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Seattle | October 31 thru  
Washington | November 3, 2012

CCAS

2012 Annual Meeting Program

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**CONCURRENT SESSIONS IV » 2:00 pm – 3:15 pm**

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**2:00 pm – 3:15 pm » Grand Ballroom B****Session S: Communicating the Value of a Liberal Arts Education***Sponsored by the Committee on Liberal Arts Institutions*PRESIDING: Jonathan Gering, *Truman State University*PANELISTS: Aldemaro Romero, *Southern Illinois University Edwardsville*  
Marji Morgan, *Central Washington University*

ABSTRACT: The value of a liberal arts education is largely ignored and/or misunderstood by audiences inside and outside academia. We should be taking a more proactive role in explaining its importance in the 21st century. In this presentation we will showcase some of the successful experiences in terms of communicating specific examples of what people have done to bring the message to both internal and external audiences in our institutions. We will be discussing specific examples ranging from internal practices, to media relations, to social media that have helped to create a better climate for our work in the liberal Arts and Sciences.

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**2:00 pm – 3:15 pm » Redwood****Session T: Tipping the Scales Towards Faculty Engagement in Assessment**PRESIDING: Goldie S. Byrd, *North Carolina A&T State University*PANELISTS: Lynn Briggs, *Eastern Washington University*Scott T. Paynton, *Humboldt State University*Michelle Behr, *University of Northern Colorado*

ABSTRACT: We know that assessment is meaningful only to the degree that it results in the enhancement of student learning. Without that outcome, assessment is a hollow exercise. In order to enable students to achieve the learning valued by disciplines, faculty must be engaged in assessment, preferably as campus leaders. We know that faculty engagement in assessment varies widely on most campuses. This panel will provide strategies for Deans to lead change at their institutions, including methods for incorporating the scholarship of teaching into the tenure/promotion reward sequence, approaches to using accreditation as a motivator, and ways to influence cultural change with deliberate language use.

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**2:00 pm – 3:15 pm » Willow****Session U: War Stories and Lessons Learned:  
Case studies of academic reorganization**PRESIDING: Douglas Davenport, *Truman State University*PANELISTS: Lynn M. Kuzma, *University of Southern Maine*Steven Winteregg, *Cedarville University*Lawrence R. Rodgers, *Oregon State University*

ABSTRACT: Even as reorganization is a national trend (recognized in prior CCAS conferences), there is no sure-fire road map that governs the appropriate local direction of reorganization, and, in fact, best practices are heavily influenced by individual campus culture. The panelists will discuss case studies of structural transformations in colleges of Arts and Sciences. The panel's goal is to showcase various options, models, and outcomes for Arts and Sciences Deans faced with transformation and reorganization as well as lessons learned. The included case studies are drawn from three different types of educational institutions: 1) a large Research I land-grant university; 2) a medium-sized regional, public, comprehensive university; and 3) a small private undergraduate university.