

EACUBO ASSESSMENT TASK FORCE

2009 – 2010

Purpose: To analyze our current assessment processes and instruments for effectiveness and relevancy in order to assist the Board in understanding the ongoing needs of our members and the way such assessment is/should shape our program content. In addition, to identify other assessment techniques and instruments which should be utilized to identify key indicators as described below and which role(s), staff, and/or committees should be responsible for such on-going assessments.

Charge:

Review the current program evaluation form and process used for the Annual Meeting, Annual Workshop and Area Programs for effectiveness in allowing the association to adequately assess whether the program content and speakers:

- Presented relevant and timely information to attendees
- Met attendees expectations with respect to the course content description
- Presented material at the appropriate level for the audience as advertised in program materials
- Utilized technology, handouts and other materials to effectively supplement the presentation
- Provides the ability to gather responses from meeting attendees in sufficient numbers and quality to provide meaningful information to influence future programming.

Review and evaluate the process used to incorporate such assessments into the formulation of programs including competencies, content, depth of topic, quality of speakers, etc. and make recommendations for improvement as appropriate.

Identify appropriate mechanisms and techniques to continually assess why members don't currently participate in the association's programs and understand what these individual value with regard to professional development to help shape future offerings.

Analyze and recommend the appropriate roles, staff and/or committees which should be responsible for various assessment activities and the tools and resources required to implement such assessments.

Timeline:

- October 13, 2009 Appoint task force members and provide charge
- October - December Data collection and analysis
- January Board Meeting Status report
- February – March Continued analysis and recommendation formulation
- March Board Meeting Final report to Board with recommendations

Recommended Task Force Members:

- 2nd Vice President, Co-chair
- Program Prefect, Co-chair
- Vice Chair, Program Committee
- Chair, APC
- Database Administrator, Communications Committee
- Vice Chair, Membership Engagement Committee
- At Large Board Member