Data Driven Decision Making to Ensure Academic Quality

2012 NCA HLC Conference | Chicago, IL

Outline

- Who are we? Our mission and goals
- Processes for academic excellence
- Community of Inquiry Framework
- Use of data for decision making, continuous improvement, ensuring student learning and success
- Processes and tools to enhance academic quality
- Predictive modeling, semantic analyses
- Discussion/comments/questions

Who We Are

"Educating Those Who Serve"

American Public University System has been dedicated to educating those who serve since our doors first opened in 1991. The American Public University System (APUS) is a fully online system, encompassing both American Military University and American Public University. We are accredited by the Higher Learning Commission (HLC) of the North Central Association.

2011: Celebrating 20 Years of Service and Leadership

Mission: To provide quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible and affordable, student-focused online programs, which prepare them for service and leadership in a diverse, global society.

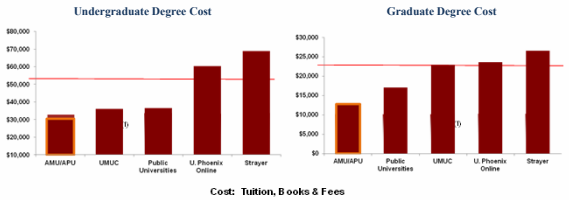
- Founded as American Military University (AMU) in 1991 by James P. Etter, a Marine Corps Officer
- In 2002, AMU expanded into the American Public University System (APUS), adding American Public University (APU)
- Nationally Accredited (DETC) in 1995
- Regionally Accredited (NCA) in 2006
- Serving over 110,000 students worldwide

STRATEGY:

- Focus on quality and affordability
- Graduate successful alumni who make important contributions to society and their professions
- Enhance America's competitiveness by meaningfully increasing the population with college degrees
- Collaborate with other universities to create solutions to U.S. higher education challenges

A Unique Mission to be Affordable

Average Public Four-Year In-State Published Tuition Increased 7.9% Between 2009-10 and 2010-11(2)



Cost: Tuition, Books & Fees

Excludes military scholarship supplements that cover certain tuition costs of military students.
Company estimates based on customer service quotes.
(1) Non-resident and other program tuition is higher.
(2) The College Board, 2010 Trends in College Pricing

Broad Array of Degree Programs, 100% Online: Asynchronous & Accessible

Unique Programs

87 Degree Programs: Homeland Security, Space Studies, Emergency & Disaster Management, Liberal Arts

Classes: Middle East Culture, Explosive Ordnance Disposal, Asymmetric Warfare

Unique Faculty

Experts in their field: Dr. Alan Hale (U.S. Astronomer); Dr. James Reilly (U.S. Astronaut); Dr. Gwen Hall (recognized national security expert); Dr. Carol Pollio (environmental science)

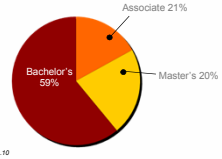
315 full-time and 1,475 part-time faculty

Unique Experience

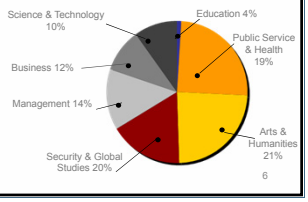
Small class sizes: average ugrad class 15 students; limit class sizes to 25 students

Flexible: 8 and 16 week courses with monthly starts

Students by Level



Students by School



As of 12.31.10

Rigorous Processes Create Academic Excellence

Specialized tools measure learning
- PAD System; Data Warehouse, Dashboards
- Semantic Analysis and Predictive Modeling
- Nationally benchmarked surveys/exams

Engage various audiences
- CURCOM (Curriculum Committee)
- Industry Advisory Councils
- Expert Faculty
- Sloan-C and other organizations
- Accrediting bodies/regulators

Analyze and share outcomes
- Transparency by Design
- Sakai open source community

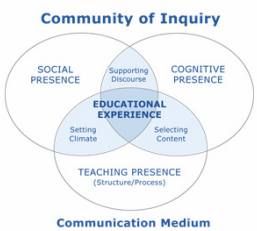
Higher Standards Achieved by Exceptional Faculty & Support

Scholarly Research
- Write peer reviewed articles and white papers
- 400+ books/articles presented or published in 2010
- Present at conferences and workshops
- Support academic and professional communities

Faculty Development
- Faculty hired through rigorous selection criteria
- Training and development; mentor/coach programs
- Faculty evaluation through surveys, audits and data

World Leading Library System
- Over 120,000 books/ebooks
- More than 35,000 scholarly journals
- Innovative search and tutorial services for students
- 24/7 support by 15 librarians

Community of Inquiry



Teaching Presence
"The instructor helped to keep course participants engaged and participating in productive dialogue."

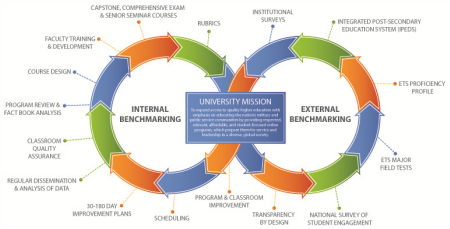
Social Presence
"Getting to know other course participants gave me a sense of belonging in the course."

Cognitive Presence
"I utilized a variety of information sources to explore problems posed in this course."

Data for Continuous Improvement

- Internal and external benchmarking
- Data tools for stakeholders - dashboards, program and course level fact books, data warehouse, student learning assessment reports.

"Quality begins on the inside . . . and then works its way out." -Bob Moawad



Nationally Benchmarked Instruments

APUS utilizes a number of nationally benchmarked tests and validated instruments to measure student engagement, student satisfaction, and the achievement of student learning outcomes.

Direct and Indirect Measures of Assessment

Course Level

- Exams
- Case Studies
- Rubrics
- Community of Inquire Survey
- Discussion Board Rubrics
- Simulations
- Live Chat Sessions

Program Level

- End of Program Assessment Courses
- Rubrics
- ETS Major Field Tests
- ETS Proficiency Profile Test
- Fact Book Data
- Program Field Tests
- End of Program Survey

Institutional Level

- National Survey of Student Engagement
- One year Alumni Survey
- Three Year Alumni Survey
- Employer Survey

Program Review Process

"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many"
- William A. Foster

"One of the great mistakes is to judge policies and programs by their intentions rather than their results."
- Milton Friedman

Data Aggregation & Analysis

Library and Learning Resources

- Course books
- Electronic resources
- Learning strategies

Curriculum Assessment

- Student learning outcomes
- Instructional strategies
- Evaluation procedures
- Academic rigor

External Reviewer Feedback

- Expert reviewer report
- Industry Advisory Council report

Data Aggregation & Analysis

Faculty

- Analysis of faculty credentials and expertise to ensure breadth and diversity

Students

- Student demographic and psychographic information
- Enrollment history, including pacing and persistence trends
- Growth trends

Utilization and experience with student resources

Learning Outcomes Assessment

- Curricular Mapping
- Assessment measures
- Fact books
- Student learning assessment reports

Data Aggregation & Analysis

Program Benchmarking

- Program benchmarking with similar programs and institutions

Program Directory Summary

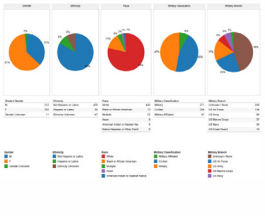
- Evaluation of findings
- Program recommendations
- Three-year proposed strategic plan

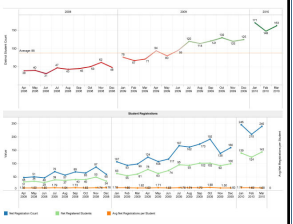
Review and Findings

- Dean's observations
- Meeting minutes

Regular Dissemination of Data to Stakeholders: Dashboards

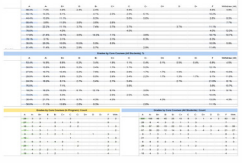
"Experts often possess more data than judgment." – Colin Powell



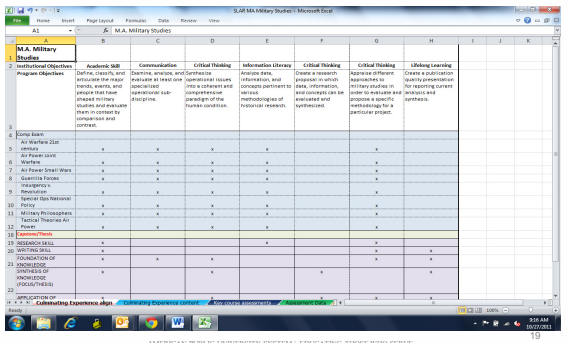


Regular Dissemination of Data to Stakeholders: Course and Program Level Factbooks

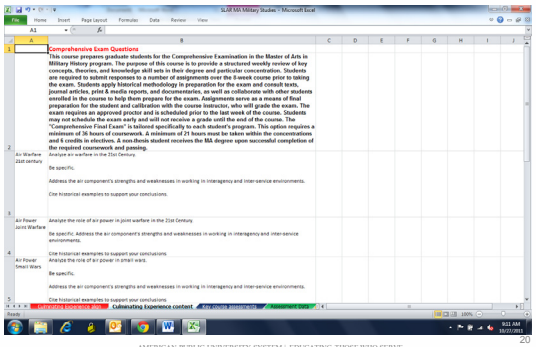
"In the spirit of science, there really is no such thing as a 'failed experiment.' Any test that yields valid data is a valid test." - Adam Savage



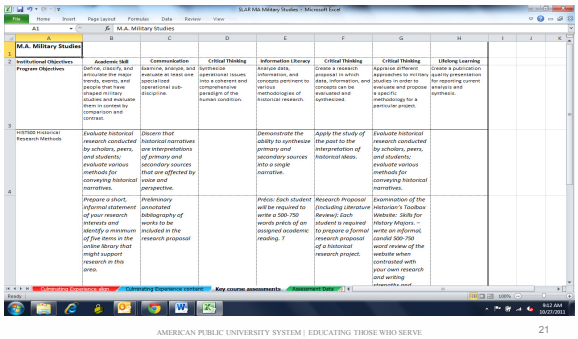
Student Learning Assessment Report: Alignment of Student Learning Outcomes



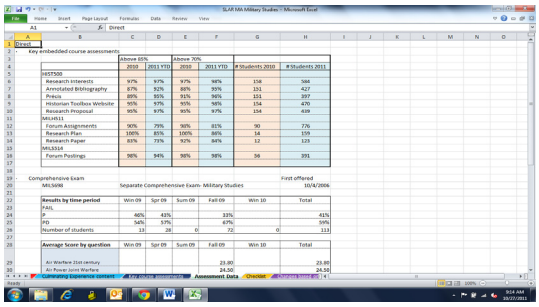
Student Learning Assessment Report: Culminating Experience



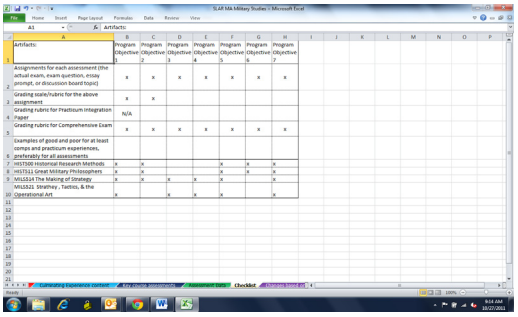
Student Learning Assessment Report: Key Course Embedded Assessments



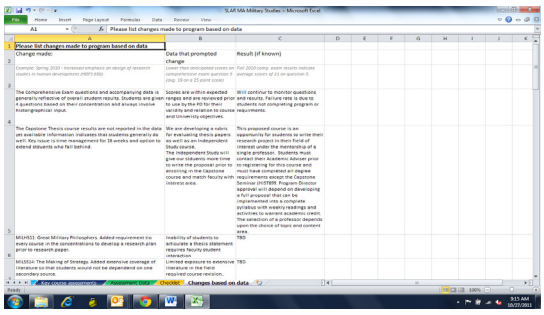
Student Learning Assessment Report: Assessment Data



Student Learning Assessment Report: Checklist



Student Learning Assessment Report: Changes Based on Data



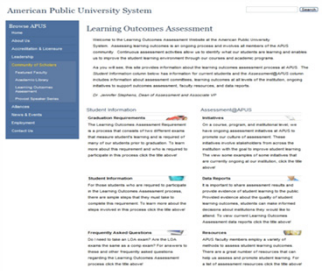
Commitment to Transparency

We are a founding member of the Transparency by Design initiative, committed to shared learning outcomes and data.

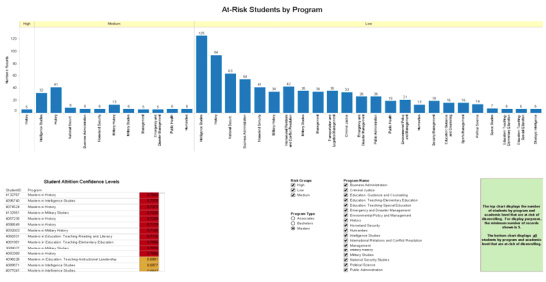
www.collegechoicesforadults.org/

APUS Learning Outcomes Website

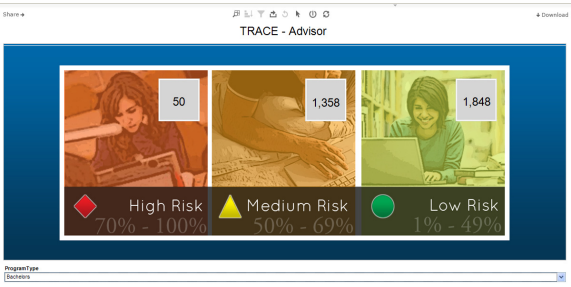
www.apus.edu/community-scholars/learning-outcomes-assessment/



Predictive Modeling

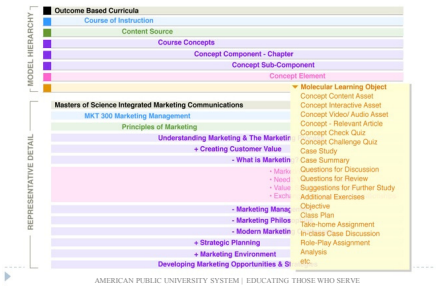


UI/UX

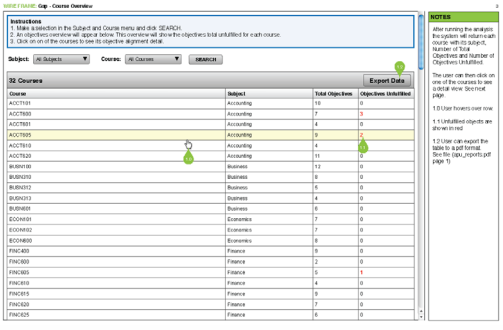


Semantic Analysis

Granularity Model



Gap Analysis



Gap Analysis Report

Stop Gap Course Report
July 1, 2009

APU FINC400 - Financial Forecasing in the Market

Objectives
The course currently uses the following objectives.

0 Objective
Title
Employ and demonstrate the application of key accounting theories, concepts and terms such as Accounts Receivable, Inventories, Fixed Assets, Intangible Assets, Liabilities, and Stockholders' Equity to name but a few terms covered by the course.

Resource Title	Resource Type
Principals of Finance	Power Point

Examine and provide examples of the role of accounting in business.
This objective is not fulfilled by any resources currently used in the course.

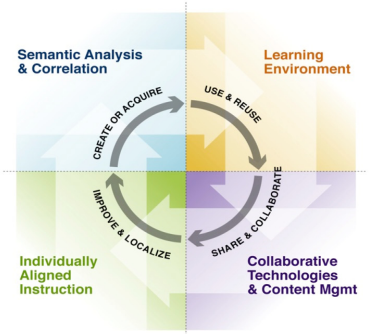
Demonstrate how accounting systems provide reports needed to assist in making managerial decisions and controlling the financial aspects of operations.

Resource Title	Resource Type
FIN202_Chapter_Review_Ch_01.doc	Word Document
Fortune.com - Risk analysis in web futures	Website

Resources
Resources used in this course are listed below.

3 Resources are currently used in FINC400	
Resource Title	Resource Type
Principals of Finance.ppt	Power Point
FIN202_Chapter_Review_CH_01.doc	Word Document
Financial Forecasting.pdf	PDF

Title goes here



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