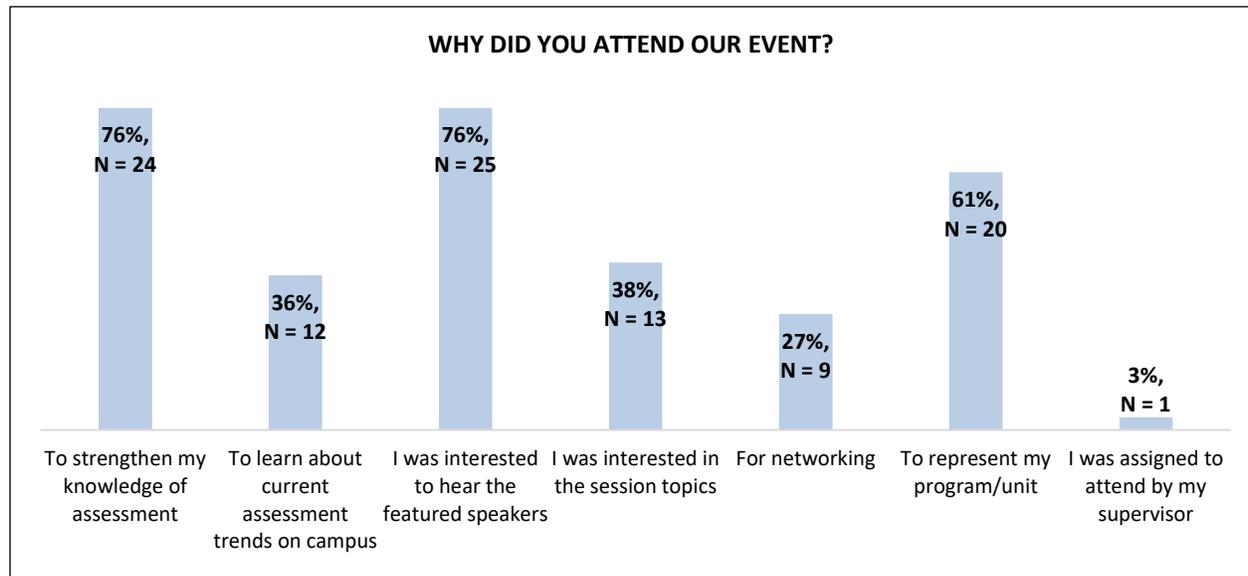
Items	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A - Did not attend	Mean
1. Overall Event	0 (0%)	2 (6%)	6 (18%)	24 (73%)	1 (3%)	3.69
2. Opening Session with Keynote Speaker	0 (0%)	1 (3%)	3 (9%)	28 (85%)	1 (3%)	3.84
3. Morning Breakout Sessions	0 (0%)	0 (0%)	10 (30%)	10 (30%)	13 (39%)	3.50
4. Appreciation Lunch for IE Authors	0 (0%)	1 (3%)	11 (33%)	10 (30%)	11 (33%)	3.41
5. Afternoon Workshops for IE Authors	0 (0%)	3 (9%)	6 (18%)	11 (33%)	13 (39%)	3.40
6. Schedule of event offerings	0 (0%)	3 (9%)	10 (30%)	18 (55%)	2 (6%)	3.48
7. 2019 Theme - "Align with Pride" (strategic planning focus)	0 (0%)	0 (0%)	8 (24%)	23 (70%)	2 (6%)	3.74

(0) N/A - Did not attend , (1) Very Dissatisfied, (2) Dissatisfied, (3) Satisfied, and (4) Very Satisfied

Responses indicate a generally high level of satisfaction with Quality Day 2019, with means ranging from 3.40 to 3.84, and fewer than 10% of responses indicated dissatisfaction for each element of the day. Specifically, the highest-rated element was the Opening Session with Keynote Speaker, followed by the 2019 Theme – “Align with Pride” (strategic planning focus).

Attendees were also asked why they attended the event, and a significant number of responses indicated interest in knowing more about assessment and in hearing the featured speakers.

The graph below shows the percentage distribution of the reasons respondents indicated for attending the event.



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The top two reasons respondents gave for attending the event were 1) To strengthen my knowledge of assessment and 2) I was interested to hear the featured speakers. 76% of respondents attended Quality Day 2019 for these two reasons, followed by “To represent my program/unit”, which was indicated by 61% of respondents. It is important to note that respondents selected multiple reasons for attending Quality Day 2019.

Additionally, in the session evaluation, participants were asked if they would recommend the presentation to others. Most attendees who filled out session evaluations indicated that they would recommend that specific session to others, while three (3) attendees did not respond to this question.

Question	Yes	No
7. Would you recommend this presentation to others?	98%	0%

Open-ended feedback collected through the Post-Event Survey appears in **Appendix A**. Open-ended feedback collected from each session evaluation appears in **Appendix B**.

Appendix A
Quality Day 2019 – Align with Pride
Post-Event Survey
Open-Ended Responses

Question 4

What did you like the most?

1. Keynote Speaker
2. Dr. Renick
3. Lunch
4. Morning speaker
5. I LOVED the keynote speaker. Seriously, he was amazing and so informative. I loved all the examples he gave and the results they have seen.
6. Having time to interact with colleagues from different departments.
7. Keynote speaker
8. Morning speaker
9. Luncheon speaker - Andrea Graham
10. Keynote speaker was AMAZING!!! I attended the Goal Mapping session and I learned so much. The mapping template was extremely helpful in letting me see how off-site campuses (Dallas and Frisco) are making an impact in the overall goal of the University. Thank you for providing this - it was truly helpful. Thank you!
11. The speaker was phenomenal
12. Loved the keynote and all of his ideas.
13. The Keynote was excellent! Exactly what we should be doing here.
14. Both speaker, Drs. Graham & Renick
15. The keynote speaker was excellent.
16. I love how the keynote speaker emphasized how technology can elevate the level of support we offer our students and consequently, improve satisfaction and retention.
17. networking and the keynote speaker
18. Made me think about more closely on my goals, objectives and how to assess them
19. The keynote. I believe I walked away with more ideas to consider than the sessions.
20. I really enjoyed the keynote speaker at the Opening Session. I took three pages of notes and at least six pictures of his slides. I work in Enrollment Management so it was aligned perfectly with my daily job duties.
21. The speaker was a fantastic choice and did an excellent job with his presentation.
22. The speaker from GSU was amazing!! His topics and presentation was so relevant. He provided great examples of things we struggle with at our institution and had real world solutions. Seriously best speaker we've ever had!!
23. Keynote
24. I thought the morning keynote was one of the most relevant speakers I had heard in a long time. His university mirrored ours in so many ways and he offered incredibly practical insights and useful assessment/data.
25. The keynote was very interesting
26. Speaker was amazing.
27. The keynote speaker was fantastic, as was the breakout session I attended.
28. Morning speaker was tremendous!

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Question 5

What could we improve?

1. I think the event itself could use some attention. The breakout sessions are a bit on the boring side and I often leave feeling as if I wasted my time
2. always have fruit as a breakfast option
3. Make it about Institutional effectiveness. The keynote speaker had nothing to say to IE authors. That speech should have been for administration. The lunch speaker commanded us to like assessments and the curriculum mapping was for the course level, not the program level, which I needed.
4. I thought it was a great event.
5. Afternoon snacks: instead of just cookies, can you add either fruit or veggies as options?
6. Workshop topics; they were repetitions or revision of previous IE events; I feel I did not gain much knowledge after the sessions.
7. more choices in breakouts
8. Check attendees in at beginning. Continue to call it Quality Day. Use it to deploy improvement throughout TAMUC. Tie to application for next Quality Award.
9. The only thing that comes to mind is to pass around the mic at the beginning of sessions or maybe during lunch to give a quick introduction. As an off-site Director sometimes I'm not familiar with everyone and vice-versa. It can be helpful in networking or connecting with others on campus. Thank you for all of the efforts of the IE department. Y'all seriously are AMAZING.
10. No complaints
11. n/a
12. Use Georgia State as a blueprint.
13. Don't know the goal of Quality Day so cannot answer.
14. The afternoon session of goal mapping was done well, but it seemed like just doing the same thing we've done in the past.
15. I have no improvements. I truly enjoyed the day.
16. more time for networking
17. NA
18. The format had long sessions. The keynote was great but almost 2 hours was long, the lunch was long and 1 hr 15 minute sessions felt long. Nothing that detracted but I think people tired out.
19. No recommendations.
20. I think having a whole day with several breakout sessions would be beneficial to completely submerge ourselves in the subject matter rather than just for a couple of hours.
21. Nothing

Appendix C
Quality Day 2019 – Align with Pride
Schedule of Events

Time	Session and Location	Participants
8:30am-9:00am	Refreshments w/ Opening Remarks Dr. John Humphreys RSC Conference Rooms	Faculty/Staff
9:00am-10:15am	Opening Session w/ Keynote Speaker Dr. Timothy Renick RSC Conference Rooms	Faculty/Staff
10:30am-11:45am	Breakout Sessions RSC Classrooms	Faculty/Staff
12:00pm-1:15pm	Appreciation Lunch w/ Speaker Dr. Andrea Graham RSC Conference Room	IE Authors & Leadership
1:30pm-3:30pm	Workshop – Curriculum Mapping for Academic Programs Ambition A&B	IE Authors – Academic Programs
1:30pm-3:30pm	Workshop – Goal Mapping for Support Units Legacy A&B	IE Authors – Support Units

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Breakout Sessions 10:30am to 11:45am	
Session A1 Topic: Designing an Assessment Plan You Can Live With and Learn From Presenters: Jennifer Hudson Location: Innovation A	Using lessons learned from five years of the QEP, this session will share tips for setting up a multi-faceted, long-term assessment model which can serve both as a measure of institutional learning while also identifying areas for improvement.
Session A2 Topic: A&M-Commerce Alumni Survey Findings (2018 &2019)—Employment, Social Mobility Highlights Presenters: Dr. Dan Su, Jeremy Anderson Location: Innovation B	The audience will learn the survey findings from the 2018 and 2019 A&M-Commerce Alumni Survey (N=2700). Alumni Survey dashboards will be demonstrated during the session to show audience how to find the information using an internal facing dashboard.
Session A3 Topic: Finding Functional Feedback in Course Evaluation Data Presenters: Anne Phifer, Dr. Jessica Pauszek Location: Dedication	Join us for a discussion of how course evaluation data can be used to inform decisions made in the classroom. We'll cover general findings in course evaluation data, look at how to read a course evaluation report, and hear faculty examples of how this information can be used in a practical way.
Session A4 Topic: How am I Supposed to Assess Teamwork? Presenters: Dr. Derald Harp, Dr. Megan Owen Location: Determination	Even though students are not a fan, group projects are an essential aspect of learning, as students are forced to accommodate each other, recognizing very quickly the other's strengths, weaknesses, and expectations. How do we as faculty make the most of this learning opportunity, and how do we assess it? No firm solutions, but presenters will share what has worked for them.
Workshops for IE Authors 1:30pm to 3:30pm	
Topic: Curriculum Mapping for Academic Programs Presenters: Dr. Jennifer Dyer and Faculty Co-Presenters Location: Ambition A&B	<i>This interactive workshop will offer attendees applied practice in curriculum mapping. Participants will have the opportunity to gain hands-on experience with outlining a map which aligns programmatic student learning outcomes with courses and learning experiences offered within their programs and will learn how to analyze their curriculum map to support programmatic curriculum planning and assessment.</i>
Topic: Goal Mapping for Support Units Presenters: Mary Cheek and Staff Co-Presenters Location: Legacy A&B	This interactive workshop will offer attendees applied practice with mapping unit goals and assessments to institutional strategic priorities. Participants will have the opportunity to consider how well their unit goals align with the A&M-Commerce Strategic Plan and will learn how to analyze their map to support assessment and strategic planning for the unit.