

### **The Collegiate Learning Assessment at UNCP, 2010-2011**

The Collegiate Learning Assessment (CLA) is an assessment instrument which measures a variety of student learning outcomes: critical thinking, problem solving, analytical reasoning, and writing. Because the focus of the assessment is value added from the first to the senior year of university attendance, the Office of Institutional Effectiveness at UNCP administered this assessment to first-year students in the fall of 2010 and to seniors in the spring of 2011.

Fall, 2010: All first-year students with an SAT score on file at UNCP (N=973) were sent an e-mail invitation to participate in the CLA. E-mail merge was used such that invitations were personalized with students' names. Students were directed to a webpage where days, times, and places (campus computer labs) for CLA administration were listed. Each student was asked to choose the one s/he preferred and send a return e-mail listing that choice. Cards for UNCP Bookstore purchases (\$20) were offered as incentives. A few instructors on campus offered extra credit to students for participating although this was not requested of them. E-mail reminders were sent to students who indicated they would participate and additional e-mail invitations sent to those who did not respond. A total of 107 freshmen participated for a response rate of around 11%.

Spring, 2011: A similar process was used to recruit seniors. The number of seniors with SAT scores on file with the university was 664. All were sent invitations to participate; 52 actually did so for a response rate of about 8%. The bookstore cards used as incentive for seniors were worth \$25.