Outcomes

- Choose one outcome and identify an appropriate evidence collection method
- List two evidence collection methods you might try
Purpose of Assessment

- Reinforce or emphasize mission
- Celebrate successes
- Create a culture of continuous improvement and accountability
- Improve programs & services
- Improve learning & development
- Inform planning & decision making
- Assist in resource allocation
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- Inform planning & decision making
- Improve programs & services
- Improve learning & development
- Create a culture of continuous improvement and accountability
- Celebrate successes
- Reinforce or emphasize mission

Assessment Cycle

1. Define Outcomes
2. Align Experiences and Outcomes
3. Collect & Analyze Evidence
4. Interpret Results
5. Use Results
6. Mission & Goals
Week 1: Rolling Up and Out

General to Specific

Week 2: Treasure Mapping

<table>
<thead>
<tr>
<th></th>
<th>Program/Service 1</th>
<th>Program/Service 2</th>
<th>Program/Service 3</th>
<th>Measures</th>
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<tbody>
<tr>
<td>Unit Outcome 1</td>
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<tr>
<td>Unit Outcome 3</td>
<td></td>
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</table>
Week 3: Treasure Hunting Tools

What is the best evidence collection method?

• The one that measures your outcome effectively and efficiently and provides useful, actionable data.
First things first

- Identify the outcome to be assessed
- Determine what constitutes credible evidence
- Identify where/when you can collect evidence

Unit Outcomes Map

<table>
<thead>
<tr>
<th></th>
<th>Program 1</th>
<th>Program 2</th>
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<th>Program 4</th>
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Matching Method and Outcome

<table>
<thead>
<tr>
<th>If you want to collect evidence on...</th>
<th>Consider using...</th>
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<tbody>
<tr>
<td>Knowledge, understanding, or skill in application and analysis (Know)</td>
<td>Quiz/test, poster, paper/essay or concept map</td>
</tr>
<tr>
<td>Skills or behaviors (Do)</td>
<td>Performance rubric, observation check list or behavior tracking</td>
</tr>
<tr>
<td>Attitudes, dispositions, beliefs or habits of mind (Value)</td>
<td>Reflective writing, focus groups, interviews or surveys</td>
</tr>
<tr>
<td>Satisfaction or perceptions</td>
<td>Surveys, focus groups or interviews</td>
</tr>
<tr>
<td>Usage or levels of participation</td>
<td>Tracking data</td>
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</tbody>
</table>

Rubric

**Outcome:** Students will be able to ____________________

<table>
<thead>
<tr>
<th>Dimension 1</th>
<th>Level</th>
<th>Level</th>
<th>Level</th>
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<tr>
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<table>
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<table>
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<tr>
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<th>Level</th>
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<tbody>
<tr>
<td>Description</td>
<td></td>
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</tbody>
</table>
Rubric

Advantages
• Clearly states standards and expectations
• Can be used as a learning and assessment tool

Challenges
• Developing a rubric takes times
• Requires rater training

Checklist

Outcome: Students will be able to demonstrate excellent oral communication when presenting to their college council
☐ Speaks in a clear voice
☐ Makes culturally appropriate eye contact
☐ Uses meaningful visual aids
☐ Stays within time limit
Checklist

Advantages
• Identifies actions or behaviors
• Quick and easy to use

Challenges
• Only indicates existence, not any judgment
• Provides student limited feedback

Reflective Writing

Advantages
• Allows students to reflect on learning or experience
• Can be analyzed with a rubric or content analysis

Challenges
• Requires a good prompt
• Can be time consuming to analyze
Focus Groups or Interview

Advantages
• Can be done in person or online
• Allows for follow up or clarification
• Provides rich data

Challenges
• Collecting and analyzing data is time consuming
• Recruitment and participation can be difficult

Quiz or Test

Advantages
• Takes advantage of a captive audience
• Easy to grade

Challenges
• Requires well written questions that align with outcomes
### Poster, Paper/Essay, Concept Map

#### Advantages
- Multiple skills can be assessed
- Allows student to be creative

#### Challenges
- Can be labor intensive for the student
- Collection and analysis of data can be labor intensive

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### Choose a collection method that

- Answers your assessment question
- Provide actionable information
- Is realistic in terms of resources and logistics
Surveys

Advantages
- Baseline, Baseline, Baseline
- Reach many people quickly and easily

Disadvantages
- Survey fatigue, low response rates
- Requires good questions and thoughtful analysis

If a survey best answers your assessment question...
- Connect questions to outcomes
- Keep it short and focused
- Take the time to create a quality survey
- Take the time to analyze and use the results
A well-chosen method

• Answers specific assessment questions
• Is feasible to carry out
• Provides meaningful and actionable information
• Provides results that are credible
• Takes advantage of existing evidence

Thank you!

Please complete and return a workshop evaluation.

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