
***Evaluating
Higher
Education:
Faculty,
Administration
and the Institution***

Master evaluation techniques
to assess performance.

February 28-March 1, 1985

The University of Maryland
University College
Conferences and Institutes Program

EVALUATING HIGHER EDUCATION: FACULTY, ADMINISTRATION AND THE INSTITUTION

Higher education faculty and administrators face unprecedented challenges in adjusting traditional approaches to current realities. Changes in the demography of student clienteles, in curriculum planning and in administrative systems increase the already significant external pressures from economic and political conditions of the eighties. Rising costs and shrinking enrollments threaten institutional vitality. The key to reconciling the needs of society and the needs of the institution and its constituents lies in successful evaluation. Competence and confidence in evaluating faculty and administrative performance will be critical to surviving the eighties.

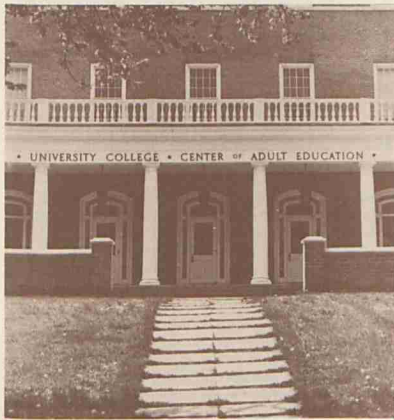
METHOD

Emphasis in this workshop is placed on participating rather than on listening in a structured but informal environment. Questions, comments and discussion are welcome. The format consists of short presentations, discussions, commentary, case studies, analysis of model programs and small-group problem-solving. Participants will receive selected reference material, including evaluation procedures, checklists and forms.

FACULTY

Richard I. Miller, Professor of Higher Education, Higher Education Program, College of Education, Ohio University. He is the author of *Evaluating Faculty Performance* and *The Assessment of College Performance* and his administrative experience includes two academic vice-presidencies and a senior-level state position.

Peter Seldin, Professor of Management, Pace University, Pleasantville, New York, is the author of four books: *Changing Practices in Faculty Evaluation*; *Successful Faculty Evaluation Programs*; *Teaching Professors to Teach*; and *How Colleges Evaluate Professors*. He has designed and conducted seminars and workshops on evaluation for college and university administrators and faculty throughout the world.



WORKSHOP

Faculty Evaluation

February 28, 1985 9:00 a.m.-4:30 p.m.

Identify and assess the multiple reasons for evaluating faculty performance. Step-by-step examination of faculty evaluation programs, their strengths and weaknesses. The inherent problems in different programs and how to overcome them. Why some programs fail while others succeed. Avoid the pitfalls and develop the requisite skills and sensitivity to develop a successful evaluation program. Participants will examine in detail:

- Underlying assumptions and operational principles of faculty evaluation
- Practical and theoretical problems
- Strengths and weaknesses of student, colleague, administrative and self evaluation
- Latest research results
- How to develop effective programs
- How to handle specific campus problems
- How to assess and upgrade current problems

Administrative Evaluation

March 1, 1985 9:00 a.m.-12 noon

In the past several years, administrative evaluation has moved from relative insignificance to a paramount role in institutional management. Why do techniques of administrative evaluation lag and how can they be improved? Participants will examine in detail:

- The use and misuse of administrative evaluation
- Reasons for the success of certain models and the failure of others
- How to develop effective appraisal procedures
- How to assess and upgrade current administrative programs
- How to avoid pitfalls
- How to overcome specific problems

Institutional Evaluation

March 1, 1985 1:30-4:30 p.m.

Institutional evaluation, including the self-analysis required by government and its advisory agencies, is becoming much more prominent. A number of approaches to institutional analyses, including program evaluation, will be examined. Participants will examine in detail:

- Operational principles in institutional evaluation
 - Successful models
 - The conditions dictating an evaluation
 - Methodology for institutional involvement
 - Assessing and improving on-going programs
-

General Information

Fees

The fee for the two-day workshop is \$290; one day is \$180. Fees cover instruction, selected reference material, including evaluation procedures, checklists and forms; lunch and coffee, and Peter Seldin's book *Changing Practices in Faculty Evaluation*. Fees do not include lodging.

Registration

Return the registration form provided with a check, purchase order, or authorization for billing. A tentative telephone reservation may be made by calling 301-985-7157 however, your reservation will not be confirmed until payment or order is received. Early registration is encouraged as registrants are accepted on a first-come, first-served basis.

Cancellation and Refunds

All notices of cancellation and requests for refund must be sent to the Registration Clerk, Conferences and Institutes Program, The University of Maryland University College, College Park, Maryland 20742. Refund of the registration fee, less a 10% cancellation fee, will be made if written notice is received five working days before the conference. No refund (full or partial) will be made after that time.

Lodging Information

Limited lodging is available in the Center of Adult Education. For room reservations, or for more information, call (301) 987-7303.

Tax Deduction

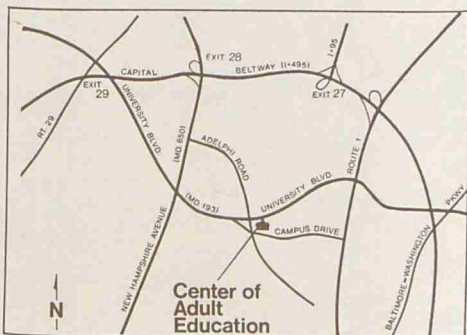
Treasury Regulation Section 1.162-5(a) permits an income tax deduction for education expenses. Check current IRS regulations.

Note

The University of Maryland actively subscribes to a policy of equal educational and employment opportunity. The University is required by Title IX of the Educational Amendments of 1972 not to discriminate on the basis of race, color, age, religion, national origin, sex, or disability in admission, treatment of students, or employment.

Location

The workshop will be held at The University of Maryland University College Center of Adult Education in College Park, Maryland. The Center is a complete conference facility located inside the Capital Beltway (I-495) at the intersection of Adelphi Road, University Boulevard and Campus Drive in College Park. Airports that serve the area in order of convenience are Baltimore/Washington International (BWI), Washington National, and Dulles International. The New York-Washington metroliner stops at the Capital Beltway station within easy access by taxi.



Information for Disabled Persons

All guest facilities and a limited number of lodging rooms at the Center of Adult Education are accessible to the disabled. If you have special requirements, please call Ms. Sally Davies (301) 985-7157 as soon as possible before the program starting date.

Registration Form

Evaluating Higher Education:

Faculty, Administration and the Institution XCNF 030 2701

February 28-March 1, 1985

Please send completed registration form and payment to:

Registration Clerk

The University of Maryland University College

Conferences and Institutes Program

University Boulevard at Adelphi Road

College Park, Maryland 20742

Name _____ Title _____

Institution _____ Day Phone No. _____

Address _____

City _____ State _____ Zip _____ * Soc. Sec. # _____

*Social security number required on all personal checks.

I plan to attend: (check applicable box)

- The full two-day program; Fee \$290
 The Faculty Evaluation day only; Fee \$180
 The Administrative and Institutional Evaluation day only; Fee \$180
 Check Enclosed Purchase Order Enclosed Billing Authorization Enclosed

Make checks payable to the University of Maryland. Registration will not be considered complete unless payment or billing authorization accompanies this registration form.

I understand the cancellation and refund policies as stated in this brochure.

Signature

Lodging Reservation Form

Evaluating Higher Education:

Faculty, Administration and the Institution

February 28-March 1, 1985

Name _____ Title _____

Institution _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Evening Phone _____

Accommodations: Single: \$40.00*

Double: \$50.00*25.00/per person

*All rates are per night, plus 5% tax.

Arriving _____ a.m.
_____ p.m.

Date Time

Departing _____ a.m.
_____ p.m.

Date Time

Reservation requests should be received two weeks before starting date of a program to allow sufficient time for confirmation. DO NOT SEND PAYMENT FOR LODGING WITH THIS LODGING RESERVATION FORM OR REGISTRATION FORM. Lodging fees are to be paid directly to the lodging facility AFTER your reservation has been confirmed.

Prices are subject to change. For further information call (301) 985-7303.

The University of Maryland
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College Park, MD 20742

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P.O. BOX 5067
RALEIGH NC 27650

**Important News
from PBS VIDEO!**

Important News:



Dear Colleague:

As many of you may already know, PBS VIDEO's Washington, D.C., offices were temporarily closed due to fire on October 15th.

Fortunately, PBS VIDEO was spared from direct fire damage, but service from our telephone and computer systems was interrupted for over four weeks. We are now located in temporary offices at public television station WETA; 3700 South Four Mile Run Drive, Arlington, VA 22206. You can still mail to us via PBS VIDEO's 475 L'Enfant Plaza, S.W., Washington, D.C. 20024 address.

While a few videocassette orders were delayed as a result of the fire, we're pleased to report that all orders are now being processed on schedule and shipped on time. (If you have questions about orders you have placed during October, please call 800/424-7963).

Many of you have experienced great difficulty attempting to call our offices last month. We apologize for the inconvenience. Now that our phone service is restored, you should be able to reach us easily. In fact, we've added two additional toll-free numbers to make your videocassette ordering easier and more convenient. Please make a note of these new lines and services:

For information and customer service, call **800/424-7963**
(In Virginia call 703/845-2900 collect)

To place orders for PBS VIDEO videocassettes
(purchase, rental, license or preview) call **800/344-3337**
(In Virginia call 703/845-2908 collect)

To help you take advantage of these new phone services, attached you'll find a special coupon good for 10% off your next videocassette order. This special coupon is good until March 15, 1985. So, call us today to take advantage of this special one-time offer.

Many thanks to those of you who called and/or wrote to inquire about us. We do appreciate your concern and interest.

With best regards,

Mark Stanislawski
Mark Stanislawski

P.S. To receive the 10% savings, just send the coupon below with order. Your personal marketing representative will call you to schedule delivery. And, if you are going to Commtex in Anaheim, look for us in Booth #1380.

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This special coupon is good for a 10% savings off your next order from PBS VIDEO. You can use this coupon to take 10% off the regular catalog list price of videocassettes in the 1984 PBS VIDEO Catalog.

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Important: This coupon does not apply to programs already discounted. Only one coupon may be redeemed per videocassette order (purchases, rentals or licenses). This coupon offer is good until March 15, 1985, so call today and take advantage of the savings!

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SAVE 10%

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call 800/334-3337
with your order today!

Here's my videocassette order. Send me the videocassettes listed below at a 10% discount.

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Rental

License

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1/2-VHS

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Name _____ Title _____

Organization _____

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Phone _____ Best time to call _____



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Important News from PBS VIDEO!

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NORTH
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UNIVERSITY

THE
WILLIAM D. STEVENSON, JR.
SCHOLARSHIP
ENDOWMENT

ESTABLISHED IN THE
DEPARTMENT
OF
ELECTRICAL ENGINEERING

A MESSAGE . . .

Dear Fellow Alumni:

I am pleased to announce the establishment of the William D. Stevenson, Jr. Scholarship Endowment at North Carolina State University as a tribute to a dedicated educator who will retire at the end of this academic year after 32 years on the electrical engineering faculty.

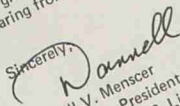
Professor Stevenson has devoted the major portion of his distinguished career to engineering students at N. C. State. It is fitting that we, as engineering alumni, as well as honor a man who has done so much to advance the work of the School of Engineering and the University as a whole.

The endowment fund will be administered through the North Carolina Engineering Foundation, a non-profit organization. The annual proceeds from the endowment will be used exclusively to provide engineering scholarships. In this way, the endowment will continue in perpetuity, and a one-time gift will keep providing scholarship funds year after year.

As chairman for the committee to establish this special endowment, I ask that you give serious consideration to making a generous contribution. This is an opportunity for us who have benefited so greatly from our engineering education to make it possible for others to join us in our profession and to keep the high standards we have strived to maintain.

If your firm is among those that match a gift to an educational fund, you can take this opportunity to double the value of your gift by notifying the appropriate person in your firm of your intention. Your gift will be tax-deductible and will be warmly welcomed. We look forward to hearing from you.

Sincerely,

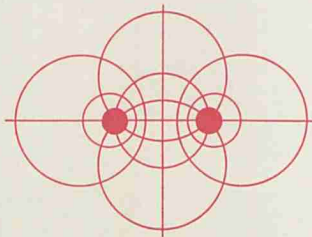


Darrell V. Menscer
Senior Vice President
Carolina Power & Light Company

THE WILLIAM D. STEVENSON, JR. SCHOLARSHIP

. . . perpetuating high standards and ideals through support and encouragement of talented undergraduate students in the study of engineering . . .

- Available to all undergraduate students in engineering, with preference given to those pursuing studies in electric power systems.
- Scholarship(s) awarded annually on the basis of outstanding academic achievement and ability, without discrimination on the basis of race, sex, religion, or national origin.
- Total annual stipend(s) to equal the income from the endowment (deposited with the North Carolina Engineering Foundation) and the amount of the award(s) to individual students determined by the Selection Committee.
- Selection Committee comprised of the Head of the Department of Electrical Engineering and two faculty members he appoints.
- Recipients designated Stevenson Scholars.





William D. Stevenson, Jr.

William D. Stevenson, Jr., Professor and Associate Head of the Department of Electrical Engineering at North Carolina State University, has given 32 years of distinguished service to the School of Engineering and the University as an outstanding teaching scholar and educational administrator. He has influenced generations of students in shaping their lives through his personal warmth and wise counsel. Throughout his career he has emphasized high ideals and standards of academic achievement and has helped to bring wide recognition to the University and the Department of Electrical Engineering in particular.

Maintaining required and elective courses in power in the electrical engineering curriculum has been a part of his steadfast educational philosophy. This has provided a thread of strength that has helped to reinforce the contributions of electrical engineering alumni involved today in meeting the nation's energy needs.

As author of the internationally-used textbook on "Elements of Power System Analysis", he has influenced electrical engineering education throughout the world.

In the year of his retirement, his friends have established the William D. Stevenson, Jr., Scholarship Endowment to express their esteem, admiration and affection for him and to honor him through a program which will assist future generations of talented undergraduate students studying engineering.

**SCHOLARSHIP
ENDOWMENT FUND COMMITTEE**

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For Further Information, Write To:

**The North Carolina Engineering Foundation, Inc.
P. O. Box 5067
North Carolina State University
Raleigh, N. C. 27607**



North Carolina State University

Box 7501 / Raleigh 27695-7501

Office of Foundations
and Development
919-737-2846

January 11, 1985



me

MEMORANDUM

TO: Dr. Lawrence M. Clark
FROM: John T. Kanipe, Jr. *JTK*
SUBJECT: Proposal for Endowment to Support Annual Lectures by
Distinguished Black Educators

Confirming our recent planning conference, please let me know when you have completed your preliminary draft of a brochure and further defined your prospect list and solicitation plan.

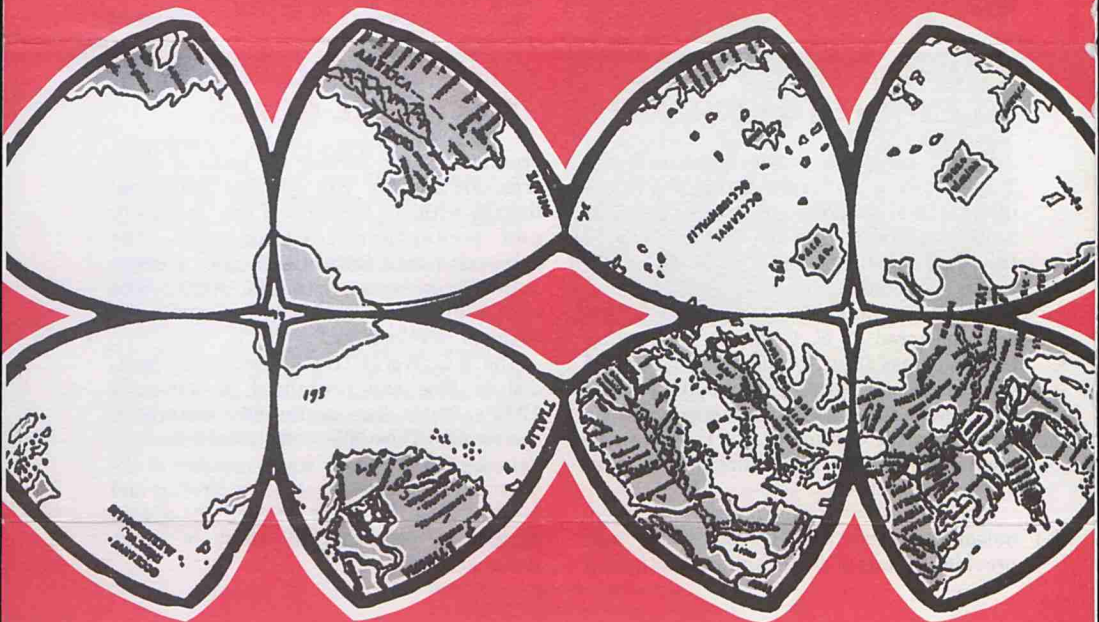
It will be a pleasure to work with you in this important educational project.

JTK:aw
cc: Chancellor Bruce R. Poulton

Wendell Bond

JACK RIGNEY SYMPOSIUM ON INTERNATIONAL TRADE & DEVELOPMENT

NORTH CAROLINA STATE UNIVERSITY



The Jack Rigney Symposium is an additional effort to promote world trade and economic development for North Carolina and to increase academic, business, and industry collaboration. It is to honor Dean Jack Rigney and is to be funded with a \$25,000 endowment. It is to be held once each year and will feature a well-known international authority. Invitations to attend will be extended to members of the N.C. World Trade Association, officials of the U. S. and N. C. Departments of Commerce, faculty members, students and organizations interested in understanding and promoting international trade and development.

RIGNEY STRONG ADVOCATE OF WORLD TRADE, UNIVERSITY AND BUSINESS COLLABORATION

Jack Rigney has been for many years the leading proponent of greater involvement by North Carolina State University and its faculty in assisting North Carolina businesses and industry and North Carolina government with world trade and development. Since he became Dean of International Programs at State in 1968, he has had extensive involvement with businesses and organizations in North Carolina in pursuing these goals.

His long career in international work began in the mid-50's when he was named research chief for the University's development mission in Peru. He has served continuously since in a variety of international development assignments in dozens of other countries. His work has taken him around the world on several occasions. He has had assignments for the World Bank, the Agency for International Development, and other countries and agencies.

SYMPOSIUM TO PROVIDE CONTINUING PROGRAM TO FURTHER IMPORTANT INTERNATIONAL GOALS

Rigney became a member of the World Trade Association, representing the many international interests of North Carolina State University after he became Dean of International Programs. The N. C. World Trade Association, the local chapters, and the International Trade Center (ITC), headquartered at N. C. State, are leading means of assisting in the development of world trade for North Carolina. They work closely with business and industry, the N. C. Department of Commerce, the U. S. Department of Commerce, and utilize the expertise of the universities.

The Jack Rigney Symposium on International Trade and Development will provide a means of establishing a continuing

program to help further the goals of these organizations. It will provide additional linkage with the faculties of the University and strengthen collaboration. The symposium will feature each year a major authority on issues, problems, policies, and opportunities in world trade and international development.

The N.C. World Trade Association, founded in 1964 and revitalized in the early 1970's, now has some 600 members statewide. The ITC was established in January, 1978. Rigney was a member of the selection committee to obtain a director and establish the ITC office. It conducts a wide variety of programs to assist in international trade.

UNIVERSITY HAS MAJOR WORLD INTERESTS IN PROGRAMS, FACULTY, STUDENTS, ALUMNI

The Rigney Symposium fits well the numerous international interests of North Carolina State University. Visit almost any other country and one can find an alumnus of State. There are more than 3,300, most of them natives of their respective countries

but others are NCSU alumni working with companies abroad. That is but one dimension of the international involvement, expertise, and resources associated with State that relate to international trade and development.

A recent tabulation showed 255 faculty have had experience, some for extended periods, in 87 different countries and have a working knowledge of 43 languages, among them such little known ones as Visayan, Amharic, and Tonga. The University has some 800 international students, most of them at the advanced degree level. They represent some 70 countries.

The University currently has organized research or development programs that involve contacts or cooperative work in 60 countries, mostly in the "Third World." Among these are projects on nematodes (devastating plant pests), productivity and tropical soils, and development and transfer of technology.

RIGNEY "RETIRES"

Jack Rigney "retired" June 30 after a career of 43 years at North Carolina State University, however, he will continue in a part-time capacity on long-range planning.

Rigney is a native of New Mexico and a graduate of New Mexico State University. He received his master's degree in plant breeding from Iowa State in 1936. After two years teaching at West Virginia University, he was appointed an assistant professor in agronomy at State in 1938. He was head of the Department of Statistics in 1949-1962, director of the NCSU Mission in Peru 1962-67, and directed another international development



project (in India) in 1967. He then returned to State as Dean of International Programs in 1968. In 1975, Rigney was the staff officer for the Chancellor Search Committee and served as Acting Chancellor.

SYMPOSIUM FUND COMMITTEE

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**The cover design is Leonardo da Vinci's "Brave New World" map of 1515. Troxler Electronics Laboratories, Inc., uses this map to symbolize its worldwide marketing.*



NCSU