



MADISON
AREA | TECHNICAL
COLLEGE



COLLEGE POLICY

POLICY NUMBER: 6103

DATE APPROVED: 02/29/2020

POLICY TYPE: Institutional Learning & Effectiveness

POLICY TITLE: Assessment of Broad Strategic Plans

RESPONSIBLE ASSOC. /VICE PRESIDENT: VP, Institutional Learning and Effectiveness

POLICY PURPOSE:

The assessment of broad strategic plans supports the collective responsibility of the college to the goals and actions of those plans. Assessment of these broad strategic plans is communicated in an accessible manner to provide updates on plan progress and to inform future planning efforts across the college community.

POLICY:

In alignment with continuous improvement practice, each broad college strategic plan includes a section on how to assess the plan. The results from the assessment are regularly shared to inform and engage the college community. All plans will utilize the following guidelines:

- Use appropriate research-based educational or industry best practice frameworks for assessment of your plan's subject matter.
- Specifically define what is to be assessed.
 - For example "student success" is too broad a topic to assess. More specifically are you assessing student's course success; student retention from fall to spring semester; student retention from fall to fall semester; student transfer rate; or student pass rate on state licensure examinations.
- Give consideration to using both qualitative and quantitative methods to obtain assessment data, including articulating measureable goals/outcomes.
- Define on-going ownership of review and reporting on assessment of the broad strategic plan and its components.
 - For example, "ownership" for review and reporting may be assigned to: a) the broad strategic planning team (or a sub-set of the team); b) a newly created IMPACT team assigned to implement the plan or components of the plan; or c) a specific unit/department of the college.
- Expected outcomes as well as process may be assessed and analyzed.

- Consideration should be given to articulating “lessons learned” from the work associated with advancing the broad strategic plan and its components.
- The interpretation of data and subsequent reporting of the assessment analysis should be conducted in a collaborative manner.

Sample Formats and Approaches for Assessment of Broad Strategic Plans

Cape Cod Community College Strategic Plan

<https://www.capecod.edu/web/irp/strategic-plan>

- Integrated baseline and target measures.

Central Oregon Community College

<https://www.cocc.edu/strategicplan/>

- Ongoing “Strategic Plan Status” page – Click link on left side
- Tabs at top of Tableau identify the measures.
- Also has a “College Planning and Assessment Team”

Moraine Valley Community College

<https://www.morainevalley.edu/about/mission-and-history/strategic-plan/>

- Broader Strategic Plan accompanied by “Annual Plan” that sets more concrete and measurable goals.

Moberly Area Community College

https://www.macc.edu/images/aboutmacc/MACC_Strategic_Plan- Revised_2.24.16.pdf

- Measurable goals, assigned responsible parties, start on page 9

DEFINITIONS:

None

LINKS TO STATE/FEDERAL REGULATIONS:

None