Agenda

• Team Membership
• Purpose and 90 Day Plan
• MATRIX of Assessment
• Invitation
• Next Steps
Team Membership

- Raid Amin
- Jacqueline Berger
- Shelly Blake
- Chris Cavanaugh
- Paul Frederick
- Karen Goldschmidt
- Joyce Gossom
- Laura Hiltabrand
- James Hurd
- Valerie Moneyham
- Robert Shaw
- Helen Wigersma
MWE Measurement Team Purpose

- to develop a clear focus for the measurement team as it relates to measuring UWF service excellence
- to identify existing data collection tools, instruments, and datasets
- to develop a matrix of assessment tools and methods
- to identify gaps in the current information
- to develop strategies to collect and assess needed information
- to educate the UWF workforce about the service excellence measurement strategies
- oversee, coordinate, and advise MWE assessment efforts
90 Day Plan (Jan – March 2006)

1. Develop a high performing team

2. Develop comprehensive inventory (matrix) of survey instruments/data and strategies to measure service excellence
   • on-line inventory
   • self reporting
   • https://nautical.uwf.edu/data/data.cfm?Form=191

3. Assist other MWE teams in determining criteria and methodology for measurement
Inventory/Matrix Questions

- What is the title of the survey?
- What is the purpose of the survey (accreditation, customer satisfaction, process improvement, etc.)?
- What UWF department or group is responsible for this survey?
- How often is the survey conducted?
- What population is included in the survey? Students, Faculty, Staff, Alumni, Prospective Students
- Describe the population which is included in the survey (entering freshmen, transfer students, etc.)?
- How are the members of the survey population acquired?
- What method is used to deliver the survey (Web page, e-mail, mail, etc.)?
- If the survey or assessment tool is available on a Web page, what is the URL?
Inventory/Matrix (part 2)

- Who designed the survey?
- Who administers the survey?
- Who analyzes the survey data?
- Who is the intended audience of the survey results?
- What method is used to deliver the results (paper report, Web page, etc.)?
- If the results are available on a Web page, what is the URL?
- Who provides funding for the survey?
- In what format is the raw data stored (Access database, Excel spreadsheet, etc.)?
- Who is the point-of-contact for further information regarding this survey?
- Please provide any additional comments or information related to the survey?
Matrix Summary Report

https://nautical.uwf.edu/utility/mwe_measurement/surveyInventorySummary.cfm

• Sorted by Department
• Meta-evaluation -- MWE Measurement team analysis
  • Currency
  • Usability
  • Reliability/Validity
  • Duplication
  • What’s missing?
Invitation to “Measure the Magic”

Who: Each MWE team (captain or members)
What: Present your team’s assessment and measurement requirements
When: Any Friday from 8:30 – 9:30 am
Where: Building 12 Alumni room
How: Measuring the Magic of MWE!
   - 15 minutes to present
   - Discussion with experts
   - MWE Measurement team will
     • Review requirements
     • Look for appropriate solutions
     • Suggest a plan of action
Why: To be the BEST!

RSVP: ccavanaugh@uwf.edu or 850-474-2109
Next Steps

• Meta-evaluation of MWE Assessment Matrix
• Asking each MWE Team to help us “Measure the Magic”
• Active participation with the coordinating committee
• Determine within UWF where ongoing support for “assessment and measurement information” should and will reside
• Investigate relational database solutions to data and information requirements
Making Way for Excellence

Standards
- Ambassadorship
- Communications
- Courtesy
- Flexibility
- Helpfulness
- Knowledge
- Ownership
- Professionalism
- Responsiveness
- Safety