



**UNIVERSITY POLICY AC-31.04-08/23**

**TO:** The University of West Florida Community

**FROM:** Dr. Martha D. Saunders, President

**SUBJECT:** Institutional Effectiveness

**RESPONSIBLE OFFICE:** Office of the Provost

**I. Purpose:**

The University of West Florida (UWF or University) is committed to achieving its mission and demonstrates this commitment through an ongoing, comprehensive, and systematic process of seeking improvement. This policy formalizes University processes for integrated research-based planning and evaluation of all aspects of the institution. These processes provide a foundation for decision-making to include budgeting and resource allocation.

**II. Definitions:**

**Annual Plan** – an operational plan prepared for a particular fiscal year that outlines goals and outcomes of a particular unit and identifies how these goals and outcomes support the University’s strategic plan.

**Annual Report** – a report of an annual plan that identifies the progress made during a particular planning cycle toward goals and activities and how the use of results will be used to guide decisions made for the next planning cycle.

**Assessment Report** – an annual report describing the assessment activities of the program faculty in assessing the process of seeking improvement of student learning in an educational degree program.

**Goal** – a broad statement describing a desired achievement for a planning unit.

**Institutional Effectiveness** – the systematic, explicit, and documented process of measuring performance against mission in all aspects of an institution.

**Outcome** – a desired result or achievement that is measurable to demonstrate the progress toward achievement of a particular goal. Outcomes should be specific to the unit, measurable, attainable, relevant to the mission, and described in terms of a specific period of time.

Planning Unit – an operational unit of the University that utilizes and/or allocates resources in support of the University mission and strategic plan. Planning Units consist of three or more personnel.

Planning Year – July 1 - June 30

Strategic Plan – a framework for identifying the University’s strategic directions to achieve the University mission over a specified period of time. This framework is used for guiding decisions at every level of the institution as related to the allocation of resources. The University’s strategic plan is consistent with the University mission and with the strategic plan of the State University System of Florida.

Student Learning Outcome (SLO) – a measurable outcome that identifies knowledge, skills, or attitudes that a graduate will possess upon successful completion of an educational program or a particular course. Learning outcomes are used at the educational program level to describe desirable student attainment for educational programs and also at the course level to describe desirable student attainment for a particular course. Educational programs are defined in University policies AC-09, New Academic Degree Program Approval, and SA-13, Addition, Modification, and Deletion of Specializations, Minors, and Certificates, as they may be amended.

### **III. Policy:**

UWF engages in mission-driven and data-informed planning, assessment, and improvement processes at all levels and sites and through all modalities. UWF demonstrates that it is effectively accomplishing its mission through an integrated system of planning and assessment, which provides the mechanism and foundation necessary for continuous improvement in institutional quality.

Each planning unit must have a clear and current purpose or mission statement that articulates how the unit supports the University’s mission.

Annually, the Office of Institutional Effectiveness coordinates the following planning and reporting activities:

- A. Each planning unit should formulate an Annual Plan that is aligned with its mission and the University’s current strategic plan, as well as any division or college strategic plans as appropriate. The Annual Plan must describe goals, desired outcomes, and measures.
- B. Each planning unit should report the outcomes of the prior year’s plan(s) in an Annual Report. The Annual Report must discuss results or progress made on unit goals and provide evidence of reflection and/or plans for improvement based on the analysis of outcomes and results.
- C. Planning units should submit a report on Community Engagement Activities and a report on Distinctive and Notable Accomplishments.

D. Assessment of Student Learning Outcomes for all educational programs and General Education courses should be planned, executed, and submitted annually.

**Approved by:**  **Date:** 08/11/2023  
Dr. Martha D. Saunders

**Authority:** BOG Reg. 2.002, University Accountability Plans  
BOG Reg. 8.011, Authorization of New Academic Degree Programs and Other Curricular Offerings

**Cross Ref.:** AC-07, Academic Program Review  
AC-09, New Academic Degree Program Approval  
AC-43, Academic Learning Compacts and Academic Learning Plans

**History:** Adopted interim policy August 2014; adopted September 2014; Revised December 2016, June 2017, and August 2023.

**Last Review:** August 2023