What is the Woodbury Mission Achievement Project?

Beginning spring 2019, Assessment & Educational Effectiveness (AEE), with advisement and assistance from an Advisory Council comprising university faculty and staff, led an effort to coalesce around a common collective identity across the schools of Architecture, Business, and Media Culture and Design, the College of Liberal Arts, Student Affairs, and the Library. This includes describing, promoting, and tracking the hallmarks of a Woodbury University graduate.

What were the Project Questions?

We answered the questions, "Who are we?" and "How do we know that?" We talked with students, alumni, faculty, program chairs, staff, school leadership, the Board of Trustees (BOT), and selected external partners, about the hallmarks of a WU graduate and how WU "transforms students into innovative professionals who will contribute responsibly to the global community."

Our goals for the project were:

- Familiarity with the university mission
- Informed campus planning efforts
- Evidence-based decision-making
- University learning outcomes (may also be named, "Competencies" or "Hallmarks" or some other term agreed upon by campus stakeholders)
- Alignment in each program from university mission to course assignments

Who guides the Project?

The Advisory Council to this project comprises individuals from:

- Library
- Faculty
- Admissions
- Marketing
- Student Affairs
- Academic Affairs

What were the major steps taken to complete the Project?

The Advisory Council and Assessment & Educational Effectiveness (AEE) took the following steps to answer the project questions and meet the project goals.

1. Developed protocols, and then collected, analyzed, and compiled input from the following stakeholders about the hallmarks of a WU graduate and how we fulfill our mission.

    - Students
    - Alumni
    - Staff
    - Program chairs
    - Faculty
    - School leadership
    - Employers
    - Members of Board of Trustees

2. Compiled responses from these stakeholders to generate a collection of themes, which can be used to describe how we fulfill our mission (see appendix).

3. Compiled and identified common learning outcomes from programs across the university (see appendix).

4. Generated 10 potential university-level outcomes (ULOs) distributed among 5 hallmarks of a WU graduate, compiled from the (a) list of graduate characteristics, qualities, skills, etc., articulated by stakeholders (Item #2 above), (b) common program learning outcomes (Item #3 above), (c) 5 Core Competencies (CC) from regional accreditation body, (d) 4 WU Principles (P), and (e) benchmark hiring managers' responses to an AAC&U survey (see appendix).

What steps were taken for approval of the ULOs?

After generating the 10 ULOs the MAP did the following to finalize and revise them.

1. Gathered input and minor modifications were made to the ULOs based on feedback from the following groups.
   - MAP Advisory Council
   - Deans Council
   - University's Assessment Group

2. Gathered agreement about the ULOs from the entire campus community via an anonymous survey (n = 246) including:
   - Full-time faculty and chairs (n = 36)
   - Part time faculty (n = 12)
   - Senior administration (e.g., Deans, AVPs, VPs; n = 10);
   - Staff (n = 36), and
   - Students (n = 152)

   Level of agreement that all Woodbury University students should learn to do [each of] the ULOs ranged from **96-99%**.

3. Gathered approval for adoption by Educational Planning Committee (EPC) on 9/23/2020

4. Gathered approval for adoption by Faculty Senate on 2/12/21

What are the next steps?

The next two steps are to disseminate and use these university outcomes to describe the extent to which we are fulfilling our mission, and assure the meaning, quality, and integrity of a WU degree.

Specifically, the final steps of the project are to:

1. Disseminate the ULOs to the entire campus, especially students, program chairs, and faculty, to align with program learning outcomes, professional standards, competencies, or expectations, and course objectives, etc.

2. Initiate a system/process for tracking the university's performance as it relates to the hallmarks of WU graduates, in the form of university learning outcomes (ULOs).