

**Assessment Update. November/December 2011. 23 (6): 1-16.**

To view this newsletter online go to: [wileyonlinelibrary.com](http://wileyonlinelibrary.com)

- Feldmann, Matthew L. and Keli Jackson. "Took Survey. Got Shirt: Using Effective Educational Practices to Maximize NSSE Response Rates."

While focusing on how Fontbonne University increased NSSE response rates, one might conclude that incorporating student organizations- in this case, the Ad Club, a student organization focusing on advertising- in the planning and implementation of participation in student surveys could increase response rates as peers might have a greater understanding of student motivation.

- Penn, Jeremy D. "My Own Worst Enemy: Five Ways My Best Intentions Impair Assessment."

A Director of Assessment suggests five strategies that might positively engage faculty in assessment. 1) Present a realistic perspective on the benefits of successful assessment. 2) Support faculty to understand the basic principles of reliable and valid data without dwelling on the issue. 3) Focus on the importance of continuous, day-to-day assessment and the responsibility of faculty to assess rather than on accreditation as an enforcer and impetus to assessment. 4) Use simple and clear guidelines and communication about assessment rather than technical jargon and acronyms. 5) Balance the principles of compliance and commitment to keep assessment enjoyable as an exercise in inquiry.

- Magoulas, Christie Hill. "Repairing a Broken Assessment System."

The author discusses her success in repairing an assessment system in Education that found itself in a state of disrepair.

- Massey, Jennifer et al. "Assessment in Times of Turbulence: Using Assessment Tools to Understand and Change Processes in Student Services."

The author details how assessment strategies were applied to a review of organizational change within custodial services.

- Pike, Gary R. “*Assessment Measures: The Cooperative Institutional Research Program (CIRP) Surveys.*”

The author reviews 4 surveys provided through the CIRP (now at the Higher Education Research Institute- HERI): The Freshman Survey, Your First College Year (YFCY), Diverse Learning Environments (DLE), and the College Senior Survey (CSS). See [www.heri.ucla.edu](http://www.heri.ucla.edu)

- Mince, Rose et al. “*Community College Strategies: Improving Faculty Ownership of General Education and Its Assessment.*”

The author discusses strategies for increased faculty engagement with and ownership of general education and assessment. 1) Faculty participation in the entire process increases ownership. 2) Professional development program for full-time, adjunct, and new faculty and recognition of faculty efforts. 3) Annual learning outcomes reports and institutional interventions.