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Letter from the President

It would be very easy to define our past year by the challenges faced due to the COVID-19 pandemic. It certainly created hardships for most, tragedy for some, and disruption for all. My sincere condolences for all of you who lost loved ones to this horrible virus.

While it is impossible to avoid recognizing the impact of the pandemic, I also want to acknowledge all the work that went on prior to its arrival in our lives, as well as all the work that continued through the valiant efforts of the AALHE Board members and the many, many member volunteers.

I drafted this report to bring attention to the fact that the organization moved forward with several major initiatives this year. Key achievements include adopting a new vision, new values statements, new strategic goals, and a new broad foundational statement to define assessment. We embraced new technologies to assist our work including Basecamp, Member Clicks, QuickBooks, and Slack. We also entered into collaborations with the National Institute for Learning Outcomes Assessment, the Grand Challenge Project out of the University of North Carolina-Charlotte, and Stylus Publishing.

The standing committees advanced the professionalism and value of AALHE membership in many ways that are outlined on the following pages. In listing the key contributors, I hesitated to add the names of the all the committee members for fear of missing anyone. Please accept my apologies (and please notify me) if I missed you. I decided it was worth the risk to identify members who worked so tirelessly on behalf of this organization.

I must give a special shout-out to all of you who played a role in planning what amounted to TWO conferences – the original one in New Orleans and then the shift to AALHE 2020 Online. Your herculean efforts are very much appreciated.

In December 2019, Executive Director, Jamie Wigand, earned the Certified Association Executive credential, and we all benefit from the expertise she brings to AALHE.

Finally, I just want to say that is has been a privilege to have the opportunity to lead this organization during the past year. Thank you for all your contributions and your support.

Best wishes for a healthy, happy, and fulfilling year ahead.

Sincerely,

Jane Marie Souza

AALHE President 2019-2020
Vision

(Adopted April 2020)

The vision of the Association for the Assessment of Learning in Higher Education is a world where quality assessment is a catalyst for learning.

Mission

Our mission is to develop and support a community of educators and inform assessment practices in higher education to foster and improve student learning and institutional quality.
Values Statement

Adopted April 2020

The values of the Association for the Assessment of Learning in Higher Education are based upon the beliefs that our Association should actively improve the ability and opportunity of all individuals and groups to take part in all services and opportunities afforded by the Association and that our Association should promote ethical research and assessment practices that foster equity and inclusion.

The Association for the Assessment of Learning in Higher Education values:

1. **Advocacy**
   ...promoting the value of quality assessment to the public for the purpose of effecting positive change.

2. **Community**
   ...fostering an environment of belonging through scholarship, engagement and networking to create a place where each person matters.

3. **Critical Reflection**
   ...welcoming diverse perspectives and honest, open dialogue to make decisions about the organization and the practices of assessment.

4. **Integrity**
   ...applying ethical standards and principles consistently and transparently.

5. **Scholarship**
   ...advancing the practice of assessment through inquiry using appropriate evidence-based methodologies.

6. **Social Justice**
   ...building intentional assessment systems that affirm all learners and assuring that these systems value the wisdom and ways of knowing of individuals and communities, especially those that have been historically devalued.

7. **Stewardship**
   ...managing human and fiscal resources responsibly for sustaining progress toward its mission now and into the future.
Strategic Goals (July 2020-December 2023)

Adopted April 2020

I. Cultivate a Community of Assessment Practitioners
The Association for the Assessment of Learning in Higher Education will support assessment practitioners and cultivate a professional community.

II. Lead and Advocate for Assessment
The Association for the Assessment of Learning in Higher Education will lead and advocate for assessment that will have a positive impact on higher education and its stakeholders now and into the future.

III. Provide a Quality Membership Experience
The Association for the Assessment of Learning in Higher Education will continuously monitor and enhance the value of membership

IV. Increase and Diversify Revenue
The Association for the Assessment of Learning in Higher Education will diversify revenue streams to mitigate risk and provide resources to support organizational success.
Foundational Statement #1: What is Assessment in Higher Education?

(Adopted by vote of membership January 2020)

Assessment is the process of collecting and analyzing information to determine if progress is being made toward a desired end. While this broad definition is applicable to a range of goals and organizational contexts, AALHE focuses on the assessment of student learning and institutional effectiveness within the context of higher education.

Student learning outcomes assessment is a process in which members of the higher education community identify what students should be able to do by the end of an educational unit and determine the degree to which they meet these goals. It also requires us to consider how to use the information systematically gathered on student performance to improve the teaching/learning process.

Institutional effectiveness assessment focuses on the extent to which an institution is making progress towards its mission and vision. When engaged in this process, members of the higher education community use the information collected to inform action taken for improvement.

The aim of student learning assessment and institutional effectiveness assessment is the ongoing enhancement of quality. AALHE supports these efforts in quality improvement by promoting assessment not just “of learning" but more importantly “for learning.”

Writing Team Members

Sesime Adanu  Cynthia Howell  Jane Marie Souza
Jason Brunner  Jill Kern  Constance Tucker
Jodi Fisler  Karen Menard  Erin Thomas
Robert Flaherty  Jeremy Penn  Felix Wao
Bob Wilkinson
2019-2020 Board of Directors

Andre Foisie  
AALHE President-Elect  
Excelsior College

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AALHE President  
University of Rochester

Jeremy Penn  
AALHE Past President  
University of Iowa

Jamie Wigand  
AALHE Executive Director

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Marion University

Teresa (Terri) Flateby  
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Catherine Wehlburg  
Marymount University

Josie Welsh  
Missouri Southern State University

Lorna Keach  
AALHE Administrative Assistant
The year 2019-2020 was very active for the AALHE Board. The Executive Committee comprised of the president (Jane Marie Souza), past-president (Jeremy Penn), president-elect (Andre Foisy), and executive director (Jamie Wigand) led many initiatives to continue to move the organization forward. Major organizational accomplishments for AALHE this year included the following:

- New mission statement for AALHE approved by the Board – work began during the June 2019 board meeting
- Allocated funds for Board Meeting in Chicago November 18-20, 2019
- Segment of board meetings now devoted to Board Training by Executive Director
- New Vision, Values Statements, and Strategic Goals were approved (April 2020) after consideration of comments from membership
- Board approved President Souza and Board Member Tara Rose publication project in collaboration with twelve accreditors and signed contract with Stylus Publishing with AALHE as co-publisher
- Updates to By Laws were approved by the Board
- AALHE moved financial transactions to a new bank
- Jamie Wigand earned Certified Association Executive credential Dec. 2019
- Hired Robert Hendel, CPA
- Increased hours for assistant to executive director
- Moved all AALHE work into Basecamp and hosted training sessions
- Launched Slack channels
- Engaged with Grand Challenges project with Jeremy Penn and Jane Marie Souza on steering committee and Shannon leading one of the challenge groups
- Signed onto NILOA project *Defining a Profession: Developing Assessment Professional Competencies*
- Adopted Member Clicks
- Adopted a foundational statement for assessment
- Hosted Special Town Hall on Assessment in the Time of COVID-19
- Hosted a training session for committee chairs
COLLABORATIONS & PARTNERSHIPS COMMITTEE
Chair: Shannon Milligan

In support of AALHE strategic goals, the Collaborations & Partnerships Committee tackled the job of drafting guidance documents.

- Drafted policy for collaborations and partnerships (pending board approval)
- Drafted sponsored presentation policy (pending board approval)

Members as of May 2020

Metta Alsobrook  Shannon Milligan
Olgun Cicek  Jen Sweet
Jay Kahl  Robert Wilkinson

COMMUNICATIONS COMMITTEE
Chair: Steven Hawks

The year marked a significant change in the quality and quantity of communications to members.

- Established monthly newsletters
- Served as the news source for major organizational developments and conference updates
- Hosted twitter chats

Committee Members as of May 2020

Brianna Mills  Molly Durava
Courtney Vengrin  Sarah Young
Erin Milne  Susan Perry
Heather Hussey  Lorna Keach
Heather Pleasants  Steven Hawks
Leigh Robinson  Jamie Wigand
Mindy James
The Conference Committee members handled the monumental task of essentially planning two conferences: the New Orleans in-person conference, and the shift to the 2020 online conference.

- Selected Higher Logic for the online conference management platform
- Created the infrastructure to move to an online conference environment
- Created schedules for both the in-person and online versions of the event
- Planned marketing efforts for the conference

Committee Members as of May 2020
Amanda Bylczynski  Jill Kern
Amanda Karls     Josiah Nyangau
Andre Foisy      Kara Moloney
Carolyn Comiskey Karen Singer-Freeman
Carrie Allen     Kelli Cole
Chadia Abras     Lorna Keach
Christina Dryden Maggie Morgan
Christine Robinson Marc Gillespie
Claudia Stanny   Monica Stitt-Bergh
Constance Tucker Meghan Deyoe
Emily Turner     Moreen Carvan
Frederick Burrack Renee Aitken
George Smeaton   Ruth Slotnick
Gina Polychronopoulos Sharon Valente
Glenn Phillips   Stacy Voeller
Guy Hanna       Steven Hawks
Holt Zaugg      Tara Rose
Jane Marie Souza Terry Senne
Jen Sweet       Tom Striplin
Jennifer Ann Morrow Yao Hill
Jeremie Bellenir
The Finance Committee members spent countless hours reworking the guidance documents for the organization to assist the Board fulfill its fiduciary responsibilities. Other worked included the following:

- Reviewed all committee budget requests
- Prepared the FY2021 AALHE budget, which was approved by the Board
- Studied and approved the moving of AALHE financial transactions to a new bank
- Approved hiring a CPA as requested by the executive committee
- Updated the organizational finance guidance documents (pending board approval)

Committee Members as of May 2020

- Katherine Cermak
- Andre Foisy
- Oscar Hernandez
- Jeremy Penn
- Jane Marie Souza
- Josie Welsh
- Jamie Wigand
INFRASTRUCTURE COMMITTEE
Chair: Joan Hawthorne

The Infrastructure Committee worked to make organizational improvements at multiple levels. Their work included the following:

- Completed planning for an environmental scan
- Working on development of a policy book/website
- Working on a website usability study
- Updated elections procedures (approved by the Board)
- Developing additional recommendations for revisions to the elections process

Committee Members as of May 2020
Jessica Evans                       Chris Hightower
Leslie Harris                       Vanessa Preast
Joan Hawthorne                     Mitch Robertson

KNOWLEDGE DEVELOPMENT TASK FORCE
Chair: Teresa Flateby

The task force continued its research project and filed an application with an Institutional Review Board to proceed with the study using grounded theory methodology to identify institutions with an institution-wide integration of assessment and curricular instructional planning and improvement.

Members of the Task Force as of May 2020
Tracy Bartholomew                  Patti Gregg
Fred Burrack                       Arthur Hernandez
Brad Coverdale                     Susan Kahn
Robert Farrell                     Yuerong Sweetland
Teresa Flateby                     Jessica Taylor
PROFESSIONAL DEVELOPMENT COMMITTEE

Chair: Monica Stitt-Bergh

The Professional Development Committee changed its name from the Events Committee to the Professional Development Committee to more appropriately reflect the scope of its work, which this year included the following:

- Facilitated a summer book club
- Worked on creating a set of assessment professional competencies
- Investigated certification models
- Developed “MATCH” program to offer paired conversations
- Offered multiple webinars

Committee Members as of May 2020

LaToya Burrell  Jessica Magaldi
Michelle Byrne   Tim Melvin
Moreen Carvan    Shannon Milligan
Christy Cole     Monica Stitt-Bergh
Carley Dear      Sharon Stoerger
Rob Flaherty     Jen Sweet
Patti Gregg      Roberta Teahen
Paula Haines     Courtney Vengrin
Sue Henderson    Suzanne Wakim
Jeanne Horst     Karen White-Goyzueta
PUBLICATIONS COMMITTEE

Chair: Kathleen Gorski

The Publications Committee worked diligently to take the AALHE publications to the next level of professionalism.

- Drafted new guidelines for *Intersection: a journal at the intersection of assessment and learning* (approved by the board January 2020)
- Published editions of the journal, conference proceedings, and emerging dialogues
- Worked to have an International Standard Serial Number (ISSN) assigned to *Intersection: a journal at the intersection of assessment and learning*
- Set up Scholastica publications software

Committee Members as of May 2020

Giovanna Badi
Jeff Barbee
Lisa Bonneau
Kristin Buscher
Chris Coleman
Sara Cushing
Rebecca Gibbons
Kathleen Gorski
Sarah Harris
Jihee Hwang
Carolyn Keller
George Klemic
Mark McCain

Karen Menard
Shannon Milligan
Fiorella Penaloza
Karla Perez-Velez
Kate Pinder
Jessica Taylor
Mary Tkatchov
Amy Topper
David Turbo
Catherine Wehlburg
Shauna Wilton
Alison Witherspoon
Sarah Wu
RECRUITMENT & RETENTION COMMITTEE

Chair: Tara Rose

AALHE is a member-driven organization and this committee worked on several initiatives to support the value of membership and recognize the core of volunteers.

- Revised the volunteer form, distributed and analyzed the return data
- Revised the member survey, distributed and analyzed the return data
- Created a volunteer experience survey, distributed and analyzed the data
- Sent recognition certificates to over 120 AALHE volunteers
- Introduced the Recruitment & Retention highlights for the monthly newsletter
- Updating the membership application and member directory fields
- Developing a volunteer and members rewards structure
- Reviewing member benefits
- Drafting metrics for the committee

Committee Members as of May 2020

Angela Bryan          Curtis Jefferson
Christina Dryden      Max Korten
Brianna Edwards       Alana Malik
Sean Fitzpatrick      Maureen McCarthy
Terri Flateby         Tere Naylor
Tracy Hendrickson    Tara Rose
Oscar Hernandez       Tiffany Runion
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