WHAT IS FORTNIGHT?

A **fortnight** is a unit of time equivalent to 14 days. The term derives from the Old English *feorwertyne niht*, meaning “fourteen nights.” Inspired by the opportunities and challenges of Middle States Standard 14 and the desire to share information and best practices, **FORTNIGHT** is a communication vehicle, which is distributed online to the campus community.

THE MIDDLE STATES SELF-STUDY: PLEASE MEET OUR VISITING TEAM MEMBERS

The Middle States Commission on Higher Education’s accreditation process is based on peer review, and the Commission assembles visiting team members from its volunteer ranks. Visiting teams are balanced with regard to expertise and specialization areas and, to the greatest extent possible, matched with the characteristics of the institution being reviewed. Our colleagues from institutions within the Middle States region are generously taking of their own time to study our documents, review our public materials and our SharePoint site, and spend several days with us in April to experience the College of Staten Island and meet its representatives.

As we have written in previous issues of **FORTNIGHT**, our Middle States evaluation team is being chaired by Dr. Carlos Vargas-Aburto, Vice President for Academic Affairs and Provost of Kutztown University, Kutztown, Pennsylvania. Dr. Vargas made his initial visit to the College on December 5. More recently, the additional members of his team were named. They include:

- Dr. Idna Corbett, Dean, Undergraduate Studies and Student Support Services, West Chester University, West Chester, Pennsylvania;
- Dr. Gary Levy, Associate Provost, Towson University, Towson, Maryland;
- Dr. Cecilio Ortiz García, Assistant Professor of Public Administration, University of Puerto Rico - Mayagüez, Mayagüez, Puerto Rico;
- Mr. Edward Schoen, Professor of Management, Rohrer College of Business, Rowan University, Glassboro, New Jersey;
- Dr. Diane Umble, Interim Dean, School of Humanities and Social Sciences, Millersville University, Millersville, Pennsylvania; and
- Mr. Gene Vincenti, Former Executive Vice Chancellor for Administration (Ret.), Rutgers, The State University of New Jersey.

We look forward to meeting our entire team and ask that members of the College community participate in the meetings requested by our visitors. The team’s schedule is in the process of being finalized; Town Hall sessions open to all members of the campus community will be among the activities.

COUNTDOWN TO THE MIDDLE STATES SITE VISIT: LESS THAN ONE MONTH TO GO

With the Middle States visit so close at hand, preparations are at a fevered pitch. The team members will arrive in the area on the afternoon of Sunday, April 1, and are scheduled to participate in a tour of the campus led by Provost Fritz and Vice President Michael Kress. The tour will be followed by a dinner to introduce the team to members of the Middle States Steering Committee and other campus representatives.
We recently received the team members’ requests for scheduled meetings; these are currently being organized into a large scheduling grid. As we have been noting for several months, it is important that members of large campus committees, department chairs, directors of offices across the divisions, and members of the administration keep their calendars as flexible as possible, particularly on Monday and Tuesday, April 2 and 3. We will be notifying campus representatives as soon as possible as to the time and location of their scheduled meeting(s).

Student Ambassadors and volunteers are needed to meet our guests and guide them around campus to various meeting locations. If there are students who would like to be part of this special campus experience, particularly on April 2 and 3, they should contact Charles Gomes at ext. 2711.

**CLOSING THE LOOP: MARKETING AREA USES ASSESSMENT RESULTS TO UNIFY CONCEPT COVERAGE IN CORE COURSE**

The Marketing area within the Business Department began concerted efforts in assessment in 2004. The area reviews all of its courses in the context of five desired learning outcomes: Marketing Environment Insight, Marketing Method Knowledge, Marketing Conceptual Analysis, Marketing Quantitative Analysis, and Professionalism. Using a three-step approach involving Rubric Design, Pilot Test, and Replication, the area has conducted pilot assessments of all of its required courses and is now in a round of replications.

During the assessments of various marketing courses, the department identified differences in the preparation of students who entered higher-level courses, due to different subsets of marketing theory and concepts presented in their first Marketing course – Introduction to Marketing (MKT 111). In response, Professor Dan Gagliardi spearheaded the development of a standardized topic list for this course, and then linked the list to the course textbook in most sections. The list was distributed in June 2009 and implemented during Fall 2009. Subsequent reports suggest that the list has worked well and that faculty members have adapted content coverage.

**CAMPUS UPDATES**

**Academic Outcomes Assessment Committee** – The Committee met on February 15 to discuss the Middle States Self-Study, the anticipated preparations for the team visit, and any last-minute requirements for The Assessment Matrix.

**Business Department** – The Business Department has been exploring requirements for accreditation by the American Association to Advance Collegiate Schools of Business (AACSB), the premier accrediting body for business programs. The department formally applied to join the organization as a non-accredited member and was granted membership. This is the first step towards formally pursuing accreditation.

**Psychology Department** – The Psychology Department recently completed a very comprehensive self-study document and hosted two external evaluators on February 2. Dr. Florence Denmark from Pace University and Dr. David Ogilvie from Rutgers brought a wealth of experience and insight to campus. They were favorably impressed by the amount of work that the department had put into the self-study and noted the broad coverage of major specialization areas of psychology by the very collegial CSI faculty. The evaluators provided suggestions to address issues pertaining to course coverage, adjunct participation, and space constraints. Congratulations to the Psychology Department for concluding a very in depth self-study.

**CUNY NEWS AND EVENTS**

**CUNY PMP** – Following the departure of Dr. Sherri Ondrus, the Performance Management Process will be coordinated by Dr. Cheryl Littman, formerly the Assistant University Dean of Institutional Research. Dr. Littman, along with University Dean David Crook, held a meeting of the PMP campus liaisons on January 27 to acquaint them with this year’s proposed changes in the reporting process.

**FORTNIGHTLY NOTES**

According to [www.conversioncenter.net](http://www.conversioncenter.net), one leap year is equivalent to 26.14 fortnights! And if an issue of *Fortnight* had been produced every two weeks since its inception, we would have 1.95 leap years worth of them.

Everyone is invited and encouraged to submit items related to departmental assessment projects, College institutional effectiveness activities, committee announcements, and best practices by **March 16, 2012**, for consideration to appear in the next communiqué.