

## Preparing Our Story for the Educational Effectiveness Review

**The Content:** We choose three themes to explore and address in the EER.

Improving Retention of First Year Students  
Strengthening Academic Programs Through Assessment of Student Learning  
Academic Master Planning

**Read, Meet, Engage:** A draft of each essay is made available online to the entire community and then discussed at a Town Hall meeting. Feedback invited, implored and gathered.

Improving Retention of First Year Students:	Posted 9.17, Town Hall 9.30
Strengthening Academic Programs through Assessment of Student Learning	Posted 10.1, Town Hall 10.21
Academic Master Planning	Posted 10.8, Town Hall 10.30

### Taking WASC on the Road:

Part 1- Engender interest and ownership through conversation in committee meetings.

October:	APC, FAC, LATAC, NEAC, ASI, AALC
November:	AS Executive, SAC, BLP, UCC, GEC, PAC, SA

Part 2 – Prepare community for the April 7-9 EER visit

January:	FAS, UA, Library, COAS, EL, IIT
February:	COE, CoBA, AS, GE, GSR, SON
March:	Office of the President

**WASC Wednesdays:** Each Wednesday a campus wide EER notice will be sent via email with calendar information, powerful facts related to our three themes, updates on visit, etc. Tidbits to keep the engagement going.....

**Report Lift Off:** December 20<sup>th</sup> is the target for the report to be sent to the committee.

**Welcoming The WASC Committee:** The WASC visitation team will arrive April 6 and conclude the visit on April 9. The members are those who completed the CPR visit in Spring, '07:

- Estela Lopez (Chair), Vice Chancellor for Academic Affairs, Connecticut State University System Office
- Steven Butler, Vice President for Student Affairs; Humboldt State University
- David Fite, Associate Provost for Planning and Assessment, Chapman University
- Nancy Hedlund, Associate Vice President, Planning and Assessment Coordinator for Academic Assessment, Hawaii Pacific University
- Roger Ono, Vice President, Finance and Administration; Dominican University of California
- Richard Winn, WASC Liaison

Dear Colleagues:

CSUSM is accredited by the Western Association of Schools and Colleges (WASC) and has received two accreditations since its inception. The first accreditation was in 1993 and the second was received in 2000.

The WASC accreditation review process consists of three stages: the Institutional Proposal (IP), the Capacity and Preparatory Review (CPR), and the Educational Effectiveness Review (EER). We are now embarking on the final stage of our third accreditation journey.

The most recent Institutional Proposal stage was completed in 2005. The Capacity and Preparatory Review stage was completed in March, 2007. With your support and participation, the Educational Effectiveness Review (EER) will be completed in April, 2009.

At the conclusion of the CPR in 2007, the CSUSM community selected three themes to explore and address in the EER.

- Improving Retention of First Year Students
- Strengthening Academic Programs Through Assessment of Student Learning
- Academic Master Planning

From April 2007 to September 2008, significant efforts were undertaken by faculty, staff and administrators to analyze data and reflect on institutional practices related to the three themes. These efforts will culminate in three essays that will become the heart of the Educational Effectiveness Review report to be presented to the WASC Visitation Team. This report will tell our educational effectiveness story.

Your participation in preparing of the April 6-9, 2009 WASC team visit is critically important. The first stage of community involvement in the preparation for the visit revolves around reviewing the draft of the essays. Today we begin sharing these essays with the CSUSM community.

We are inviting you to become knowledgeable about the content of the essays and to provide feedback on them. Through your critique and comments, the essays will be refined in preparation for the final version of the EER report.

#### **Why Your Participation is Important**

Accreditation is crucial to our credibility in the higher education community, to our commitment to academic excellence, and to our eligibility to receive student financial aid for students and grants.

At the conclusion of the EER, the Commission for Senior Colleges and Universities of WASC will determine if CSUSM has met the accreditation standards. If the standards have been met, accreditation may be granted up to ten years. Over the next six months, we have the opportunity to gather around this task and create a favorable outcome that will serve us and future generations of students, faculty, staff and administrators very well, indeed..

## Read, Meet, Engage!

A draft of each essay will be made available online to the entire community and then discussed at a Town Hall meeting. The essay posting and Town Hall meeting dates are:

Theme	Essay Posted Online	Town Hall Meeting
Improving Retention of First Year Students	September 18	September 30
Strengthening Academic Programs through Assessment of Student Learning	October 1	October 21
Academic Master Planning	October 8	October 30

Essays may be accessed on the Academic Affairs Planning and Academic Resources web page. Feedback on the essays may be contributed at the Town Hall meetings and via the electronic link provided on the Academic Affairs Planning and Academic Resources web page.

In my capacity as Interim Associate Vice President for Planning and Academic Resources, I am the WASC Accreditation Liaison Officer (ALO). As we prepare for this important passage in our institutional development, I look forward to working with you and hearing from you about issues and ideas relative to our Educational Effectiveness review process.

Jennifer Jeffries  
Interim Associate VP  
Planning and Academic Resources  
760.750.4052

"If we fail to plan, we plan to fail."  
Leadership Book of Wisdom

**Academic Affairs Goals**

- Create and implement innovative approaches and programs that add value to our diverse communities.
- Expand learning opportunities bridging theory and practice.
- Develop relationships that connect CSUSM to external communities and organizations.
- Support faculty research and creative activity to create a community of scholars that collaborates with a community of learners.

California State University San Marcos

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**Focus Areas, 2008-2009**

Foundational—The San Marcos Experience

- Academic excellence indicators
- General Education outcomes
- First-year experience
- Undergraduate research
- Graduate program planning
- Global perspective planning

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**Focus Areas, 2008-2009**

Administrative

- WASC Educational Effectiveness review (April)
- Learning outcomes assessment and program review processes
- Budget process
- Academic Planning (expand strategic plan with objectives, academic forecasting, Temecula Education Center, relationship between state and self-support)
- Academic Affairs structure principles and processes
- Transitions (Library Dean, Faculty Center Director)

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