

# ADMINISTRATIVE BULLETIN

Date: June 26, 2003

Subject: Evaluation of Programs

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Effective: July 1, 2003

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## Overview

The Wisconsin Technical College System (WTCS) requires Technical Colleges to evaluate their educational offerings and institutional services to ensure that these offerings and services are maintained at high levels of quality and effectiveness. Over the past eighteen months, WTCS staff have worked with a cross-functional work team of Technical College staff to modernize the evaluation framework established by the WTCS Office. The result is the WTCS Program Quality Review Process, which is the new method by which colleges will organize and conduct evaluations of occupational programs and apprenticeship programs. The Program Quality Review Process provides a structure for program evaluations that:

- Uses a scorecard to focus attention on measurable outcomes indicative of program success
- Aligns with colleges' quality improvement and continuous improvement initiatives and gives colleges wide latitude in conducting evaluations
- Compels colleges to search for causes of noteworthy levels of performance and target improvement activities on what counts most in influencing results
- Emphasizes continual monitoring and adjustment of improvement strategies.

The Program Quality Review Process pertaining to occupational and apprenticeship programs is the first part of a WTCS effort to bring the evaluation framework for all technical college educational offerings and services in line with college quality initiatives and institutional effectiveness models. Upcoming steps concern the development of similar quality review processes for evaluating general education, basic education, and student services.

For occupational and apprenticeship programs, colleges will be expected to develop a college Program Quality Review Plan and adopt scorecards as the initial steps in the change to the Program Quality Review Process. During the first year of implementation of the Program Quality Review Process, colleges will pilot the process together by participating in evaluating five

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Dr. Richard Carpenter, President

statewide programs. The following sections of this bulletin cover more information on the plan, scorecards, and transition to the Program Quality Review Process.

The Quality Review Process is described in its entirety in the Program Quality Review Process Guidebook (the Guidebook). The Guidebook is available from Fran Johnson at the WTCS Office.

### **College Program Quality Review Plan**

Each Technical College will develop a plan to implement the Program Quality Review Process and submit the plan to Fran Johnson at the WTCS Office for review and approval. The WTCS Office will require revisions to the plan as necessary. The required elements of the Program Quality Review Plan and the timetable for submission and approval of the plan are laid out in the Guidebook. The review and approval of the plan will focus on how well the plan addresses the required elements and the implementation timetable.

A college will submit a revised plan to Fran Johnson at the WTCS Office any time it changes a component of or adds a new component to its plan.

### **Scorecards**

A key component of the Program Quality Review Process is the scorecard. The WTCS Office will develop and make available scorecards for each program. Scorecards' state-level indicators will enable comparisons of like offerings and services across colleges. College level indicators, developed by the individual college, will enable comparisons to be made across educational offerings or services within the college. Scorecards may also contain program specific indicators developed individually or jointly by colleges. Each college will provide data for the college and program level indicators to Fran Johnson at the WTCS Office by November 15 of each year.

### **Reporting**

In addition to the college's Program Quality Review Plan, a college will report to Fran Johnson at the WTCS Office the results of the quality review for each program evaluated, the improvement plan developed to address those results, and, annually, results of actions taken to implement the improvement plan. The report on the results of the Program Quality Review must be submitted to Fran Johnson at the WTCS Office within 45 days of completion of the review. The subsequent improvement plan must be submitted 45 days later. The results of improvement actions shall be reported annually until the next Quality Review cycle for that educational offering or service begins.

The WTCS Office will maintain an electronic reporting system and database for the Program Quality Review Process.

### **WTCS Monitoring**

In addition to reviewing and approving a college's Program Quality Review Plan, the WTCS Office may periodically schedule a college visit to assure that implementation is in accordance with the plan and to offer technical assistance. Each college should maintain appropriate records that support the results reported.

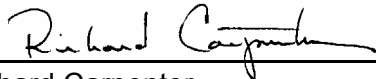
## **Pilot Projects and Transition**

The year 2004 will be a pilot year for the Program Quality Review Process, during which all colleges will evaluate selected statewide occupational programs using the Program Quality Review Process. Colleges have the option of using the Program Quality Review Process for other evaluations and reviews they have scheduled for 2004.

Colleges will be expected to employ the Program Quality Review Process for all of their occupational and apprenticeship program evaluations beginning no later than January 1, 2005.

A college will be expected to have completed the Quality Review Process through the phase of submitting the improvement plan for all occupational and apprenticeship programs by December 2009.

Colleges should begin a Program Quality Review Process for any new program after the first student graduates from that program.



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Richard Carpenter  
President