

Assessment Plan for Creative Writing Option in MENG
Approved by MENG Steering November 17, 2014

This plan is intended to help assess over a two year period beginning January 1, 2015, the success of the Creative Writing Option in MENG, and to help guide improvements at the time of review in January 2017.

We want the program to succeed. The goal of this assessment is to help determine future (i.e., 2017 and beyond) scheduling needs, resource allocations (faculty), demographic trends among students choosing the option (e.g., terminal degree or further graduate study, K-12 Teachers, interest in professionalization), and to provide some baseline data for further refinement and improvement of the program at the MENG level.

The Creative Writing Option shall be assessed by the following quantitative and qualitative measures:

Quantitative

1. By tracking the course offerings.
 - a. Count the number of times CW courses were offered.
 - b. Count the number of students enrolled in each CW class and in all CW classes prior to January 2015 and then between January 1, 2015 and January 1, 2017.
2. By monitoring whether students are choosing the CW classes or literature-based offerings when both classes are offered on the same night of the week. *(This would help assess the popularity of the CW offerings, and also help track whether enough students are enrolling).*
3. By counting the number of students identifying for the CW option and tracking how many complete it, as measured by the number of CW portfolios and projects completed.
4. By tracking the number of teachers taking CW classes/choosing the CW option and learning how many are teaching CW in their own K-12 classrooms.
5. By counting the number of students applying for Ph.D. & MFA programs in creative writing and tracking acceptances. *(We track these for students in the program broadly; it would be helpful to compare with CW).*
6. By counting the number of conference presentations, readings, and publications from MENG students in the CW option. *(We track these for students in the program broadly; it would be helpful to compare with CW).*
7. By analyzing data and feedback gathered by a detailed online questionnaire.
8. By counting and tracking the number of faculty qualified to teach in the CW program as measured by terminal degrees earned (Ph.D and MFA), by relevant publications, or by teaching experience.

Qualitative

1. By gathering feedback from students during the exit interview done by the Program Director.
2. By analyzing data and feedback gathered by a detailed online questionnaire.
3. By listening to feedback gathered in MENG course evaluations and through the assessment process.
4. By listening to the informal feedback provided by students to the Program Director, the Program Assistant, and MENG faculty members.
5. By counting the number of conference presentations, readings, and publications done by MENG students in the CW option. *(We track these for students in the program broadly; it would be helpful to compare with CW).*