

2009-14

Strategic Assessment Plan



U N I V E R S I T Y O F
SOUTH CAROLINA[®]
A I K E N

Strategic Assessment Plan

Goal 1: Teaching & Learning

Area	Measure(s)	Comparison Group
Outcome Measures	<ul style="list-style-type: none"> • NSSE measure of educational & personal growth • Number of graduates from the Honors program • Alumni engagement in personal enrichment activities • Percent of graduates to participate in community-based projects (e.g., service learning) • Percent of graduates who participate in experiential learning • NSSE measure of enriching educational experiences • NSSE measure of principled citizenship • Percent of graduates who participated in a learning community or linked courses • Alumni participation in voting • DFW rates • Number of students on probation or suspended • Alumni satisfaction with academic programs • Percent passing teaching licensure on first attempt • Percent passing nursing licensure on first attempt 	<ul style="list-style-type: none"> • National Peer group • Self over time • Self over time • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • Self over time • Self over time • Self over time • Self over time • SC Peers • National rates
Process Measures	<ul style="list-style-type: none"> • Number of linked courses • Number of learning communities • Participation in CTE workshops • NSSE measure of active & collaborative learning • NSSE measure of satisfaction with academic advising • NSSE measure of academic and social support 	<ul style="list-style-type: none"> • Self over time • Self over time • Self over time • National Peer group • National Peer group • National Peer group
Resource Measures	<ul style="list-style-type: none"> • Number of journals on college teaching • Percent of full time faculty who serve as advisors • Space allocation statistics • Instructional expenditures • Academic Support expenditures • Classroom utilization • Percent of full-time faculty who are tenured or tenure track 	<ul style="list-style-type: none"> • Self over time • Self over time • SC Peers • National Peer group • National Peer group • SC Peers • Self over time
Input Measures	<ul style="list-style-type: none"> • Fall headcount (all students) • Fall graduate student headcount • Fall FTE Enrollment • Annualized FTE Enrollment • Tuition and fees 	<ul style="list-style-type: none"> • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group
Composite Measures	<ul style="list-style-type: none"> • Number of advisees per advisor • Average Class size • NSSE measure of student faculty interaction • Tuition Revenue per FTE student • Instructional Expenditures per FTE student • Academic Support Expenditure per FTE student • Percent of early warning forms as a proportion of Ds, Fs, and Ws • Percent of credit hours taught by full-time faculty 	<ul style="list-style-type: none"> • Self over time • Self over time • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • Self over time • Self over time

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Goal 2: Research, Scholarship, & Creative Achievement

Area	Measure(s)	Comparison Group
Outcome Measures	<ul style="list-style-type: none"> Number of publications Number of creative endeavors undertaken by faculty & staff Number of professional presentations by faculty and staff Percent of graduates who worked on a research project outside of course or program requirements Number of student research presentations Number of Magellan Scholars 	<ul style="list-style-type: none"> Self over time Self over time Self over time National Peer group Self over time Self over time
Process Measures	<ul style="list-style-type: none"> Number of grant submissions Total amount of grant funds requested Number of proposals reviewed internally Number of research training programs/workshops 	<ul style="list-style-type: none"> Self over time Self over time Self over time Self over time
Resource Measures	<ul style="list-style-type: none"> Research Expenditures Library holdings Number of endowed chairs and professorships 	<ul style="list-style-type: none"> National Peer group Self over time Self over time
Input Measures	<ul style="list-style-type: none"> Number of external grants Total Amount of extramural funding Amount of extramural funding for research and training 	<ul style="list-style-type: none"> Self over time Self over time Self over time
Composite Measures	<ul style="list-style-type: none"> Research Expenditures per FTE student Ratio of extramural funding received to total requested Ratio of number of external grants to number submitted 	<ul style="list-style-type: none"> National Peer group Self over time Self over time

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Goal 3: Service Excellence

Area	Measure(s)	Comparison Group
Outcome Measures	<ul style="list-style-type: none"> Percent of graduates who participated in community service or volunteer work Number of graduates who take 4 months or more to find employment following graduation Percent of graduates with a job highly related to their major following graduation Estimated median salaries for graduates 	<ul style="list-style-type: none"> Self over time SC Peers & State unemployment rate SC peers National rates
Process Measures	<ul style="list-style-type: none"> Number of courses that include objectives pertaining to environmental awareness Number of ICE events related to environmental impact awareness Graduate ratings of the extent to which the institution emphasizes acquiring job or work-related knowledge and skills Graduate ratings of the extent to which their experience at USCA contributed to their knowledge, skills, and personal development in contributing to the welfare of their community 	<ul style="list-style-type: none"> Self over time Self over time National Peer group National Peer group
Resource Measures	<ul style="list-style-type: none"> Public service expenditures Number of faculty and staff engaged in service activities Number of external partnerships 	<ul style="list-style-type: none"> National Peer group Self over time Self over time
Input Measures	<ul style="list-style-type: none"> Amount of external awards for service activities Number of service related grants held 	<ul style="list-style-type: none"> Self over time Self over time
Composite Measures	<ul style="list-style-type: none"> Public service expenditures per FTE student Return on investment: graduates' additional earnings related to having a degree 	<ul style="list-style-type: none"> National Peer group Self over time

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Goal 4: Quality of Life in the University Community

Area	Measure(s)	Comparison Group
Outcome Measures	<ul style="list-style-type: none"> • Total degrees awarded • Bachelor's degrees awarded • Master's degrees awarded • Six year graduation rate • Criminal offenses on campus • Mean graduate indebtedness • NSSE measure of quality of college experience • NSSE measure of satisfaction with college choice • Complete withdrawals from USC Aiken • Percent of graduates who indicate that if they could start over again, they would go to the same institution 	<ul style="list-style-type: none"> • National Peer group • National Peer group • National Peer group • National Peer group • SC Peers • Self over time • National Peer group • National Peer group • Self over time • National Peer group
Process Measures	<ul style="list-style-type: none"> • One year retention rate • NSSE measure of student relationships with faculty • NSSE measure of student relationships with administrative personnel and offices • Graduate ratings of the extent to which the institution encouraged contact among students from different economic, social and racial or ethnic backgrounds • Graduate ratings of the extent to which the institution provided the support for them to thrive socially • Satisfaction measure for Housing Services • Athlete satisfaction • Percent of in-state students receiving State merit-based aid • Average State scholarship disbursements • Average State/local grant to full-time first time students • Average federal grant to full-time first time students • Average loan amount to full-time first time students • Average institutional grant to first time students • Life Scholarship Retention rates freshman to sophomore year • Number of training workshops sponsored by the Human Resources office 	<ul style="list-style-type: none"> • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • Self over time • Self over time • SC peers • SC peers • National Peer group • National Peer group • National Peer group • National Peer group • SC Peers • Self over time
Resource Measures	<ul style="list-style-type: none"> • NSSE measure of a supportive campus environment • Utility expenditures • Auxiliary Expenditures • Operations Expenditures • Institutional Support expenditures • Number of full-time faculty • Percent of faculty who are female • Percent of faculty with minority racial/ethnic background • Percent of full-time faculty with terminal degrees • Average faculty salary Inequity index • Average faculty salary compression index • Mean faculty salaries by academic rank • Employee turnover rates • Percent of staff with minority racial/ethnic background broken out by job classification • Percent of staff who are female • Operations staff salary comparisons • Senior Administrator Effectiveness Index 	<ul style="list-style-type: none"> • National Peer group • Self over time • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • SC peers • Disciplinary peers • Disciplinary peers • Self over time • Self over time • National rates • National peer group • National peer group • Self over time
Input Measures	<ul style="list-style-type: none"> • Percent of students who are female • Percent of students with minority racial/ethnic background • Percent of entering students with a first semester gpa > 2.0 • Percent of entering freshmen with SAT >1100, GPA > 3.0 and HS rank > 30% • Average SAT scores of entering freshmen • Percent of students who plan to transfer • Number of transfer-in students 	<ul style="list-style-type: none"> • National peer group • National Peer group • National peers (CSRDE) • SC peers • SC peers • National peers • Self over time

Composite Measures	<ul style="list-style-type: none"> • NSSE measure of student relationships with faculty • NSSE measure of student relationship with administrative and office personnel • Ratio of students to desktop computers • Student-staff ratio • Student-faculty ratio • Percent of first-time full-time students receiving financial aid • Total Revenue per FTE student (unadjusted dollars) • Total Revenue per FTE student (HEPI adjusted) • State appropriations per FTE student • Total expenditure per FTE student (unadjusted dollars) • Total expenditures per FTE student (HEPI adjusted) • Institutional support expenditures per FTE • Student services expenditures per FTE student 	<ul style="list-style-type: none"> • National Peer group • National Peer group • Self over time • National Peer group • National Peer group • SC peers • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group • National Peer group
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Goal 5: Recognition & Visibility

Area	Measure(s)	Comparison Group
Outcome Measures	<ul style="list-style-type: none"> • CIRP survey of reasons students attend Institution – good academic reputation • CIRP survey of reasons students attend institution – ranking in National Magazines • Ranking in National Magazines • Alumni and donor participation rates 	<ul style="list-style-type: none"> • National peers • National peers • National peers • Self over time
Process Measures	<ul style="list-style-type: none"> • Number of products and events that highlight student and alumni achievements • Number of products and events that highlight faculty and staff achievements • Number of news releases 	<ul style="list-style-type: none"> • Self over time • Self over time • Self over time
Resource Measures	<ul style="list-style-type: none"> • Value of endowment fund • Value of planned giving 	<ul style="list-style-type: none"> • Self over time • Self over time
Input Measures	<ul style="list-style-type: none"> • Alumni giving rate • Number of donors • Total dollars raised 	<ul style="list-style-type: none"> • Other USC campuses • Self over time • Self over time
Composite Measures	<ul style="list-style-type: none"> • Family fund participation rate • Average scholarship by source 	<ul style="list-style-type: none"> • USC System • National peers

Input measures capture the relationship between the areas of “Students & Public Stakeholders” and “Finance”. These measures may be direct financial inputs to the institution (e.g., State appropriations, revenue from tuition and fees, or revenue from athletic ticket sales) or indirect indicators of financial inputs (e.g., number of students, number of people attending a concert).

Resource measures capture the relationship between the areas of “Finance” and “Employees & Organization Capacity”. These measures include not only budgetary expenditures, but also indicators of available personnel, equipment, and facilities.

Process measures capture the relationship between the areas of “Employees & Organizational Capacity” and “Programs, Policies & Procedures”. These are measures of “what” personnel are doing and “how” they are doing what they do.

Outcome measures capture the relationship between the areas of “Programs, Policies & Procedures” and “Students & Public Stakeholders”. Indicators may be direct measures (e.g., number of degrees awarded, number of alumni who find employment in their disciplines) or indirect measures of stakeholders’ perceptions (e.g., satisfaction measures).

Composite measures relate two or more measures to one another (e.g., Instructional expenditures per FTE student). Composite measures are particularly useful in conducting cost-benefit analyses.