**Institutional Effectiveness Administrative Unit Outcomes for 2020-2021**

The Institutional Effectiveness (IE) Unit posts its section of the Analytics and Institutional Effectiveness (AIE) administrative assessment report to our webpage to serve as an example for other units and to demonstrate that we are also actively engaging in the administrative unit assessment process.

The AIE administrative assessment report has a total of 11 AUOs. Three of these AUOs represent AIE overall. The remaining AUOs are specific to AIE’s subunits. Institutional Effectiveness currently has 3 AUOs which are presented below. The remaining parts of the report, including the Unit Summary, the General Questions, and the other AUOs, have been removed.

If you have questions about these AUOs, or you have questions about administrative unit assessment, please feel free to contact Lauren Bryant, Assistant Director for Institutional Effectiveness ([labryant@vt.edu](mailto:labryant@vt.edu)).

**Table 1: Administrative Unit Outcomes (AUOs)**

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| ***Administrative Unit Outcomes (AUOs)***  *Please include all of your AUOs, even those not measured this year.* | ***Assessment Measures***  *Please include a measure for each AUO, even those not measured this year.* | ***Targets***  *Please include a target for each AUO, even those not measured this year.* | ***Findings***  *Please include findings for each AUO measured this year, and please state whether or not each target was met.* | ***Reflecting on Findings***  *For each AUO measured: What do these findings mean to your unit? When do you plan to measure the outcome again? Are you considering making changes to your assessment plan based on these findings?* | ***Action Planning***  *Is the unit planning any changes or other improvements based on these findings? An action plan should be included for all AUOs with unmet targets.* | ***Reflecting on Past Action Planning***  *What action plans have been implemented for this outcome in the past? How have those changes affected unit quality or efficiency?* |
| **AUO #4 (IE):**  Facilitate the development and use of continuous improvement processes across campus. This outcome aligns with the university’s Strategic Priority 4 – Ensure Institutional Excellence. | **Academic Program Assessment and Administrative Unit Assessment**: Track the number of communications and meetings with programs and units across campus. | Log at least 170 emails, phone calls, and meetings with academic programs (208 were logged for 19-20). | Not measured in 20-21. We suspended measurement of these targets because they are being consistently met and we wanted to focus on implementing data visualizations for these processes. | These targets will be measured again for the 21-22 cycle. | None at this time. | Our action plan for these targets in the previous report was to pivot from tracking broader communications to tracking one-on-one sessions. |
| Log at least 20 one-on-one sessions with administrative units, and provide feedback on drafts for at least 10 units. |
| Launch data visualizations on our website for Academic Program Assessment and Administrative Unit Assessment by September 1, 2021. | Target Met. Data visualizations for both APA and AUA were launched by 6/30/2021. | These visualizations will not only help our academic and administrative units design better assessment processes, they will also allow us to provide a valuable online resource to those outside the university and increase traffic to our webpages. | For the 21-22 cycle, we will update this target to: “Identify 3 ways to use APA and AUA data visualizations to help units and programs improve their assessment processes.” | None, this is a new measure. |
| **Pathways Assessment:** Track the updating of Pathways Assessment resources to support instructors of Pathways courses. | Update at least 4 resources for 20-21. | Target met. Four resources were updated:  1. Pathways Assessment Tips  2. Pathways Assessment Reporting Form Example: Reasoning in the Natural Sciences  3. Pathways Assessment Reporting Example: Critical Thinking in the Humanities  4. Pathways Assessment Reporting Example: Critique and Practice in Design and the Arts | We continue to update resources to help Pathways instructors complete the assessment process. | None at this time. | In the 20-21 report, our action plan was to update this measure to reflect efforts to re-engage faculty in Pathways assessment. To this end, we added the target to launch the data visualization for Pathways assessment. |
| Launch data visualization on our website for Pathways Assessment by September 1, 2021. | Target Met. Data visualization for APR was launched by 7/15/2021. | This data visualization will help Pathways faculty design better assessments, and will allow a general audience to see how Pathways courses are being assessed. | None at this time. |
| **AUO#5 (IE):**  Provide leadership and outreach to the profession. | Track service activities related to the profession, such as: serving as a reviewer, serving on a committee, board membership, etc. | Cumulatively, IE staff will engage in at least 6 such activities. | Target Met. The unit engaged in 9 services activities.  Service Activities:  1. Diversity & Inclusion Committee for Academic Resource Management Division  2. Commission on Administrative and Professional Faculty Affairs  3. President’s Awards for Excellence Committee  4. University Data Governance Council  5. SAIR 2020 proposal reviews  6. AIR 2020 proposal reviews  7. Applied Research in Higher Education manuscript review  8. University Curriculum Committee for General Education  9. Academic Roundtable Committee | We were able to exceed this target with relative ease, even during the pandemic. For the 21-22 cycle, we are considering raising this target to 8 service activities across the group. | None at this time. | We modified this measure from “Track board membership by IE staff on national or regional assessment/evaluation board during academic year” to its current form. This measure better represents the kinds of activities we engage in as a unit to serve the profession. |
| Track number of posters, presentations, or workshops IE professionals and graduate students give at local, regional, or national assessment related conferences. | IE staff members or graduate students will present a minimum of 6 unique posters, presentations, or workshops during the academic year. | Not measured in 20-21. We suspended measuring this target during the pandemic. | We will measure this target again in 21-22. |  |  |
| Track the number of non-Virginia Tech visitors to the IE webpages. | Implement and use Google Analytics to obtain baseline numbers of non-VT visitors to website to use as a target for the 21-22 cycle. | Target met. We realized Google Analytics won’t allow us to track VT users specifically, but will allow us to track Blacksburg visitors. We obtained non-Blacksburg numbers for each of our main webpages for April 21 to July 21:  IE page – 112  APA – 0  AUA – 56  Pathways – 0  APR – 11  SPOT – 281  Resources –11 | These findings are our first look at how non-VT visitors are using our online resources. Most of our traffic is going to the SPOT page. For the 21-22 cycle, we will work to increase non-VT traffic to each of our webpages by 10%. | We will attempt to increase our non-VT traffic by highlighting our online resources, including our new data visualizations, in presentations and interactions with other institutions. | None, this is a new measure for this AUO. |
| **AUO #6 (IE):**  Facilitate the continuous improvement of the Institutional Effectiveness unit. | Conduct a retreat to review and improve unit processes and procedures. | Completed by September 1, 2021. | Target not met. This retreat is being planned but we will not be able to hold it until early September. | Engaging in reflection after completing our SACSCOC reaffirmation and our first round of Academic Program Reviews will be very important, so even though this retreat has been delayed the team is still committed to this process. | Hold the retreat in early September or very late August. | These are both new measures and targets. |
| Track the number of processes identified in the retreat to be refined/updated. | At least 4 processes or procedures identified to be updated or refined in the 21-22 cycle. |
| Track IE website usage by Virginia Tech visitors to better understand how the resources and information we provide are supporting the university. | Implement and use Google Analytics to obtain baseline numbers of Virginia Tech visitors. This information will be used to establish targets for 21-22. | Target met. We obtained Blacksburg numbers for each of our main webpages for April 21 to July 21:  IE page – 112  APA – 22  AUA – 22  Pathways – 11  APR – 11  SPOT – 461  Resources – 34 | These findings give us a first look at how our webpages are being used by VT visitors. It is interesting to see where most of our traffic is going. Similar to non-VT visitors, most of our traffic is going to the SPOT page. For the 21-22 cycle, we will work to increase our VT traffic to each of our webpages by 15%. | We will attempt to increase our VT web traffic by highlighting our online resources, especially our new data visualizations, in our interactions on campus. |  |