

**Institutional Effectiveness Council**  
**Meeting Minutes**  
**October 31, 2013**

**Present:** Diana Ayers-Darling; Rosemary Mink; Mark Radlowski; Norayne Rosero; Deanna Ferro-Aurience; Robert Huyck; Rosemary Spetka; Michael Adamo; Jim Sunderhaft

**Excused:** Duane Frymire; Janice Lester Bell; Belinda Alvarado

**Recording secretary:** Norayne Rosero

1. **Approval of Minutes:** The minutes of the 10/17/13 meeting were reviewed and revised. R. Spetka made a motion to approve the minutes; D. Ferro-Aurience seconded the motion. The minutes were unanimously approved. N. Rosero reminded members that she will forward notes of the meetings and they should be sent out by the members to their constituents.
2. **SUNY Council on Assessment (SCoA) Rubric:** N. Rosero talked about revisions of the rubric developed by SCoA that were discussed at the SCoA meeting on November 14<sup>th</sup>. The IEC members reviewed the comments for clarity.
3. **Assessment Matters newsletter:** N. Rosero brought up the issue of reviving an assessment newsletter to be more proactive about sharing assessment data with the College. She shared an old version of the newsletter and asked IEC members as to what types of information should be shared in such a newsletter. Due to availability of data, the newsletter will be released in March or April. The IEC co-chairs will work on a draft to bring back to the IEC.
4. **Surveys:** N. Rosero mentioned some unfinished business from the fall 2012 IEC minutes concerning surveys. Many areas and committees of the College are conducting their own surveys without going through the Office of Institutional Research and Analysis. At that time the IEC discussed having a “campaign” concerning survey development and administration across the College. A *Communitas* article was published in spring 2013 highlighting the work of the Office and encouraging people to contact the office when they want to develop a survey. Some of the following items have not been looked into. The Co-chairs will examine the feasibility of the following items.
  - Promote the “campaign” through such things as a website banner, the IEC notes, emails to employees, *Communitas* article, Blackboard
  - Create a form on the IE website to be completed when someone is developing/changing a survey and have the form be automatically emailed to the OIRA
  - Build into the process an automatic email reminder to the survey administrator to complete the form so that there is a record of the results and how they were used
  - Reinforce the idea that developing a survey is a labor intensive process and that the College wants to recognize the efforts, as well as document the use of the results (Closing the Loop)
5. **Strategic Horizon Network:** The IEC members will meet with the leaders of the Strategic Horizon Network on Monday, November 04, 2013, from 2:00 to 3:00 in PH300. The intent of the meeting is to communicate the work of the IEC and how it integrates with the Strategic Planning Council.