



## The Brown Mackie College Institutional Effectiveness Process for ACICS Accredited Brown Mackie Colleges (All Except Salina, Kansas City And Oklahoma City)

Campus Effectiveness is a measure of how competently an enterprise accomplishes its Mission Statement. Brown Mackie Colleges focus this at the campus level, and therefore documents a continuous cycle of annual assessment and planning in the Campus Effectiveness Plan. The Brown Mackie College Campus Effectiveness process begins with each campus department conducting a deep examination of its strengths and weaknesses, based in measurable outcomes from a wide variety of sources. Educational programs, learning outcomes, student retention, graduate placement, as well as student, graduate and employer satisfaction in particular frame the categories through which each department measures its success. These assessments inform plans for improvement over the coming year, targeting outcomes that are measurable, ensuring that progress is evidence based and mission focused. The Campus Effectiveness Plan is then composed of the institution's mission statement, a brief listing of its programs and history, and a distillation of these departmental initiatives and measures into one, comprehensive plan for improvement over the course of the coming year.

The entire plan is reviewed quarterly by the campus' executive committee, during which data related to these plans are collected and analyzed to determine the degree to which each goal has been accomplished. Mid-course corrections on each plan's trajectory may be made, based on the formative progress shown by the data. A final summary analysis informs the development of the following year's Campus Effectiveness Plan, assuring a continuous cycle of assessment and improvement. These plans are utilized by the campus for both operational and budgetary planning each year. Educational program goals, as evidenced by formative and summative learning outcomes assessment, are examined both locally by the campus' academic affairs department, and at the system level by the Program Review Committees, comprised of program faculty from the cross section of Brown Mackie Colleges nationwide.