

## Institutional Effectiveness

### *Certificate*

The Institutional Effectiveness Certificate Program is intended to prepare the participants to contribute to institutional level assessment and accreditation committees, assist their institution and respective departments in the assessment of strategic objectives, and be able to advise, assist and instruct others in developing cycles of goal setting, measurement, data collection, process review and evaluation.

Participants may take one or two courses or complete all three to earn the certificate. The courses are all five weeks and in an asynchronous and online format using Blackboard Learn. See details of delivery and activities within each course description. Each course will require approximately 1-3 hours of “outside” course work per week.



# Learn how to conduct assessment in Institutional Effectiveness

*An Online Certificate Program*

Co-sponsored by the SUNY Center for Professional Development and the SUNY Council on Assessment



For complete details and to register, go to  
[cvent.com/d/c4qycy](https://cvent.com/d/c4qycy)

## INTENDED AUDIENCE

- Academic and Non-Academic Administrators
- Assessment Officers, Coordinators and Personnel
- Institutional Research Officers and Personnel
- Faculty Governance
- Institutional Effectiveness Officers and Personnel
- Student Affairs Personnel
- Business Affairs and Finance Officers

## LEARNING OUTCOMES OF PROGRAM

- Establish departmental goals which are aligned with the institution's strategic plan and/or are specific, measurable, attainable, realistic and time-bound.
- Demonstrate knowledge of qualitative and quantitative methodologies for assessment of processes and services.
- Recognize sources of data for peer analysis and benchmarking.
- Participate in the evaluation of the campus' current institutional/unit-level effectiveness initiatives and suggest areas for review and improvement.
- Document evidence of closing the loop and institutional improvement as a result of assessment activities.

## PROGRAM PREREQUISITES

Experience in assessment, planning project management or other relevant area and/or interest in becoming more conversant with assessment and its applications.

# Institutional Effectiveness CERTIFICATE



## Courses

Introduction to Institutional Effectiveness

Research Methods for Institutional Effectiveness

Championing Change: Applying Institutional Effectiveness on Your Campus

Registration open at  
[cvent.com/d/c4qycy](http://cvent.com/d/c4qycy)

## Instructors

**Mary McLean-Scanlon**, *Instructor,*  
*Introduction to Institutional Effectiveness*

**Carol Runge**, *Director of Institutional Research and Planning,*  
*Cayuga Community College*

**Victor Sensenig**, *Assistant Provost for Institutional Research and Assessment,*  
*Washington College*

**Nicole Strevell-Childrose**, *Assistant Professor of History at Columbia-Greene Community College*

The SUNY Center for Professional Development (in partnership with other SUNY stakeholders) offers a wide variety of certificate programs including:

- Teaching and Learning for New Faculty
- Institutional Effectiveness
- Assessment of Learning Outcomes
- Instructional Design
- Distance Learning Leadership

Each program was designed to assist faculty and staff in planning a well-articulated, systematized path for their professional development. Program participants learn the essential skills and knowledge needed to work in higher education. All courses are online and asynchronous as well as engaging and interactive. Registration and more information can be found at: [cpd.suny.edu/academicPrograms.cfm](http://cpd.suny.edu/academicPrograms.cfm). If you have questions contact Chris Price, SUNY CPD Academic Programs Manager, [chris.price@suny.edu](mailto:chris.price@suny.edu).