Expanding the Academic Scope

Establishing a College Testing Program

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Candidate for the Doctorate in Organizational Leadership
Background and Purpose

- Mission Alignment to Academic Institution
- Service to Students; faculty; community
- Create Higher Professional Standards/National College Testing Association/NCTA; est. 2008
- Prestige to the Academic Institution
- Marketing and Revenue for Institution
Background and Purpose

• think **Big**

• **start** **Small**
Scope & Approach

- Interviewed faculty for testing needs
- Collected current testing being administered on campus
- Created webpage for online registration and payment
- Designed a make-up testing program; hired graduate assistant to manage the process
- Trained existing staff (academic advisors) as proctors
- Collaborated with testing agencies to ensure existing computer labs qualify; brought in new assessments
- Collaborated with university accounting to set up budget accounts for revenue tracking
- Continued professional development by attending national testing conferences
- Promoted existing staff to position of Director of Testing Services
**Work Plan**

**Upper Administration**
- Permission to evaluate the possibility of a testing program
- Provision of decision-making authority for assessment selection

**Site Supervisor**
- Support with assessment attainment and testing space identification
- Assistance in collaboration with upper administration
- Offered encouragement and affirmation to consultant

**Faculty**
- Aided in determination of assessment needs
- Provided information on current assessments offered

**Advising Center Staff**
- Trained as proctors for assessment administration
- Flexed work schedule to proctor exams
Risks and Constraints

- Proctor Shortage
- Limited Parking
- Testing Space
- Current Strategic Plan
- Financial State of University
- Institutional Buy-In

- Risks
Results and Benefits

• Improved Relationships
• Testing under one purview
• Recognition for Institution
• Revenue for Institution
• Partnerships with testing agencies
## Results: Data From Institutional Model

<table>
<thead>
<tr>
<th>ASSESSMENT</th>
<th>Charge per Seat</th>
<th>2017</th>
<th>2018</th>
<th>2019 To date</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT/Millers Analogy Test</td>
<td>25.00</td>
<td>1300.00</td>
<td>1400.00</td>
<td>800.00</td>
</tr>
<tr>
<td>TEAS/Test of Essential Academic Skills</td>
<td>15.00</td>
<td>1800.00</td>
<td>2000.00</td>
<td>1500.00</td>
</tr>
<tr>
<td>CLEP/College Level Examination Program</td>
<td>25.00</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>
### Results: Data From Institutional Model

<table>
<thead>
<tr>
<th>ASSESSMENT NON-REVENUE</th>
<th>2017</th>
<th>2018</th>
<th>2019 To date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCUPLACER/English and Math</td>
<td>163</td>
<td>175</td>
<td>182</td>
</tr>
<tr>
<td>CLA/Collegiate Learning Assessment</td>
<td>88</td>
<td>81</td>
<td>56</td>
</tr>
<tr>
<td>WEBCAPE/Foreign Language Placement</td>
<td>172</td>
<td>170</td>
<td>148</td>
</tr>
<tr>
<td>MAKE-UP EXAMS</td>
<td>45</td>
<td>57</td>
<td>36</td>
</tr>
</tbody>
</table>
My Reflection
<table>
<thead>
<tr>
<th>Gardner-Webb University</th>
</tr>
</thead>
<tbody>
<tr>
<td>New University Strategic Plan</td>
</tr>
<tr>
<td>Utilize Existing Space Until Budget Approval</td>
</tr>
<tr>
<td>Online Registration</td>
</tr>
<tr>
<td>Additional Staffing</td>
</tr>
<tr>
<td>Website</td>
</tr>
<tr>
<td>Continue to add Assessments</td>
</tr>
<tr>
<td>Continual Evaluation and Modification</td>
</tr>
</tbody>
</table>
Bibliography


Time for Questions