

Assessment Remarks

January 14, 2019

I'm delighted to welcome you all to our first Kutztown University Assessment Day. My thanks to Krista Prock, our director of Assessment, her administrative assistant Kathy Malloy, and the many others who have helped to put this event together. My thanks to those who are presenting today and to all who came in at this time of the year to attend this important workshop. Your presence illustrates your professionalism and dedication to Kutztown University.

It is said "when all is said and done... more is said, than done." That is not the case here – by your presence you have shown that you are willing to "do"! To get things "done". As Anne Zayaitz likes to quote in her remarks to students – the great sage Yoda, of the Star War movies told Luke Skywalker when he, though he *tried*, failed to complete a task... Yoda said "do or not do, there is no try"!

For many years universities *tried* to do assessment but, as we discovered with our recent Middle States Accreditation efforts, though we tried, it wasn't enough – we have to DO.

And that is why we are here today. To learn, to report on our progress, and to prepare for the future.

Many of you heard me say at my inauguration, and in other settings, that College was created many hundreds of years ago so as to *awaken* students so they can reach their full potential, to make them *curious* so they will *enjoy living within their own minds for the rest of their lives*. To build character, and to instill a gratefulness and a humility that for our students will lead to an educated mind, an enlighten soul, and a life fulfilled.

But how do we know if students are indeed meeting these aspirations. How do we know if our students are fulfilling our mission, vision, and purpose statements? We know by developing explicit learning objectives, by developing assessment plans, instruments, analyzing results, and using those results to bring about change, as needed.

It is crucial to our survival as an institution that we do well in our assessment of our students, and while this effort requires a great deal of time and effort, it also provide many benefits to our institution.

Again, thanks so much for coming today and I look forward to interacting with you all at the various programs.