Jonathan Keiser, PhD  
Director of Evaluation and Assessment at Columbia College Chicago

As director of Evaluation and Assessment at Columbia College Chicago, Jonathan Keiser directs the college-wide learning outcomes assessment process and provides related training and consultation to academic, student services, and administrative departments. He also directs college-wide evaluation efforts, such as course evaluations, program review, and part-time faculty teaching evaluations, and other initiatives related to institutional effectiveness. Jonathan is also an Assistant Professor in the Department of Science and Mathematics at Columbia.

Prior to his post at Columbia, Jonathan served as Senior Officer for the Office of Assessment Support Initiatives and Services (OASIS) at the Higher Learning Commission (HLC). In this capacity, he helped launch the Academy for Assessment of Student Learning and other assessment services offered through OASIS. Through this work he became well versed in a variety of models and resources for assessing and improving student learning. Jonathan presently serves as an Assessment Mentor for OASIS. He is also active in several professional organizations and regularly writes and presents on assessment-related topics.

Mark S. James  
Chancellor - Metropolitan Community College

As chancellor of Metropolitan Community College, Mark James guides an institution comprised of five Kansas City area campuses that serve more than 43,000 students annually. In just two years at the helm, he has become one of the strongest advocates for MCC’s mission of preparing students, serving communities and creating opportunities.

For 31 years, James’ professional leadership in public safety and community service has enabled him to lead large complex organizations in the public and private sector. Prior to joining MCC, he was director of the wide-ranging Missouri Department of Public Safety and Homeland Security. He served as incident commander for 20 declared disasters in Missouri, and helped the governor overcome a billion dollar state deficit.

James has provided leadership and advice to the Missouri Community College Association (MCCA), the Missouri Department of Higher Education Homeland Security, Mid-America Regional Council (MARC) and Mid-America Minority Business Development Council.

He earned a master’s degree in strategic intelligence from the National Defense Intelligence College in Washington, D.C. and a bachelor’s degree in criminal justice and administration from the University of Central Missouri. He is currently pursuing a doctorate in business administration.
## Program

### 2nd Annual Regional Community College Assessment Conference
**Friday, April 20, 2011**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 8:00-9:00 a.m. | Check-in  
Continental Breakfast  
Vendor Fair |
| 9:00-9:30 a.m. | Welcome Address – Mark James, Chancellor, MCC  
Introduction of Keynote Speaker – Dr. Joseph Seabrooks, President, MCC-Penn Valley |
| 9:30-10:30 a.m. | Keynote Speaker – Jonathan Keiser |
| 10:30-10:45 a.m. | Coffee Break/Vendor Fair |
| 10:45-Noon | World Café Roundtables |
| Noon-1:00 p.m. | Lunch  
Vendor Fair |
| 1:15-2:15 p.m. | Breakout Panel Sessions  
Education Center Classrooms |
| 2:15-2:30 p.m. | Beverage & Snack Break/Vendor Fair |
| 2:30-3:30 p.m. | Breakout Panel Sessions  
Education Center Classrooms |
| 3:30-4:00 p.m. | Closing Comments and Next Steps –  
Paul Long, Vice Chancellor, Academic Affairs & IT, MCC |
The 2012 Regional Community College Assessment Conference presents

World Café

10:45am - 12:00pm

Friday, April 20, 2012
Metropolitan Community College • Penn Valley Campus
3201 Southwest Trafficway • Kansas City, Missouri 64111
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<tr>
<th>Table#</th>
<th>Table Topics</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Keynote Discussion</strong>&lt;br&gt;<strong>Facilitator:</strong> Jonathan Keiser</td>
<td><strong>STEM Assessment</strong>&lt;br&gt;<strong>Facilitator:</strong> Lisa Bonneau, Biology Instructor, MCC-Blue River</td>
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<td></td>
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<td>What resources have you found the most useful for STEM assessment? Why should we focus on STEM fields?</td>
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<td>2</td>
<td><strong>Online Assessment Initiatives</strong>&lt;br&gt;<strong>Facilitator:</strong> Joe DeHart, Executive Director of Institutional Effectiveness/ Assistant to the President, Des Moines Area Community College</td>
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<td>What are the challenges to developing and implementing online assessment? How has the use of technology evolved in your classroom over the last few years? What new technologies are you using and what new opportunities/initiatives do they enable? What challenges do you face? What resources have you found most useful/exciting in this area?</td>
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<td>3</td>
<td><strong>Assessing Career Programs</strong>&lt;br&gt;<strong>Facilitator:</strong> Penny Tepesch, Division Chair and Manufacturing Tech Instructor, MCC-Business &amp; Technology</td>
<td><strong>Assessment and Accountability</strong>&lt;br&gt;<strong>Facilitator:</strong> Donna Estill, Dean of Instruction, Fort Scott Community College</td>
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<td>What are the common challenges and opportunities when assessing career program? What current kinds of assessment work is your program engaged in? What is the biggest/most useful question about your program that assessment might help you answer? What resources have you found most useful/exciting in your inquiry into assessment?</td>
<td>What is the linkage between assessment and accountability? How do we communicate assessment results to various constituents? How does accountability affect how we do assessment? How do we make sure assessment is meaningful and not just for compliance?</td>
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<td>4</td>
<td><strong>Curriculum Alignment Initiatives</strong>&lt;br&gt;<strong>Facilitator:</strong> Teresa Loney, Director of CTE Accountability &amp; Compliance, MCC</td>
<td><strong>Institutional Assessment Culture</strong>&lt;br&gt;<strong>Facilitator:</strong> Ron Pennington, Director of Institutional Research and Effectiveness St. Charles Community College</td>
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<td>What are the specific challenges facing two year colleges with curriculum alignment initiative? What can we do to increase curriculum alignment K-12 to two-year and from two-year to four-year? How does this affect retention, completion and transfer? What are some examples of success? How can gaps be identified and how does assessment help close the curriculum gaps?</td>
<td>How do you establish a culture of assessment at your institution? What are some methods of measuring the current culture? What strategies are successful in improving the culture of assessment? What are some challenges that affect the culture at your institution?</td>
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<td>5</td>
<td><strong>Classroom Assessment Strategies</strong>&lt;br&gt;<strong>Facilitator:</strong> Cia Verschelden, Vice President for Academic Affairs, Highland Community College</td>
<td><strong>General Education Assessment</strong>&lt;br&gt;<strong>Facilitator:</strong> Lynn Bradman, CLEAR Coordinator: Center for Learning Effectiveness, Assessment, and Research, Metropolitan Community College, Omaha, Nebraska</td>
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<td>How can we utilize assessment results &amp; put the results in practice in the classroom? What are some of your biggest success stories? What are some of the biggest challenges? How can we link assessment to improve of student learning?</td>
<td>What are some best practices for evaluating general education? How can we use student performance data to make judgments about the effectiveness of the curriculum? What are the best ways to get faculty participation in the process? How can we maintain the cycle of assessment and use the data for improvement of student learning?</td>
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<td><strong>Assessment Resources</strong>&lt;br&gt;<strong>Facilitator:</strong> Adam Borth, Director of Media and Broadcasting, Cowley College</td>
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<td>How can we complete assessments in a time of reduced funding and resources? What are some strategies for inexpensive assessments without losing quality?</td>
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Breakout Session I 1:15-2:15pm

1. **Data collection to Curricular Change – Using Your Assessment Data to Drive Curriculum Changes**  
   **Room:** PVEC 5  
   
   Assessment is “the systematic collection, review, and use of information about educational programs undertaken for the purpose of improving student learning and development” (Palomba and Banta, 1999, pg. 4). Many in academia are struggling with the “use of information” they collect to institute curricular changes. In order for assessment to be effective it must provide evidence that demonstrates that the results of the assessment have led to improvement of teaching and learning. This session will focus on steps and tools to help faculty make the connections between the data they have collected and the curricular change that needs to take place.

   **Facilitator:** Cheryl Carpenter-Davis, Dean of Instruction, MCC-Blue River  
   **Presenter:** Sheri H. Barrett, Director, Office of Outcomes Assessment, Johnson County Community College

2. **From the Foundation Up: Building Classroom Assessment from Learner Outcomes**  
   **Room:** PVEC 6  
   
   This interactive session explores formative and summative assessment processes that inform the instructor and students about levels of understanding of course content. The presenter will share several assessment processes, including the development and application of rubrics. According to Heidi Andrade, a rubric “is a document that articulates the expectations for an assignment by listing the criteria, or what counts, and describing levels of quality from excellent to poor.”

   **Facilitator:** Kimberly Glackin, Psychology Instructor, MCC-Blue River  
   **Presenter:** Zola Gordy, Retention and Learning Center Coordinator, MCC-Penn Valley

3. **Establishing and Supporting Systematic Institutional Assessment**  
   **Room:** PVEC 7  
   
   This presentation will showcase the development of an assessment system at one institution. Collection of data was organized to allow decision making regarding student learning and other institutional outcomes (AQIP). Dissemination of the data was facilitated with implementation of a Tk20 database to communicate results to a broad audience of stakeholders. The presentation will present the journey as it has unfolded, including the initial implementation of the Tk20 database.

   **Facilitator:** Mindy McCallum, Dean of Instruction, MCC-Maple Woods  
   **Presenters:** Sherry Wilson, Chair Developmental Studies and Patsy Garner, Teacher Education, Crowder College

4. **Overcoming “Repetitive Change Syndrome”**  
   **Room:** PVEC 8  
   
   Higher education standards and accountability can potentially result in fragmented, short-term bursts of intense activity, sacrificing depth and quality of teaching. Adaptive assessment processes that keep faculty engaged and focused rather than overloaded with the next “best practice” are critical for a continuous improvement approach to teaching and learning. An assessment model that has proven to be both adaptive and resilient despite significant changes in student demographics and accountability over the past decade will be shared.

   **Facilitator:** Karen Moore, Dean of Students, MCC-Business and Technology  
   **Presenter:** Todd Carter, Director of Research and Assessment, Seward County Community College/ATS

5. **Mastering Microbiology: Using an Online Homework Platform for Classroom Assessment**  
   **Room:** PVEC 19  
   
   In this session, you will learn how Mastering Microbiology, an online homework platform, is used for assessment in a community college microbiology course. Students are able to self-assess their understanding of course content, and receive answer-specific feedback that helps them to improve their test-taking skills. Instructors use data for “just in time” revisions to course presentations, diagnostics of individual student performance, and assessment of course outcomes.

   **Facilitator:** Kristy Bishop, Director of Institutional Research & Assessment, MCC  
   **Presenter:** Judy Penn, Professor of Biology/Microbiology, Shoreline Community College

Breakout Session II 2:30-3:30pm

1. **Germination to Bumper Crops: Cultivating a Thriving Assessment Culture**  
   **Room:** PVEC 5  
   
   How do you gain and maintain momentum so assessment does not wither on the vine? This session will focus on broad themes that will help grow and nurture a healthy outcomes assessment culture. A short presentation will cover themes related to maintaining a successful outcomes assessment culture. Themes discussed will include leadership, resources, institutional support, collaboration, accountability, etc. Participants will also engage in a short mini World Cafe to discuss challenges and solutions related to the themes. Participants will break into small groups for the World Café. Takeaways will include some resources that have been successfully implemented at Johnson County Community College.

   **Facilitator:** Tammie May, Sociology Instructor, MCC-Longview  
   **Presenters:** Brenda Edmonds, Associate Professor and Co-Director of the Office of Outcomes Assessment and Lori Slavin, Associate Professor and Co-Director of the Office of Outcomes Assessment, Johnson County Community College
2. **Surveying the Assessment Landscape at the State Level**  
   **Room:** PVEC 6

Although the dust surrounding funding issues for the immediate future continues to swirl, elected officials are continuing to place a spotlight on the importance of teaching and learning at Missouri’s educational institutions. Consensus on student learning assessment issues support multiple state- and national-level priorities and address accompanying areas of policy impact, including the Coordinating Board for Higher Education (CBHE) coordinated plan and current and proposed legislation. This session surveys the political landscape for assessment discussions at the state level and provides an update on policies and projects directly impacting assessment in Missouri.

Facilitator: Tristan Londre, Director of Career & Technical Education, MCC  
Presenters: Crystal Kroner, Research Associate-Academic Affairs, Missouri Department of Higher Education

3. **AQ Intervention for Assessing and Counseling Students of Color**  
   **Room:** PVEC 7

In this session learn about the power of the Affective Domain. Participants have the chance to see that the Affective Domain (emotion or feeling) is just as important as the Cognitive Domain (thought or action). The Affective Domain through the utilization of Affective Constructs as measured by the Murphy Inventory is critically vital for the retention of students, especially students of color. This session should benefit faculty and staff who would like to address students holistically.

Facilitator: Jim McGraw, Counselor, MCC-Longview  
Presenter: Robert Murphy, Co-Chair of Counseling Department and Professor Counseling, and Steve Pankey, Counselor, Johnson County Community College

4. **HLC’s Open Pathway: Changing the Culture of Assessment and Accreditation – A Pioneer’s Tale**  
   **Room:** PVEC 8

This session will give an overview of HLC’s Open Pathway accreditation process including a Pioneer Institution’s experience with the Academy for the Improvement of Student Learning and creation and implementation of a Quality Initiative. The session will also cover details of the institution’s participation in HLC’s 2nd Cohort of Pioneer institutions and Quality Initiative involving transformation of General Education Outcomes, implementation of Discipline Outcomes, and transition to a new inclusive, transparent, cyclic, and sustainable assessment process.

Facilitator: Fran Padow, Director of Educational Services, MCC  
Presenters: Cynthia Sexton Proctor, Chair of District Assessment Coordinating Committee & Division Chair, and Scott Quinton, Biology Instructor, MCC-Maple Woods

5. **Connect and LearnSmart: Tools for Assessment and Learning in Higher Education**  
   **Room:** PVEC 4

Learn Smart is an interactive study tool that assesses students’ progress and identifies topics students have mastered and which require further attention. Based on the recognized strengths and weaknesses of the student, Learn Smart adjusts the learning content for that individual. LearnSmart’s adaptive technology also accounts for memory degradation, therefore periodic review is encouraged to ensure that concepts are learned and retained. Dynamically generated reports document progress and areas for additional reinforcement, offering students and educators real-time feedback on content mastery.

Facilitator: Rich Higgason, Director of Educational Programs and Employee Development, MCC  
Presenter: Jeanne DeHaan, Associate Professor of Chemistry, Johnson County Community College

6. **Using Analytics to Drive Fact-Based Decisions**  
   **Room:** PVEC 19

This session will provide an overview of Blackboard Analytics Student Management and Analytics for Learn Modules and discuss how data-driven decision making contributes to improved higher education performance, and preview the ability to make timely, informed decisions.

During this interactive session, attendees will:

- Understand the urgent need for self-service reporting and analytics, essential for data-driven decision making and improved institutional performance
- View a brief demonstration of Blackboard Analytics and ask questions
- Learn how to enable a culture of informed decision-making, on both an everyday operational and strategic planning level

Facilitator: Leo Hirner, Director of Distance Education Services, MCC  
Presenter: Vicki Katz, Regional Sales Manager, Blackboard Analytics
Exhibitor Information

Metropolitan Community College would like to thank the following businesses for their partnership at the 2nd Annual Regional Community College Assessment Conference. The Vendor Fair begins at 8:00am in the Lobby of the Education Center at MCC-Penn Valley. Business exhibits and displays will be available throughout the conference.

Thank you to the following companies for their support;

PEARSON

pearsonhighered.com

IDEA CENTER

theideacenter.org

McGraw Hill

mhhe.com

Blackboard

Blackboard.com/Analytics

Turning Technologies

TurningTechnologies.com

Thank you to our Attendees

The MCC-Office of Institutional Research and Assessment in conjunction with the MCC-District Assessment Coordinating Committee would like to thank all of our conference attendees. We are excited to have the following colleges represented this year.

Allen Community College (KS)                     Metropolitan Community College (MO)
Central Community College (NE)                    Metropolitan Community College (NE)
Columbia College Chicago (IL)                      Mineral Area College (MO)
Cowley College (KS)                               Ozarks Technical Community College (MO)
Crowder College (MO)                              North Central Missouri College (MO)
Des Moines Area Community College (IA)             Seward County Community College (KS)
Fort Scott Community College (KS)                 Shoreline Community College (WA)
Highland Community College (KS)                    Southeast Community College (NE)
Jefferson College (MO)                            Southeastern Community College (IA)
Johnson County Community College (KS)             State Fair Community College (MO)
Kirkwood Community College (IA)                    St. Charles Community College (MO)

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