The University of Alabama
Institutional Effectiveness Administrative Council

Minutes
November 13, 2015

Present: Jennifer Greer, chair, Calvin Brown, Steven Hood, Cindy Hope, Cheryl Mowdy, Chris Coleman, Heather Pleasants, Ginger Bishop, and Carol Agomo.

Purpose of IEAC

The IEAC supports institutional effectiveness in non-academic and administrative units and serves as an advisor to the Office of Institutional Effectiveness and University Administration to ensure UA engages in best practices of planning and evaluation throughout the campus. Jennifer Greer noted that it would be helpful if annual reports, WEAVE and diversity reports all "talked to one another" and were done in a systematic way.

SACSCOC Update

The Response to the On-Site Committee was submitted in June. The COC will vote on reaffirmation at its Dec. 7 meeting and it will be reported on Dec. 8.

OIE Policy Review

The University does not have a policy regarding institutional effectiveness, meaning that the process is subject to the whims of whoever is the Director of Institutional Effectiveness. Ginger Bishop, Director of Institutional Effectiveness, presented the draft of a policy that has been reviewed by the University Assessment Council and will be reviewed by other groups on campus as well. Ginger asked the IEAC to review and provide feedback by the end of the month.

WEAVE Update

OIE has submitted an RFP for a new institutional effectiveness management system to integrate to the greatest extent possible current reporting processes, such as strategic planning and evaluation, outcomes assessment reports, program review, annual reports, diversity reports, etc. Members of the IEAC were invited to participate in presentations from vendors to be done in January 2016 with a goal of having the system up and running by Fall 2016. Calvin Brown suggested OIE have a discussion with Kevin Nunnally about Blackbaud, the new fundraising software that Advancement is installing.

Role of IEAC in Strategic Planning

The Provost has identified a committee to begin the process of institutional strategic planning and expects the plan to be rolled out in May. Jennifer Greer asked the IEAC if it is feasible to expect strategic planning next spring within the divisions. Ginger noted that the WEAVE entities need revising due to organizational changes and functionality. There are divisions that too narrowly define entities for assessment and others that include entities that are not engaging in any strategic planning and/or annual reporting process to anyone's knowledge because it is not being captured in WEAVE or sent to the Vice Presidents. IEAC members reiterated the value of strategic planning and recommended that entities be redefined and engage at least in a pre-planning process to be ready to complete plans or identify priorities based on the institutional strategic plan – if applicable. They identified people on campus who have expertise in strategic planning and said it is important to have a timetable in place. Colleges need to plan as well beyond Student Learning Outcomes. It will be helpful to let entities know that the strategic plans developed are not set in stone. Steps to guide the process include: (1) planning for the planning process; (2) having conversations about mission, vision, and what guides the work being