



## **INSTITUTIONAL EFFECTIVENESS**

### **POLICY**

Brunswick Community College (BCC) is committed to the processes of on-going assessment and data-informed decision-making conducted with the overall goal of continuous improvement. BCC uses a wide variety of assessment and planning endeavors to achieve its mission and move forward with institutional goals and strategic directives. As a guide in determining the future direction of the institution and improving the quality of its educational offerings and support services, the College follows an institutional effectiveness model of continuous improvement. This model provides the College with an orderly process for defining and reassessing the College's Mission Statement and strategic direction, which is based on data and evaluation where the needs of the students and the community are recognized and considered. As a result of this process, every employee has the opportunity to participate at multiple levels within the college's organization of institutional effectiveness efforts.

The Institutional Effectiveness Model at BCC is administered by the Institutional Effectiveness Council (IEC) made up of representatives from college administration, faculty, and staff and encompasses three primary areas that are assessed or re-evaluated on an annual basis:

- Guiding Statements and Vision 2020 (Serves as the College-wide Strategic Plan)
- Learning Evidence Assessment and Planning
- Service Evidence Assessment and Planning

In addition, as a member of the North Carolina Community College System, the institution also participates in state-wide annual Performance Measures Assessment, utilizes this data in the institution's strategic planning process, and benchmarks to other successful community colleges in the NC system.

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### **PROCEDURES**

#### **1. Guiding Statements and Vision 2020:**

BCC reviews its Vision, Mission Statement, Values and progress made on strategic directives on an annual basis. The institution engages in a full strategic planning process and review to update the Vision 2020 every three years. The College is committed to inviting broad based, campus wide feedback throughout the full review process. To this end, the format and process of the three-year review may change, however the strategic planning review will include feedback from the community, Institutional Effectiveness Council, Faculty Senate, Student Success Core Team, and the President's Cabinet. The Board of Trustees is responsible for the final review and approval of the College's Vision, Mission Statement, Values, and the Vision 2020. The Vision 2020 is an action-based strategic plan with direct links to department and individual staff and faculty members, all



responsible for carrying out the strategic directives vital to the fulfillment of the College's mission. Linkages are evident through the College's goal-based Performance Evaluation System for employees, division goal setting, and budget priority decisions and reporting.

**2. Learning Evidence Assessment and Planning:**

The institution's faculty members routinely establish expected program student learning outcomes, assess the extent to which those outcomes are achieved, make planned improvements based on assessment results, and provide evidence of how those improvements impacted student learning. The faculty set course level student learning outcomes as well as program level outcomes. The mechanics of all learning evidence assessment and planning cycle is managed by the Learning Evidence Committee which is a sub-committee of the IEC.

The institution has also established a set of core general education outcomes. The BCC Learning Evidence Committee annually assesses and then uses that assessment data for decision making and improvements in not only the provision of general education content, but also the reinforcement of that content throughout the student's educational experience at the institution.

**3. Service Evidence Assessment and Planning:**

Units of the institution that serve students or other areas of the College undergo an annual assessment and planning process with the goal of continuously improving the quality of services rendered to students or to the college community as a whole. The service evidence assessment and planning cycle is administered by the Service Evidence Committee, a sub-committee of the IEC, whose membership is made up of key staff administrators responsible for the primary service provision areas of the institution. The cycle includes the establishment of planned outcomes, assessment strategies to measure success with those outcomes, and then a reporting of data and planned interventions for continuous improvement.

*Approved by the Brunswick Community College Board of Trustees*  
June 16, 2017