



UMassAmherst

Student Affairs
& Campus Life

EEP - Part 1, Round 2: Understanding Our Educational Effectiveness

Strategic Planning Collaborative – February 21, 2019

Marcy Clark

SPC Spring 2019: Where we've been...

- Reviewed University and SACL strategic planning work and results to date; context & importance of strategic planning; and 2018-2023 focus
- Introduced University's Educational Effectiveness Plan (EEP) strategic planning initiative
- Workshopped EEP - Part 1 in Clusters
 - Department & Cluster identification of our missions, students we serve, and students who engage with our services and/or programs
- Homework for today: Continued developing department-level and/or cluster-level worksheet responses, individually and in cluster discussions

Educational Effectiveness Planning for SACL

Spring 2019

1. Identify your cluster's **experiential goals and learning objectives** for students
2. Review how those goals/objectives **align** with your cluster's services, programs, practices
3. Identify & analyze the **evidence** you currently have about students' progress on those goals/objectives
4. Identify the **actions** your cluster will take (or has taken) to improve or enhance students' progress on those goals/objectives
5. Identify your cluster's **questions** about the quality of students' experiences, learning and development, and develop a cluster-defined **line of inquiry** to answer those questions

Educational Effectiveness Planning for SACL

Spring 2019

1. Identify your cluster's **experiential goals and learning objectives** for students

For SACL, experiential goals for students begins with understanding, identifying and articulating our engagement goals for students

Cluster Workshop

Today's EEP work:

*Part 1, Round 2 – Focus on Student Engagement: Identify our cluster's **engagement goals** for students*

1. Sitting with your cluster, Cluster Leads will guide and facilitate cluster discussion
2. Continue discussing, and complete the worksheet(s) for your department or your cluster, based upon your Cluster Lead's chosen focus.

Cluster Workshop – Focus on Student Engagement

Goal: Clearly identify and articulate our intended “target audience(s)”

- Who are the students that our department or cluster serves directly?
 - Who are the students that we directly serve via our services, our programs, our activities, etc.?
 - Identify specific groupings of students, as needed!

Goal: Clearly identify and articulate our current actual audience(s)

- Who are the students that currently engage with our services and/or participate in our programs directly?
 - Again be specific! Identify the specific groupings of students that currently, actively engage

Cluster Workshop – Focus on Student Engagement

Goal: Clearly identify and articulate our engagement goal(s) for each target audience that we serve directly

- How do we want each identified target audience to engage with our services, programs, activities, etc?

EEP

*Please save all of your SPC-EEP worksheets!
Eventually, you will be compiling all of your work digitally...*

Discussion

- Who are the specific target audiences of students that your cluster directly serves?
- What are your engagement goals for each target audience?
- *Process:* What were the challenges in this worksheet task and/or cluster discussion?

Homework

- ***Complete your department-level and/or cluster-level responses to your identified target audience(s) and associated engagement goals***

EEP

Focus for next SPC meeting

*Skipping to Part 3 - Identify & analyze the **evidence** you currently have about students' progress on those goals/objectives*

- How well is each target audience meeting identified engagement goals?
 - Which target audiences are meeting or exceeding our engagement goals?
 - Which target audiences are not currently engaging with our services and/or programs in numbers or ways that we intend or would like to see?
- Does our cluster/department have clear evidence of current student engagement?
 - What evidence are we using currently?

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