

ASPA Spring 2014 Conference

Millennium Knickerbocker Hotel

163 East Walton Place • Chicago, IL 60611

Registration desk open 7:30 am, March 30, 2014 – Ballroom Foyer

Pre-meetings (by invitation)

Sunday, March 30, 2014

8:30 am - 9:15 am	Continental	How can accreditors address Interprofessional Education?
9:30 am - 10:30 am	Continental	Advocacy for Accreditors
10:45 am - 11:45 am	Continental	International Activities in Accreditation

Business Meetings

Sunday, March 30, 2014

1:00 pm - 5:00 pm	Crystal Ballroom	Member Session (break at 3:00 pm) (closed)
5:30 pm - 7:00 pm	Prince of Wales	Reception - awards presentations (open)

Monday, March 31, 2014

7:30 am - 8:30 am	Continental	Breakfast
8:30 am - 10:00 am	Crystal Ballroom	Innovation in Education - George Mehaffy/AASCU (open)
10:00 am - 10:15 am	Crystal Ballroom	Break
10:15 am - 11:00 am	Crystal Ballroom	Annual Members' Meeting – elections (open)
11:15 am - 12:00 pm	Crystal Ballroom	Board Meeting - budget approval and appointments (open)
12:00 pm - 1:00 pm	Continental	Lunch

Professional Development

Effective Accreditation Systems and Explaining Value to the Public (open)

Monday, March 31, 2014

1:00 pm - 1:15 pm	Crystal Ballroom	Welcome and Introductions
1:15 pm - 2:00 pm	Crystal Ballroom	Improving the effectiveness of an accrediting system (Accreditor, improve thyself!)
2:00 pm – 3:00 pm	Crystal Ballroom	Agency Preparation for Program Directors: Results from a Survey Regarding Effective Practices
3:00 pm - 3:15 pm	Crystal Ballroom	Break
3:15 pm - 4:15 pm	Crystal Ballroom	Characteristics of Successful Self-Study Processes: Program and Agency Perspectives
4:15 pm - 5:00 pm	Crystal Ballroom	Student and Program Learning Outcomes for Stakeholders
5:15 pm - 6:45 pm	Prince of Wales	Reception (open)

Tuesday, April 1, 2014

7:30 am - 8:30 am	Continental	Breakfast
8:30 am - 9:30 am	Crystal Ballroom	Renewing and Refreshing the Accreditation Evaluator Volunteer Pool
9:30 am - 10:00 am	Crystal Ballroom	Public Outreach in Accreditation
10:00 am - 10:30 am	Crystal Ballroom	Break
10:30 am - 11:50 am	Crystal Ballroom	Voluntary Accreditation - Making the Option Valuable
11:50 am - 12:00 pm	Crystal Ballroom	Closing Comments, Evaluation

Educational Program – Spring 2014

Effective Accreditation Systems and Explaining Value to the Public

As guarantors of quality in higher education, programmatic accreditors:

- hold programs to standards for quality and performance improvement,
- analyze their own processes to guide improvement of accreditation activities,
- support educational programs to achieve success in the accreditation and self-improvement processes, and
- communicate to stakeholders the value of the process.

This program will address how accreditors improve their processes, how they can help programs to prepare for accreditation reviews and maintain compliance with standards, and how accreditors can get the message to the public about the value of accreditation.

Attendees will have the opportunity to gain a deeper understanding of the various perspectives on the issues and to take away ideas to enhance the effectiveness of their accreditation operations.

Monday March 31, 2014

- 1:00 pm **Introductions and Welcome**
Leslie Higham, Chair, ASPA Spring Professional Development Committee
Accreditation Programs Administrator, Global Accreditation Center for Project Management Education Programs (GAC)
- 1:15 pm **Improving the effectiveness of an accrediting system (Accreditor, improve thyself!)**
- Explain the purposes of LCME's accreditation system improvement activities
 - Define "improving effectiveness" for the organization
 - Describe the activities the organization has developed to improve effectiveness
 - Engage in a discussion of other performance improvement activities and "best practices"
- Presenter**
Robert Hash, Assistant Secretary, Liaison Committee on Medical Education (LCME)
- 2:00 pm **Agency Preparation for Program Directors: Results from a Survey Regarding Effective Practices**
- Consider results of an independent analysis of accredited program directors' perspectives on how their agencies prepare them for various activities including self-study preparation; ongoing compliance with standards; continuous assessment and evaluation; and additional location, distance education, and international accreditation
- Presenter**
Martha Smith Sharpe, Institutional Research and Effectiveness/SACSCOC Liaison, Old Dominion University
- 3:00 pm **Break**
- 3:15 pm **Characteristics of Successful Self-Study Processes: Program and Agency Perspectives**
- Develop and deepen knowledge of strategies for preparing an effective and successful self-study report in order to implement effective training programs for program directors
- Presenter**
Gretchen L. Warner, Consultant, Warner Enterprises, LLC
- 4:15 pm **Student and Program Learning Outcomes for Stakeholders**
- Introduce the process for writing outcomes that clarify expectations for students and articulate competencies for graduates and stakeholders
 - An interactive session to assist accreditors in program guidance
- Presenter**
Pauletta Brown Bracy, Director, University Accreditation, North Carolina Central University
- 5:15 pm **Reception**

Educational Program – Spring 2014

Effective Accreditation Systems and Explaining Value to the Public

Tuesday April 1, 2014

- 8:30 am **Renewing and Refreshing the Accreditation Evaluator Volunteer Pool**
- An interactive session where a variety of tactics aimed at finding the next generation of accreditation volunteers will be explored and attendees invited to brainstorm and share their experiences and ideas

Facilitator

Tess Kirsch, Associate Director of Accreditation for Policy & Education, Council on Academic Accreditation in Audiology and Speech-Language Pathology (CAA)

Panel

Charles W. Hickman, Managing Director, Society, Volunteer and Industry Relations, ABET
Edward Rotchford, Accreditation Specialist and Volunteer Services Manager, National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)

- 9:30 am **Public Outreach in Accreditation**
- Use “lessons learned” to set realistic expectations within a challenging environment
 - Communicate meaning and value of accreditation in the face of multi-million dollar advertising campaigns conducted by non- accredited institutions, ranking magazines, and influenced public opinion

Presenters

Charles W. Hickman, Managing Director, Society, Volunteer and Industry Relations, ABET
Tim Westerbeck, President, Eduvantis

10:00 am **Break**

- 10:30 am **Voluntary Accreditation – Making the Option Valuable**
- Identify the challenges facing fields where accreditation is optional
 - Consider how to conduct market research and develop a marketing plan to explain the value of and encourage voluntary participation in accreditation
 - Recognize the “tipping point” where a greater percentage of programs will voluntarily participate in specialized accreditation
 - Explore collaboration among ASPA members related to the communication of the value of accreditation

Facilitator

Karen Martens Brandt, Acting Director, Education and Research Division, American Veterinary Medical Association (AVMA-COE)

Panel

Heather Alderman, Executive Director, Commission on Sport Management Accreditation (COSMA)

Shannon McCarthy, Student Representative, Board of Directors Commission on Sport Management Accreditation (COSMA)

Heather Gregory, Accreditation Associate, Commission on Peer Review and Accreditation, Network of Schools of Public Policy, Affairs and Administration (NASPAA)

Jane Lawler, Senior Manager, Accreditation Services, AACSB International

- 11:50 am **Concluding remarks**
- Leslie Higham**, Chair, ASPA Spring Professional Development Committee
Accreditation Programs Administrator, Global Accreditation Center for Project Management Education Programs (GAC)