

# CATHOLIC IDENTITY MISSION ASSESSMENT

Report on the Project and Its Progress

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# WHAT IS THE GOAL OF THE CIMA PROJECT?

- Assist ACCU member campuses in assessing Catholic identity and mission effectiveness, particularly through the student experience
  - Provide tools
  - Enhance conversation
  - Honor variation in charisms, missions, and structures
- CIMA does NOT
  - Mandate a particular model or approach to Catholic higher education
  - Compare campuses to each other
  - Rank or rate campuses on “Catholicity”

# WHAT WILL CIMA OFFER?

- **Institutional Guide to Principles for Assessment of Catholic Identity and Mission Effectiveness**
- **Repository of resources**
- **Survey suite and reporting tools**

# ASSESSMENT CONSTRUCTS

- Catholic Social Teaching
- Catholic Intellectual Tradition
- Moral and Ethical Development
  
- Climate for Non-Catholics
- Inter-religious Dialogue
  
- Leadership, Service & Vocation
- Religious Beliefs and Values
- Religious Practices

*Exposure to...  
Furthered development of...  
Promoted...*

*Ratings of...  
Experience with...*

*Self-reported,  
profile-type measures*

# ACCOMPLISHMENTS SO FAR

- Draft of Best Practices Guide – 85%
- Growing library of resources
- Instrument construction and testing
  - First year – 98% (pilot tested Fall 2015)
  - Senior – 95% (pilot tested Fall 2014 and Spring 2015)
  - Alumni – 90%
  - Graduate and Professional Student – 90%
- Presented CIMA overview to Chief Academic and Mission Officers twice
- Reviewed with ACCU Board of Directors

# ROLLOUT TIMELINE

Survey	Pilot Testing	Go Live
Mission Identity New Student Survey (MINSS)	Fall 2015	Fall 2016
Mission Identity Graduating Student Survey (MIGSS)	Spring 2015	Spring 2017
Mission Identity Survey of Alums (MISA)	Fall 2016	Winter 2017
Graduate and Professional Student Survey	Fall 2016	Spring 2017

# INTEREST SURVEY

*The findings from 56 respondents in spring 2015 underscore the importance of this project and highlight the challenges we face in bringing it to life:*

- 98% of respondents said it was important to collect information on Catholic identity and mission
- 60% said they would be interested in using the CIMA instruments; 40% were uncertain, and no one said No
- Most campuses anticipate using the instruments on a 2- or 3-year cycle, but others checked "Not on a fixed schedule"

# TRADE-OFFS AND PAIN POINTS

- 70% of respondents said it would be "Somewhat difficult" and 9% "Very difficult" to add the cost of CIMA surveys to their budgets
- For most campuses, CIMA surveys will have to find a place along side existing assessment practices
- In order to explore topics of Catholic identity in depth, other topics typically found on undergraduate surveys are not included (e.g., satisfaction items, first destination plans)
- Success depends on strong commitment on each campus at many levels, particularly efforts to enhance response rates
- Comprehensive mission effectiveness assessment will require resources beyond survey participation fees

# CHALLENGES AND DANGERS

- The project needs to be fully understood to be used effectively on each campus:
  - The results do not constitute “faith tests”
  - Results have to be framed in terms of the mission particular to each campus
  - Many audiences need to be educated about what results do and do not reveal
- Low response rates will undermine the effort
- Benchmarks provide context, not comparisons; context is understood primarily in light of spiritual development of emerging adults
- Data should be used for improving, not proving
- CIMA indirect measures should be complemented by other evidence

# THE LONG VIEW

- The CIMA project as a whole needs to develop a sound, sustainable infrastructure and oversight group
- It will take several years for each survey to accumulate sufficient data for valid and reliable benchmarking
- While participation is beneficial for individual campuses, there is also a strong **benefit to the whole** from widespread participation
- CIMA builds a foundation for understanding the value of Catholic higher education

**Instruments**

- Construction
- Validation
- IRB approval
- Seed funding

**Infrastructure**

- Vendor
- Pricing and payments
- Deliverables
- Marketing
- Oversight Group
- Data sharing

**Stable,  
flexible data  
collection  
and  
reporting**

- Assessment
- Research
- Consulting
- Expansion to other populations

# DISCUSSION

- What kind of work has to be done on campuses to prepare? How can we take advantage of networking across and within campuses to facilitate that work? What is CHERC's role?
- What has our previous experience with vendors taught us about how we want to work with the CIMA vendor?
- How can we collectively create the infrastructure needed to maintain this project? With whom should we partner?
- Should we set targets for a "healthy" CIMA? Number of participating campuses, response rates, ideal cycles, etc?

A stylized white logo for CIMA, consisting of the letters C, I, M, and A in a fluid, cursive font. The 'C' is a large, open circle on the left, followed by 'I', 'M', and 'A' in a similar flowing style.