Colleague:

When NASPA’s Assessment, Evaluation and Research Knowledge Community leadership team embarked on this journey to develop a strategic plan for the KC, we sought to continue to make an impact in the professional development of student affairs professionals with a passion for all things assessment.

This strategic plan provides our KC with a roadmap to guide our efforts moving forward with a renewed emphasis on professional development, mentorship, coaching, and recognition. Our KC’s future looks especially bright thanks to the goals and initiatives detailed in the strategic plan.

Our sincere thanks to the members of the KC’s leadership team who joined us along this journey; thank you for your commitment and, most of all, your talent!

Sincerely,

Michael N. Christakis, Ph.D.
AER KC, National Co-Chair (2015-2017)
University at Albany

Jeanna Mastrodicasa, Ph.D.
AER KC, National Co-Chair (2015-2017)
University of Florida

Stacy Ackerlind, Ph.D.
AER KC, National Co-Chair (2017-2019)
University of Utah

Andrew Mauk, Ph.D.
AER KC, National Co-Chair (2017-2019)
University of North Carolina, Wilmington
Communications & Outreach

Purpose:
The AER KC Communications Workgroup promotes the identity of the AER KC and collaborates with all AER KC Work Groups to disseminate information to the KC membership. This workgroup creates and coordinates content for the AER KC blog, social media platforms, and the quarterly newsletter for membership.

Goal:
Enhance the communication efforts of the AER KC.

Action Steps:

1. Evolve the Newsletter to focus on assessment, evaluation, and research content available on the AER KC’s web page (ie: more frequent blog posts, resources, etc.).

2. Create an AER KC yearly communications plan.
   a. Include a calendar that will be used to assist in the promotion of all AER KC items.
   b. Analyze data from all areas of communication to monitor use and focus our efforts based on areas that receive the most interest.
   c. Create a spreadsheet within our AER documents to track Facebook and Twitter stats on a bi-monthly basis.
   d. Work with NASPA national office to push traffic to AER KC web page.

3. Cross promote assessment-related topics, issues, events available to KC members and sponsored by other NASPA KCs and associations (ie: ACPA, SAAL, etc.).

4. Coordinate membership activities including, but not limited to, KC fairs, Assessment and Persistence Conference, and other opportunities for enhanced member engagement.
Professional Development

Purpose:

The AER KC Professional Development Group aims to enhance assessment knowledge throughout Student Affairs and build assessment, evaluation, and research professional competencies by connecting members to professional development resources, providing opportunities for skill development, and engaging in professional networking activities.

Goal:

Enhance assessment, evaluation, and research professional competencies for KC members.

Action Steps:

1. Connecting members to professional development resources.
   a. Provide guidance, examples, and aligned resources for the practical application of AER competencies and rubrics.
   b. Explore new directions with NASPA relative to webinars, online education, and self-directed learning opportunities.

2. Providing opportunities for skill development
   a. Enhance AER KC website with current, relevant, and engaging assessment and professional development resources and best practices.
   b. Define relationship between the AER KC and the NASPA Assessment & Persistence Conference.

3. Partner with other NASPA KCs to deliver professional development related to specialized assessment practices for various constituencies.
Finance

Purpose:

The AER KC Finance group provides financial and budgetary support to the knowledge community, including operational activities (e.g. reimbursements) and planning to support the goals of the KC.

Goal:

Provide a stable financial base for the AER KC.

Action Steps:

1. Work with NASPA and the AER KC to develop a comprehensive budget.
   a. Increase revenue and establish annual targets.

2. Explore opportunities to enhance financial support for the AER KC and initiatives developed by other AER KC work groups.

3. Develop an endowment plan in association with the NASPA Foundation.
Coaching/Mentorship

Purpose:
The AER KC Coaching/Mentorship work group seeks to connect persons interested in assessment to AER KC members who are experts in assessment using a coaching model. Through these short-term relationships, the coach will serve as a bridge to resources and personal experience with assessment, similar to an assessment hotline.

Goal:
Develop a coaching/mentoring program.

Action Steps:

1. Recruit NASPA AER KC members interested in serving as coaches to student affairs professionals with limited assessment experience.
   a. Develop Expectations and Outcomes: Develop a description of what a coaching relationship entails, what is expected of Coaches/Mentors and Mentees, as well as outcomes for both parties.
   b. Develop Rules of Engagement: Develop guidelines, including but not limited to:
      i. What is reasonable within a free service (not crossing the line to consulting),
      ii. What constitutes expertise in a Coach/Mentor (and should KC verify expertise),
      iii. Duration of contact/relationship for the Coach/Mentor and Mentee, and
      iv. Other items not yet determined.
2. Encourage student affairs professionals who need assistance with a specific or general assessment problem to reach out through the self-service roster of assessment coaches able who indicate they have expertise in the appropriate area(s).
   a. Recruit Interested Mentees: Put out a call to announce this opportunity to interested participants, explaining the intended outcomes and parameters for engagement.
3. Develop a technology based, self-service venue to connect assessment coaching volunteers with individuals seeking coaching with assessment problems.
   a. Find host for and create a database to serve as a directory of coaches with declared expertise areas (methods, tech, planning) and experience (functional area(s)).
Awards, Recognition & Sponsorship

Purpose:
The AER KC Awards, Recognition, and Sponsorship work group seeks to continue providing opportunities for support and recognition for NASPA members committed to creating and disseminating quality assessment, evaluation, and research.

Goal:
Provide opportunities for recognition of excellence in assessment, evaluation and research.

Action Steps:

1. Innovation Award
   a. This award will be given to an individual or assessment team who is actively involved in leading student affairs assessment activities, has been innovative in their assessment approach, and has demonstrated an impact of the culture of assessment within the department, division, or across campus. This approach should also clearly demonstrate how results have been implemented into practice.

2. Research Grant
   a. Fund campus-based research in student affairs assessment, evaluation and research.

3. Explore the idea of establishing regional assessment, evaluation and research awards.

4. Sponsored Programs
   a. Select (up to) three KC sponsored programs for NASPA national conference
      i. Recruit KC members to review NASPA Conference program proposals
      ii. Develop criteria for selection of program proposals
      iii. Introduce and recognize programs selected at the NASPA Conference
   b. Assist with selection of programs for Assessment and Persistence Conference
   c. Explore idea of establishing regional KC sponsored programs/initiatives at the various Regional Conferences
NASPA AER KC Leadership Teams

**Professional Development Team**
Kathy Hill - Co-Chair
Whitney Brown - Co-Chair
Nathan Lindsay
Kevin Grant
Darby Roberts

**Communications Team**
Ryan Keytack - Co-Chair
Melissa Kisubika - Co-Chair
Ashley Buchman
Stacy Ackerlind

**Coaching and Mentorship Team**
Erica Eckert - Chair
Brian Lance
Pamelyn Shefman
Larry Serfozo

**Awards, Grants, and Review Team**
D’Arcy Oaks Co-Chair
Erica Eckert - Co-Chair
Andrew Mauk
Whitney Brown

**Finance Team**
Tim Kresse - Chair
Misty McDonald
Catherine WoodBrooks