

Keeping Up with Consumer Needs

The Voluntary System of Accountability Five Years
Later

- ✓ Brief review of VSA origins, purpose
- ✓ Overview of the College Portrait data elements
- ✓ Changes based on 2012 NILOA Evaluation, feedback from VSA participants
- ✓ Future of VSA

Outline of Presentation

- ☑ Initiative by public universities to supply straightforward, comparable information on the undergraduate student experience through a common web report – the College Portrait
- ☑ www.collegeportraits.org

What is the VSA?

☑ How familiar are you with the VSA?

- a) My institution participates and I know a lot about it.
- b) My institution participates, but I don't know about it.
- c) I don't know if my institution participates.
- d) My institution doesn't participate but might be joining.
- e) My institution doesn't participate but is interested.

Poll

QUICKPOLL

How familiar are you with the VSA?

Poll Results (single answer required):

My institution participates and I know a lot about it.	69%
My institution participates, but I don't know much about it.	28%
I don't know if my institution participates.	0%
My institution doesn't participate but might be joining.	0%
My institution doesn't participate but is interested.	3%

Poll Results

☑ Developed, launched in 2007

- 70 institutions, 80 leaders
- APLU and AASCU partnership

☑ Three objectives

- Demonstrate accountability, transparency
- College search tool
- Support innovation in the measurement, reporting of student learning outcomes

☑ 288 participating public universities

VSA Origins

- ☑ Brought national attention and focus to higher education and higher education outcomes
- ☑ Re-stated the importance of higher education for the nation and for individuals across all demographic and socio-economic backgrounds

VSA Origins: Spellings Commission Report

- ☑ “To meet the challenges of the 21st century, higher education must change from a system primarily based on reputation to one based on performance.”
- ☑ “We urge the creation of a robust culture of accountability and transparency throughout higher education. Every one of our goals, from improving access and affordability to enhancing quality and innovation, will be more easily achieved if higher education institutions embrace and implement serious accountability measures.”

VSA Origins: Spellings Commission Report

- ✓ Institutional Information
- ✓ Student Characteristics
- ✓ Undergraduate Admissions
- ✓ Costs of Attendance and Financial Aid
- ✓ Retention & Undergraduate Success and Progress
- ✓ Campus Life Degrees, Areas of Study and Future Plans
- ✓ Student Experiences
- ✓ Student Learning Outcomes
- ✓ Optional additional content page

Components of the College Portrait

- ☑ HEOA compliant net price calculator
- ☑ Free for use by VSA participants, but not required
- ☑ Updates planned for Spring 2014 to provide more accurate net price estimates, clearer presentation of results

College Affordability Estimator

☑ Alternative to federal 6-year graduation rates

☑ Tracks 4 outcomes at 2 points in time

- Graduation or continued enrollment at the submitting institution
- Graduation or continued enrollment at a subsequent institution
- After 4 years & after 6 years

Undergraduate Success & Progress Rates

☑ Two required cohorts of students

- First-time, full-time degree-seeking undergraduates
- Full-time, transfer-in degree seeking undergraduates

☑ Starting with 2012-13 College Portrait, additional, institutionally defined cohorts allowed

- Veterans
- Low-income students
- First-generation students

Undergraduate Success & Progress Rates

☒ What additional cohorts would you be interested in seeing Success & Progress Rates for at your institution?

- a) Veterans
- b) Low-income students
- c) First-generation students
- d) Part-time students
- e) Other (Type in the Chat)

Poll

QUICKPOLL

What additional cohorts would you be interested in seeing Success and Progress Rates for at your institution?

Poll Results (single answer required):

Veterans	11%
Low-income students	20%
First-generation students	42%
Part-time students	15%
Other (type in the Chat)	12%

Poll Results

- ☑ Responses to a single, scripted question asked of students about to graduate
- ☑ Can be administered stand-alone, or part of another survey
- ☑ Students can select all options that apply
- ☑ Response rate and administration details are required

Future Plans of Bachelor's Degree Recipients

- ☑ Recent employer surveys endorse undergraduate research, study abroad, and internships as desirable in new employees
- ☑ Selected senior responses from one of four surveys is reported:
 - College Senior Survey (CSS),
 - College Student Experiences Questionnaire (CSEQ),
 - National Survey of Student Engagement (NSSE), or
 - Student Experience in the Research University (SERU)
- ☑ Results can be no more than 3 years old

Student Experiences

- ☑ Original Student Learning Outcomes pilot project ended in 2012
 - Directly measure, publicly report learning gains (value-added) using one of three tests
- ☑ Evaluated by NILOA in Spring 2012
 - Expand assessment tools, approaches
 - Focus on communication, specific audiences
- ☑ Expertise contributed by technical work group, communications advisory group, support team, VSA Board, input by VSA participants

Assessing SLO Pilot Project Effectiveness

☑ Results from 1 of 4 instruments required

- AAC&U VALUE Rubrics for Critical Thinking & Written Communication
- ACT CAAP critical thinking and writing essay modules
- CLA performance and analytic writing tasks
- ETS Proficiency Profile critical thinking and written communications sub-scores

Student Learning Outcomes

✓ 2 administration options

- Value-added (cross-sectional or longitudinal, testing first-year and senior students)
- Senior-only benchmarking (comparison to test publisher norms)

✓ Institutions report on administration process as well as use of assessment data and results in campus decision-making

✓ Student population and tested sample demographics are required

✓ Results can be no more than 3 years old

Student Learning Outcomes

- ☑ Pilot project wrap-up: VSA participants describe, publish pilot project experiences using three part form
- ☑ 92 institutions completed the Pilot Experience Report
 - 65 participated – administered or tried to administer one of the instruments
 - 27 did not participate

SLO Pilot Experience Report

✓ 27 institutions posted results to their College Portrait

- 16 found the results useful on campus
- CLA was the most frequently reported

✓ 38 institutions tried to administer an instrument

- 14 reported difficulty meeting minimum sample size requirements
- 8 reported campus concerns with sample sizes, even when they met publisher recommendations

SLO Pilot Participant Experiences

☑ 27 institutions did not participate

- Campus perceptions that the instruments wouldn't provide useful results at 9 institutions
- 7 institutions has more pressing institutional priorities
- 6 institutions were concerned about the monetary cost of the instruments

SLO Pilot Non-Participant Experiences

☑ Institutions asked to select all options under consideration by campus

- 28 institutions considering more than one option
- Many institutions exploring benchmarking and value-added for the same instrument

☑ 44 institutions considering the ETS PP

- Either/both value-added, senior-only benchmark administrations

☑ 34 institutions considering AAC&U VALUE Rubrics

Future SLO Reporting Plans

☒ Which SLO reporting options are being considered by your campus?

- a) ACT CAAP
- b) CLA/CLA+
- c) ETS Proficiency Profile
- d) AAC&U VALUE Rubrics
- e) I don't know

Poll

QUICKPOLL

Which SLO reporting options are being considered by your campus?

Poll Results (single answer required):

ACT CAAP	6%
CLA/CLA+	24%
ETS Proficiency Profile	22%
AAC and U VALUE Rubrics	18%
I don't know.	30%

Poll Results

☑ Expanded Learning Outcomes Options

☑ More effective delivery of information to key audiences

- Evolve from college selection website to information tools for consumers, campuses

Changes for 2013

- ☑ Project financially sound, self-sustaining
- ☑ Traffic to CP website at all time high - up 40% since 2011, up 90% since 2009
- ☑ Accountability and transparency remain important at national, state level
 - VSA part of state, system accountability
 - Success and progress rate emerging as valuable alternative to federal grad rate
- ☑ VSA credited with advancing SLO work

Current Opportunities

- ☑ Form *Communication Advisory Group* from public affairs, communications, government affairs
- ☑ Re-connect with key audiences: assessment experts, state/system officials, accreditors
- ☑ Tailor the display and delivery of key data elements on College Portrait for key audiences

Expanded Focus & Outreach

- ☑ NASPA: Student Affairs Administrators in Higher Education Assessment & Persistence Conference
- ☑ Center for Applied Research's Annual Institute on Best Practices in Institutional Effectiveness
- ☑ State Higher Education Executive Association (SHEEO)
- ☑ National Association for College Admission Counseling (NACAC) National Conference
- ☑ Assessment Institute
- ☑ AASCU Presidents Meeting & APLU Council of Presidents
- ☑ Higher Education Government Relations Conference

Expanded Outreach – Selected Conferences

 Which do you think is the most important audience for the college portrait?

- a) Prospective Students/Families
- b) HS counselors
- c) State policy makers/officials/legislators
- d) Federal policy makers/officials/legislators
- e) Other (Type in the Chat)

Poll

QUICKPOLL

Which do you think is the most important audience for the college portrait?

Poll Results (single answer required):

Prospective Students/Families	59%
HS counselors	14%
State policy makers/officials/legislators	19%
Federal policy makers/officials/legislators	8%
Other (Type in the Chat)	0%

Poll Results

- ☑ Customized Success & Progress Rate graphs, tables
- ☑ Explanations, context for SLO results
- ☑ Augmented cost, financial aid info
 - Net price and financial aid by income range, average indebtedness, average loan payment

Expanded Info for Users

- ☑ College Portrait website re-design (Fall 2013)
 - Streamlined, summarized views for different constituencies
 - Full mobile accessibility
- ☑ At-a-Glance views for government affairs staff will offer streamlined, summarized view of key indicators (January 2014)
- ☑ VSA Affordability Estimator improvements provide more accurate net price estimates, clearer presentation of results (February 2014)

Upcoming Releases

- ☑ Unprecedented challenges for public higher education to be more accountable and more transparent concerning value, outcomes
- ☑ HEA re-authorization is looming (again)
- ☑ Work to position the VSA/College Portrait as a tool to respond to those challenges

Bottom Line

College Portrait website: www.collegeportraits.org

Reports & Presentations:
www.voluntarysystem.org

Twitter: @VSAvoice

Blog: <http://vsavoice.blogspot.com/>

Keeping Up with the VSA

- All webinars are Tuesdays at 2 p.m. Eastern Time
 - The AAC&U VALUE Rubrics – July 16
 - Increasing Traffic to Your College Portrait – August 20
 - Success and Progress Rate – September 17
 - College Portraits: At A Glance – October 22
 - Building Effective Partnerships with Government & Public Affairs – November 19
- Webinar registration and recordings will be available from
<http://www.voluntarysystem.org/webinars>

2013 VSA Webinars

- ✓ 2012-13 Administrative Guide (https://cp-files.s3.amazonaws.com/39/CPAdministrativeGuide_2012-13.pdf)
- ✓ Future Plans Survey Question (<https://cp-files.s3.amazonaws.com/6/FuturePlansDataElement.pdf>)
- ✓ National Student Clearinghouse Cohort Query Guide (<http://www.studentclearinghouse.org/colleges/studenttracker/vsa.php>)
- ✓ Example & Explanation of the Success & Progress Rate Methodology (https://cp-files.s3.amazonaws.com/7/SP_Methodology.pdf)
- ✓ 2013 College Affordability Estimator Configuration Guide (https://cp-files.s3.amazonaws.com/56/CalculatorConfigGuide_20130430.pdf)
- ✓ College Affordability Estimator Demo (<http://www.collegeportraits.org/DC/StateU/estimator/agree>)

College Portrait Resources

- ☑ NILOA VSA Evaluation (<http://www.learningoutcomeassessment.org/VSA.htm>)
- ☑ VSA May 2012 Board Decisions summary (https://cp-files.s3.amazonaws.com/4/VSABoardDecisions_060712_final.pdf)
- ☑ VSA AAC&U VALUE Rubrics Demonstration Project: Value-added and Senior-only benchmark administration guidelines (https://cp-files.s3.amazonaws.com/32/AAC_U_VALUE_Rubrics_Administration_Guidelines_20121210.pdf)
- ☑ VSA ACT CAAP: Value-added and Senior-only benchmark administration guidelines (https://cp-files.s3.amazonaws.com/33/ACT_CAAP_Administration_Guidelines_20121210.pdf)
- ☑ VSA Collegiate Learning Assessment: Value-added and Senior-only benchmark administration guidelines (https://cp-files.s3.amazonaws.com/34/CLA_Administration_Guidelines_20121210.pdf)
- ☑ VSA ETS Proficiency Profile: Value-added and Senior-only benchmark administration guidelines (https://cp-files.s3.amazonaws.com/35/ETS_PP_Administration_Guidelines_20121210.pdf)

SLO Resources