



Planning, Research & Assessment

PRA Newsletter

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Welcome to the first **Planning, Research & Assessment (PRA) electronic newsletter**, the Fall 2010 issue. This electronic newsletter is published by the [Planning, Research & Assessment Office](#) (PRA) at Penn State Berks.

The purpose of the PRA electronic newsletter is to disseminate information on current assessment, institutional research, and planning projects at the College.

The PRA office is grateful for Bryan Danner, Senior IST major the PRA intern who created the electronic newsletter. Also thanks to Stefanie Kerns, PRA Assistant Director and Maureen Carr, part-time PRA employee.

Email comments by clicking here: [PRA Office](#). We're also on Facebook & Twitter. Click on the icons to connect.

This publication is also available on the [PRA Newsletter web page](#).



Learning Journeys

Remember the field trips taken while in school? The Strategic Planning Taskforce (SPC) will be embarking on four **learning journeys** in 2010-2011. Learning journeys are field trips with a specific purpose. They afford the opportunity to observe another organizations operations, first hand and in person. At Berks, the Strategic Planning Taskforce (SPT) will travel to four locations in Berks County.

The organizations were chosen because each represents a "best-in-class" as it pertains to customer focus, competitive advantage, resource obtainment, strategic plan-

ning, and/or outreach. The four organizations that the committee will visit are:

- [Reading Electric](#),
- [YMCA of Reading & Berks County](#),
- [East Penn Manufacturing](#), and
- [Berks County Conservancy](#).

"Strategic planning is a process and as such we need to explore all avenues. As a result, we're looking at models within the community that can guide on this journey" comments Dr. Susan Phillips Speece, Chancellor. Accordingly, the **SPT** will apply the experiences from the visits to current strategic planning efforts and to the next strategic planning cycle.

AAC&U Summer Institute

In June 2010 five faculty and staff attended the American [Association for Colleges & Universities](#) (AAC&U) Institute. There were several charges for the Berks team. First, a schedule of assessment for the University's seven general education areas was developed. Second, the team constructed realistic authentic assessment methodologies that addressed the challenges encountered when evaluating a vast University general education curriculum. Third, incentives to involve more faculty in the assessment of general education were identified.

Semester	Gen. Ed. Area	How, Who or What
Fall 2009, Fall 2010	GWS-Writing (GWS-Speech)	English Composition CAS
Spring 2010	GQ- Quantification	ALL Math Final Exams
Fall 2010	GN- Natural Sciences	BIOL, CHEM, PHYS
Spring 2011	GHA- Health & Physical Activity	KINES
Fall 2011	GS- Social & Behavioral Sciences	
Spring 2012	GH- Humanities	
2012-2013	GA- Arts	Existing Assessments?

The five staff that attended were Dr. Paul Esqueda, Senior Associate Dean for Academic Affairs, Dr. Mary Lou D'Allegro, Senior Director, Planning, Research, & Assessment, Dr. Janet Winter, Senior Lecturer Mathematics, Dr. Martha Aynardi, Director of Academic Support & Project and Senior Lecturer, Biology, and Jennifer Dareneau, Lecturer English.



Planning, Research & Assessment

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Campus Location

Janssen Conference Center, Rooms 8 & 9

[Web site](#)

Visit the [PRA Blog](#)

Viable Program Review

In spring 2010, Penn State Berks designed and will soon implement a program review process. The purpose of this review is to systematically and comprehensively examine each academic programs with regards to cost, benefits, as well as student learning. Three baccalaureate programs are participating in a pilot this fall: [American Studies](#), [Biology](#), and [Business](#). The efforts are timely given possible financial cutbacks.

The six **viable program** criteria categories are:

- Market analysis
- Strategic plan alignment
- Resources
- Assessment
- Cost
- Stakeholder information.

Data Warehouse Requests

