



FORTNIGHT

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A Communiqué focusing on topics related to Outcomes Assessment, Institutional Effectiveness, and Institutional Research produced jointly by the Office of the Associate Provost for Institutional Effectiveness and the Office of Institutional Research and Assessment (OIRA) at the College of Staten Island/The City University of New York
www.library.csi.cuny.edu/assessment

WHAT IS FORTNIGHT?

A **fortnight** is a unit of time equivalent to 14 days. The term derives from the Old English *feorwertyne niht*, meaning “fourteen nights.” Inspired by the opportunities and challenges of Middle States Standard 14 and the desire to share information and best practices, **FORTNIGHT** is a communication vehicle which is distributed online to the campus community. Prior issues are available on the Office of the Associate Provost website, at www.library.csi.cuny.edu/assessment.

STRATEGIC PLANNING PROCESS BEGINS WITH FOCUS GROUPS AND A STEERING COMMITTEE RETREAT

The start of the month of October brought with it the first campus activities associated with the Strategic Planning Process (SPP). Dr. Karen Hinton, a consultant with Rickes Associates, the firm selected to facilitate the process, conducted pilot focus groups on October 1. Two groups of faculty and staff were randomly selected to participate in moderated discussions about the College and its mission, collective vision and values. A separate focus group was held for students. These pilot experiences provided some preliminary response data and allowed Rickes Associates to get a feel for the campus community and pace of the focus groups to be scheduled.

As a follow-up to the focus groups, the SPP Steering Committee (the College’s Institutional Planning Committee) participated in an all-day retreat on October 2 to discuss the subsequent procedures for data collection, the consistent terminology to be used in the process, and the implementation of the focus groups held on the preceding day. In addition, the Steering Committee members participated in a group exercise to complete their own SWOT analysis of the College (*the acronym SWOT, often used in business, refers to **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats*).

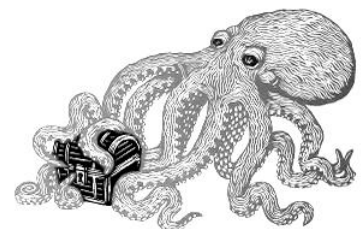
Recognizing the challenges of scheduling focus groups which include a wide array of campus representation, Rickes consultants will return to CSI on days when some key regularly-scheduled meetings take place. In addition to focus groups, campus “town meetings” and an online message board to be moderated by Dr. Richard Flanagan of the PEP Department will be made available for everyone to have the opportunity to contribute their thoughts, opinions, and suggestions.

PREPARING FOR THE MIDDLE STATES SELF-STUDY: STANDARD 3

Standard 3: Institutional Resources

The human, financial, technical, physical facilities, and other resources necessary to achieve an institution’s mission and goals are available and accessible. In the context of the institution’s mission, the effective and efficient uses of the institution’s resources are analyzed as part of ongoing outcomes assessment.

The work of many committees and offices at the College is relevant to Middle States Standard 3. With regard to personnel issues, the Faculty Lines Committee oversees the process for allocating faculty positions to departments. The recent Town Hall meeting scheduled to discuss the Facilities Master Plan, for example, is part of the ongoing process to plan for space allocation, enrollment growth, and new facilities. The College has a Technology Plan drafted in 2007 which is currently being followed to address needs campus-wide.



CLOSING THE LOOP: USING EVIDENCE TO IMPROVE CAMPUS ACCESS

After a successful trial period, a third campus access point is now open from 4:30pm to 8:30pm each weekday when classes are in session. Prompted by information gathered through traffic studies, Vice President for Finance and Administration Milton Santiago and CSI Public Safety began negotiations with SIDDSO, the Staten Island Developmental Disabilities Services Office, in fall 2008. This led to the spring 2009 trial opening of the "A" Gate, during which time, usage of both the new gate and the existing gates was monitored. This information was compared with figures from previous semesters to determine the effect of the new gate and its impact on traffic flow both on and off the campus.

CAMPUS UPDATES

Business Department – Dr. Susan Holak, Associate Provost and Professor of Marketing, and Dr. Jonathan Peters, Associate Professor of Finance, attended the AACSB Pre-Accreditation Workshop in Baltimore, MD on September 30, to gather details about the accreditation standards and process for business programs by this accrediting body. As of this month, 570 business schools worldwide hold AACSB accreditation in business or accounting programs. Among the workshop attendees were representatives from business programs in Europe, Asia, and South America. CSI's Business Department is in the early stages of researching the accreditation procedures required by AACSB (Association to Advance Collegiate Schools of Business) and other business accreditation agencies.

Biology Department – Dr. Richard Veit, Chair, invited Susan Holak and Warrick Bell to the Biology Department's October 8 meeting to discuss progress on assessment-related activities. Topics included the revised department schematic, milestone checklist, curriculum mapping, and the future Middle States visit.

Chemistry Department – The department announced that its Departmental Assessment Committee includes Professors Alan Lyons, John Olsen, Ralf Peetz, Sebastien Poget (Chair), and Krishnaswami Raja.

College-wide Assessment Committee – The Committee met on October 7 to discuss, among other issues, the role of the group in reviewing program assessment plans, and the rubrics that might be used to evaluate plans and provide feedback to departments.

CUNY NEWS AND EVENTS

Susan Holak and Warrick Bell attended the first of three CUNY-wide Assessment Workshops scheduled on Friday mornings at the Macaulay Honors College on West 67th Street. On September 25, Dr. Michael Anderson, Coordinator of Assessment at Brooklyn College, presented an introductory workshop on program-level assessment to a capacity audience.

All CUNY colleges are about to begin the national [COACHE Survey](#), an instrument of the Graduate School of Education at Harvard University, which examines the perceptions of early-career (i.e., untenured) faculty in regard to many aspects of institutional support and environment. Initial email messages will be sent to eligible faculty beginning on October 19, and several follow-up reminders will be sent before the closing of the survey at the end of January 2010.

FORTNIGHTLY NOTES

After many years of fruitlessly trying to secure financial assistance for a great voyage of exploration, around 1489 Friar Juan Perez de Marchena, former confessor to Queen Isabella of Spain, acted on behalf of Christopher Columbus, "for he wished Spain to be a sharer with Columbus in the brilliant honors" which he believed would be acquired by the explorer. The friar "sent a letter to the queen by an eminent navigator, who, within a **fortnight**, brought back a note from her majesty summoning the friar to her presence, and giving Columbus the assurance that he might confidently expect royal aid."

Our Country: A Household History for All Readers, Benson J. Lossing, 1876, p. 42

Everyone is invited and encouraged to submit items related to departmental assessment projects, College institutional effectiveness activities, committee announcements, and best practices by **October 23, 2009**, for consideration to appear in the next communiqué.

