

Institutional Effectiveness Addendum 3.3.1.5

University of West Georgia

Submitted to the:

SACSCOC On-Site Committee

February, 2014

3.3.1.5: community/public service within its mission, if appropriate

The University includes in its mission community and public service. Several areas of outreach were included in the Compliance Certificate, however, the community/public service areas housed in each of the colleges were not included. This report contains a response from each college relative to the institutional effectiveness efforts in the areas of community and public service. These include the following:

College of Arts and Humanities

College of Education

College of Social Sciences

College of Science and Mathematics

Richards College of Business

Tanner Health System School of Nursing

College of Arts and Humanities

In the College of Arts and Humanities, the following areas have public or community service as part of their mission.

Department of English

Center for Public History

For each area listed, the following outcomes, assessments, and improvements based on analysis of the results are listed as they relate to community and public service.

Division/College	College of Arts and Humanities
Department	School of the Arts
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
The School of the Arts promotes arts in the community by hosting the community at campus arts events and promoting performances in the community.	
How did the department assess the extent to which it achieved these outcomes?	
Number of contacts with potential donors. Community attendance at such events as the annual Shape of the Humanities in Higher education symposium on campus and <i>Eclectic Live</i> at the downtown city amphitheater. Success of partnerships with organizations such as the Georgia Humanities Council.	
What improvements were implemented in your department based on analysis of the assessment results?	
1. Began planning a patrons program designed to expand knowledge of our activities throughout the West Georgia region. 2. Earlier promotion of events such as <i>Eclectic Live</i> !	
Did the improvements have the impact you intended? (if applicable)	
1. Ongoing	

2. Yes—attendance, sponsorship, and media coverage all increased.	
Division/College	College of Arts and Humanities
Department	English
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>The English and Philosophy Department includes public and community service as part of its mission statement. The portion of the mission statement related to public and community service states the following:</p> <p>The department seeks to contribute to the local community and to the region at large by offering public service through the service of its professional faculty and through academic and cultural programs that are open to the university and the general public.</p>	
How did the department assess the extent to which it achieved these outcomes?	
<p>As part of the department's annual reporting process, faculty are required to report on specific public and community service activities. Furthermore, coordinators report the public and community service activities that involve their programs. All of these contributions can be found in the department's annual report. These include from the last reporting period:</p> <ol style="list-style-type: none"> 1. Readings by regionally and nationally recognized writers that were advertised and open to the general public with no admission fee, sponsored by the Creative Writing Program. These included public readings by Pulitzer Prize winners Yusef Komunyakaa and Julia Alvarez. 2. Academic lecture presentations by department faculty and by regionally and nationally recognized scholars that were advertised and open to the general public with no admission fee. 3. Film screenings and film festivals sponsored by the Film Studies Program that were advertised and open to the general public with no admission fee. 4. An annual reading event sponsored by students in Sigma Tau Delta, English Honors Society, that collected canned goods and raised money for the Carroll County Soup Kitchen. 5. An annual reading event sponsored by graduate students in the English program that raised money for the Girls and Boys Club of Carrollton. 6. A fundraising event organized and sponsored by the English Education Program that provided books for an entire classroom of students at Mount Zion High School. 	

<p>7. The English Education program developed and implemented Bridges, a program that sent department faculty to area high schools to give lecture presentations on their areas of expertise and to talk with students about the transition to college.</p> <p>8. The department and its students have participated in the Eclectic Live! Arts Event that is held at the Carrollton Amphitheatre every fall. The event is free and open to the public.</p>
What improvements were implemented in your department based on analysis of the assessment results?
The results were assessed as satisfactory and no improvements were implemented for this reporting cycle.
Did the improvements have the impact you intended? (if applicable)
Not applicable.

Division/College	College of Arts and Humanities
Department	Center for Public History
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>To promote understanding and public discussion of regional history and culture.</p> <p>Engage students in public programs.</p>	
How did the department assess the extent to which it achieved these outcomes?	
<p>Assessments:</p> <ol style="list-style-type: none"> 1. The Center completes an annual report of its activities, grants, and accomplishments. 2. The Center communicates regularly with its partners (the Georgia Humanities Council, the National Park Service, local governments, and community organizations) to discuss how it can improve its service to those organizations. 3. The Center proposed the development of a half-time position to assist Center Directors in managing this work load. 	
What improvements were implemented in your department based on analysis of the assessment results?	
<p>. The College of Arts and Humanities has added a half-time position to the Center staff for the last two years, and this has brought dramatic improvement to the programs the Center offers and to the Center administration. This is a temporary position but we need a permanent staff position assigned to the Center.</p>	
Did the improvements have the impact you intended? (if applicable)	

Yes.

The Center developed community programming related to the Smithsonian New Harmonies exhibit, assisting in planning for thirteen communities and in implementation for two communities, working with the Georgia Humanities Council.

2. The Center has developed the West Georgia Textile Heritage Trail which assists communities from Dalton to Columbus in researching and interpreting its textile heritage. The Center has developed annual conferences, interpretive exhibits, a membership program, and consults with communities on a regular basis.

3. The Center has been developing interpretive signage for communities around Georgia, including the Leake Trail Exhibits in Cartersville, the Albany Bridge interpretive signage, and now a traveling exhibit with Dalton State University.

4. The Center sponsors a Regional Music Project and staff research and interpret regional music traditions through the production of CDs, exhibits, and music programs.

5. The Center developed interpretive programs and exhibits for the Georgia Trail of Tears in partnership with the National Park Service.

7. The Center has worked with the National Park Service to assist with research and interpretation at national parks, preparing administrative histories for the Carl Sandburg Home National Park and now the Shenandoah National Park; to research and write National Register nominations for the Chattahoochee National Recreation Area; and to perform collections management and interpretation at parks from the Martin Luther King National Historic Site to Horseshoe Bend National Monument.

8. The Center works with public school teachers to improve the teaching of history and has organized a teachers workshop for the New Georgia Encyclopedia to connect that content with 8th grade Georgia Studies Curriculum.

9. The Center responds to public inquiries about history, historical research, and its collections for the general public.

College of Education

Division/College	College of Education
Department	All
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>Each tenure track faculty member is expected to engage in professional and community service. A specific amount of service is not explicitly stated, since the nature of the work factors into the time needed. Because the College of Education prepares exemplary practitioners to work in a variety of school and non-school settings, the service requirements by program and department are specialized. However, the objective is for all faculty members to participate in service to their respective professional communities through consultation, volunteer work, memberships and leadership in professional organizations, editorial reviews, etc.</p> <p>Additionally, the COE opened a Comprehensive Community Clinic (CCC) in 2013 that will increase the reach of the COE into the community by providing speech language, audiology, counseling, and academic tutoring at a low-cost for those in need. As a result, COE students will also learn the value of extending services into the community in which one works.</p>	
How did the department assess the extent to which it achieved these outcomes?	
<p>Faculty data on service is collected each year, and each Department Chair includes service into the annual evaluation of faculty. Further, third-year faculty members undergo a more comprehensive review, where their progress toward expected service outcomes is evaluated. If a faculty member is not meeting the expected level of productivity, he/she is placed on a Professional Development Plan.</p> <p>In the fifth year, when faculty members are reviewed for promotion and tenure, service is a major expectation for a successful review. Last year, for example, 9 College of Education faculty members were considered for tenure and were evaluated for against this standard. Of these 8 (or 89%) were found to have met the standard. The other person was not retained at UWG.</p> <p>The CCC is now providing services to the community that include students and faculty in four academic preparation programs with the expectation that this will expand until capacity has been reached.</p>	
What improvements were implemented in your department based on analysis of the assessment results?	
<p>Annual review of faculty service commitments indicates that this area of productivity is met. In fact, there is an effort underway to assist faculty in shifting some of the time spent in service to other areas of production such as research.</p>	
Did the improvements have the impact you intended? (if applicable)	

College of Social Sciences

In the College of Social Sciences, the following areas have public or community service as part of their mission.

Anthropology, Criminology, Mass Communications, Political Science and Planning, Psychology and Sociology

Division/College	College of Social Sciences
Department	Anthropology, Criminology, Mass Communications, Political Science and Planning, Psychology, and Sociology
Time Period	2009-2013 (for the College of Social Sciences, 2011-2013)
What were your expected outcomes for Community/Public service during this period?	
We wanted to contribute 200+ hours of community service as a college.	
How did the department assess the extent to which it achieved these outcomes?	
We counted the number of hours of service contributed during the annual all college service day.	
What improvements were implemented in your department based on analysis of the assessment results?	
We will include more organized logistics, including transportation to and from community service project locations to increase the number of contact hours.	
Did the improvements have the impact you intended? (if applicable)	

College of Science and Mathematics

In the College of Science and Mathematics, the mission statement explicitly includes “effective community outreach”. Each of the six departments participates in community service. The departments are, alphabetically, Biology, Chemistry, Computer Science, Geosciences, Mathematics and Physics.

For each department, the following outcomes, assessments, and improvements based on analysis of the results are listed as they relate to community and public service. Please see pages 2 through 7 for each department.

Department of Biology

Division/College	College of Science and Mathematics
Department	Biology Department
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>The mission of the Department of Biology at the University of West Georgia is to provide opportunities for professional and personal development to students, faculty, staff, and the broader university community through excellence in teaching, research, and service.</p> <p>* Teaching: The Department of Biology is committed to provide and maintain a rigorous curriculum which facilitates an understanding of the major principles and concepts in the biological sciences, promotes critical-thinking and communication skills, and fosters a continuous interest in learning.</p> <p>* Research: The Department of Biology is committed to provide and maintain student-oriented research opportunities which will facilitate a more comprehensive understanding of biology and the scientific process, enhance the quality of instruction, promote professional development, and further the state-of-knowledge in the biological sciences.</p> <p>* Service: The Department of Biology is committed to provide and maintain a broad range of services to promote the effective development and utilization of human and natural resources.</p> <p>The ultimate goal of this mission is to promote the growth and development of skilled professionals, effective teachers, competent scientists, and informed citizens to enhance the quality of life within the University of West Georgia’s scope of influence.</p>	
How did the department assess the extent to which it achieved these outcomes?	
Assessment of community service by department faculty and staff is part of the documented annual review process as well as third year review, tenure and promotion review and 5 year post tenure review process.	
What improvements were implemented in your department based on analysis of the assessment results?	
none	
Did the improvements have the impact you intended? (if applicable)	
N/A	

Department of Chemistry

Division/College	College of Science and Math
Department	Chemistry
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>A portion of the Chemistry Department's mission conveys that each faculty member will be an active participant in the department's efforts in advising and placing students, in improving their quality of life through extracurricular activities, and in serving the community via active interaction with teachers and students in high schools in the region. One of the departmental goals that addresses the part of the mission states that the faculty member will serve the community via active interaction with teachers and students in K-12 schools in the region.</p> <p>According to the Department of Chemistry Guidelines (as well as the UWG Faculty Handbook) for Tenure and Promotion and Promotion at all ranks, faculty are expected to demonstrate documented levels of performance in service to the institution (Departmental, College, and/or University wide) in order to obtain positive recommendation for the award of tenure and/or be recommended for promotion.</p>	
How did the department assess the extent to which it achieved these outcomes?	
<p>Assessment of service activities is part of the faculty annual review process as well as third-year review, review for tenure, review for promotion at all ranks, and post-tenure review. This process includes a review of the faculty member's service activities defined within the Departmental Guidelines for Promotion and Tenure and the UWG Faculty Handbook. The extent to which this is achieved is determined by the performance levels of each faculty member.</p>	
What improvements were implemented in your department based on analysis of the assessment results?	
<p>The Department of Chemistry has maintained a strong interaction with the community where many of the faculty have played a role in hosting numerous chemical demonstration shows for the local and regional grade schools, middle schools, and high schools. In addition, some of the faculty regularly receive external funding, via Teacher Quality grants, as well as other funding sources to generate science learning experiences for both Teachers of the K-12 and their students. Although the departmental community outreach to the local and regional schools has been significant, one area that we have identified that needs improvement is:</p> <ul style="list-style-type: none"> • Generating stronger links with the local industry, via shared instrumentation, and developing student internships. 	
Did the improvements have the impact you intended? (if applicable)	

Department of Computer Science

Division/College	College of Science and Math
Department	Computer Science
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
<p>The mission of The Department of Computer Science is “to offer an excellent computer science education in a personal environment. Students, faculty, and staff will engage in extracurricular activities that enrich the learning experience and offer opportunities to interact with peers. The Faculty and Staff will dedicate themselves to preparing our students for successful careers, life-long learning, and citizenship.” In support of this mission, the department encourages each member of the faculty and staff to undertake the professional development that makes educational excellence possible. Furthermore, the department rewards and promotes leadership in service to the Department, the College of Science and Mathematics, the University, the West Georgia region, and the discipline.</p> <p>Consistent with the Department of Computer Science Guidelines for Tenure and Promotion (as well as the UWG Faculty Handbook), tenure-track faculty are expected to demonstrate documented levels of performance in service to the institution in order to receive positive recommendation for the award of tenure and to be recommended for promotion at all ranks.</p>	
How did the department assess the extent to which it achieved these outcomes?	
<p>Assessment of service activities is part of the documented faculty annual review process as well as milestone reviews (e.g., third-year review, review for tenure, review for promotion at all ranks, and post-tenure review). This process includes a review of the faculty member’s service activities against performance expectations defined within the Departmental Guidelines for Promotion and Tenure and the UWG Faculty Handbook. The extent to which this is achieved is determined by the performance levels of each faculty member.</p>	
What improvements were implemented in your department based on analysis of the assessment results?	
<p>The Department of Computer Science is satisfied with its current progress toward its community/public service goals and has not identified any necessary improvements. We are, however, further working to expand the following opportunities:</p> <ul style="list-style-type: none"> • Support local industry by providing outstanding computer science graduates. • Support tenure-track faculty in the department to perform additional community and public service activities to ensure that tenure and promotion criteria are satisfied. • Increase the number of activities that we perform at local high schools to attract more students to STEM fields. 	
Did the improvements have the impact you intended? (if applicable)	

Department of Geosciences

Division/College	College of Science and Math
Department	Geosciences
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
Community/Public Service is expected to assist and improve our campus, the west Georgia area, the state, and the United States.	
How did the department assess the extent to which it achieved these outcomes?	
Service is a required part of all annual review of faculty. It is part of three-year review, tenure and promotion, and five-year review of tenured faculty. At each annual review there is an assessment of service. Examples include long-term water quality monitoring, support of Georgia's earth sciences teachers, annual river cleanups, and progress in a green environment. At the national level faculty have been active in organization of national meetings (Annual Meeting of the Geological Society of America).	
What improvements were implemented in your department based on analysis of the assessment results?	
The Department of Geosciences excelled at service.	
Did the improvements have the impact you intended? (if applicable)	

Department of Mathematics

Division/College	College of Science and Mathematics
Department	Mathematics
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
Hold successful "Math Day" each year for high school students.	
How did the department assess the extent to which it achieved these outcomes?	
Track the number of students and different high schools attending and participating in Math Day.	
What improvements were implemented in your department based on analysis of the assessment results?	
The Department engaged in a more thorough process of contacting former UWG Mathematics majors who are now secondary education teachers in order to recruit more students	
Did the improvements have the impact you intended? (if applicable)	
Yes. In 2013, we had the highest number of attendees at Math Day.	

Department of Physics

The Department of Physics does the following a public or community service:

Public observations at the WG Observatory: These observations have been held monthly since November, 1979 during the academic year

Special observations at the WG Observatory: These observations are held for specific events, such as transits, comets, and eclipses. Special observations are also help to accommodate scouts, school groups, and civic clubs.

West Georgia Regional Science and Engineering Fair: This annual event has been hosted by the Department since 1999.

School visits to UWG: The Department hosts visits of physics classes or science clubs to the UWG campus

Visits to Schools: The Department goes to schools for classes, assemblies, clubs, and science nights to give talks, observations, and demonstrations.

Talks and Demonstration Nights on Campus: The Department hosts talks and demonstrations on campus throughout the academic year.

For each area listed, the following outcomes, assessments, and improvements based on analysis of the results are listed as they relate to community and public service.

Division/College	COSM
Department	Physics
Time Period	2009-2013
What were your expected outcomes for Community/Public Service during this period?	
The Department of Physics does public and community service to promote an understanding of physics and interests in physics and to develop working relationships with pre-college educational groups and others.	
How did the department assess the extent to which it achieved these outcomes?	
A mechanism for assessment of community/public service is not in place.	
Contributions of individual faculty are evaluated during annual evaluations, salary increases, applications for promotion/tenure, and post tenure reviews.	
What improvements were implemented in your department based on analysis of the assessment results?	
N A	
Did the improvements have the impact you intended? (if applicable)	
N A	

Richards College of Business

The Richards College requires professional service of all faculty, but we do not require not gather data on community/public service for individual faculty via departments. The SBDC's mission includes public service. Here is a narrative for outcomes, assessments, and improvements for 2012-13:

The University of West Georgia Small Business Development Center (UWG SBDC) goals are established each year by the Georgia (GA) SBDC in response to terms of a national contract with the US Small Business Administration. Goals for 2012-2013 were adjusted to represent having only one consultant and one in training for a portion of the year and included 180 consulting cases, 1360 consulting hours, 90 long-term cases, 50 extended engagements cases, 10 starts, and programs generated revenues on \$11,000. Client satisfaction surveys are distributed throughout the year and results calculated quarterly for assistance provided. Survey results for Directors and Consultants are expected to total a numerical value in the mid-90s in nine different categories.

Metrics for the goals are collected throughout the year via a statewide Consulting Information System (CIS) from required input by reporting centers. Data is monitored monthly to insure required progress. As a result of, the UWG SBDC office completed 180 consulting cases, 1404 consulting hours, 94 long-term cases, 50 extended engagements cases, 12 starts, and programs generated revenues on \$19,185. The survey results indicated a 95% client satisfaction in all nine categories.

Realizing that community involvement is the key to success in the SBDC the consultant position was filled fulfilling the opportunities to bring more classes to the community. Specifically the class titled

"Starting a Business" was delivered to different counties, with the class also offered on a near weekly schedule at the Carroll Goodwill Center. With the focus on collaborating with other schools the UWG SBDC co-presented a class on Funding your Small Business for Clayton County, a StartSmart class at the Gainesville Office, and an Executive Summary and Business Plan presentation for the Douglas County Main Street program. The Director has increased his community presence with an acceptance onto the Villa Rica Economic Development Authority Board, the Douglasville Development Strategic Planning Committee, the Carroll County and Douglas County Small Business Committee, along with volunteering at a local school. To accurately track the performance of the UWGSBDC the GASBDC implemented a new reporting system called Unity in January 2013. This allowed the consultants up-to-date performance evaluations.

Tanner Health System School of Nursing

Division/College	Tanner Health System School of Nursing
Department	Nursing
Time Period	2009-2013
What were your expected outcomes for community/public service during this period?	
<p>Expected outcomes and results related to community and public service in the Tanner Health System School of Nursing are integral to measuring the School's goal to "maintain faculty who demonstrate excellence in teaching, scholarship, and service to the university, the community, and the profession." As a practice discipline, nursing faculty members are expected to be actively engaged in professional and educational activities that improve the health of the communities in which we live. The expected community/public service outcomes/results are presented below. Outcomes less than expected are highlighted in yellow.</p> <ol style="list-style-type: none"> <i>Expected outcome:</i> 100% of nursing faculty will participate in School committees. <i>Results:</i> <ul style="list-style-type: none"> 2009 – 100% 2010 – 100% 2011 – 100% 2012 – 100% 2013 – 100% <i>Expected outcome:</i> 50% of nursing faculty will participate in University committees. <i>Results:</i> <ul style="list-style-type: none"> 2009 – 60% 2010 – 78% 2011 – 87% 2012 – 80% 2013 – 62% <i>Expected outcome:</i> 100% of nursing faculty will participate in professional and community activities. <i>Results:</i> <ul style="list-style-type: none"> 2009 – 100% 2010 – 100% 2011 – 100% 2012 – 100% 2013 – 100% 	
How did the department assess the extent to which it achieved these outcomes?	
<p>As part of the annual faculty evaluation process, faculty members submitted their updated curriculum vitae and an "annual reporting form" that listed School and University committee service and professional and community engagement. Supporting evidence was also required.</p>	
What improvements were implemented in your department based on analysis of the assessment results?	
<p>All expected outcomes were met during the five-year period and no specific improvements were implemented. Expected outcomes may need to be revised by faculty to reflect the nature and level of</p>	

commitment to the community.
Did the improvements have the impact you intended? (if applicable)
Not applicable.

Approval/Accreditation Status: Identifying and monitoring faculty achievement outcomes are an integral component of nursing approval and accreditation. The Tanner Health System School of Nursing (THS SON) BSN and RN-BSN programs are fully approved by the Georgia Board of Nursing through 12/31/14 (last site visit spring 2010 with all standards met; 11 commendations and no recommendations); and the BSN, RN-BSN and MSN programs are accredited by the Commission on Collegiate Nursing Education (CCNE) through 12/31/18 (last site visit spring 2013 with all standards met and no recommendations). The THS SON submits an annual report to the GBON every July and submitted a Continuous Improvement Progress Report (CIPR) to CCNE on 11/26/13. The CIPR is a mid-accreditation cycle report required of all CCNE-accredited programs and is available in the School for review. There is currently no accreditation organization for the EdD in Nursing Education program.

Continuous Quality Improvement: These outcomes and results are also a component of the School's Total Plan for Evaluation (TPE), which measures program quality and effectiveness by assessing faculty achievement. The faculty achievement outcome levels identified above are congruent with CCNE standards and the mission of the University and the School. The TPE provides the framework for the systematic, ongoing and deliberative assessment of quality and effectiveness in relation to the mission, goals, and expected outcomes of the programs offered. Components of the TPE include expected results, data/evidentiary sources, data collection/analysis/time frame, results and actions, and action plan. A standing committee of the School, Evaluating the Caring Community, is charged with developing, recommending, implementing and evaluating policies and procedures related to the TPE and overseeing the collection of relevant data. It also participates in the review of findings and makes recommendations to the faculty. In addition, the Caring for Faculty Committee reviews standards and evaluation processes related to faculty quality measures.