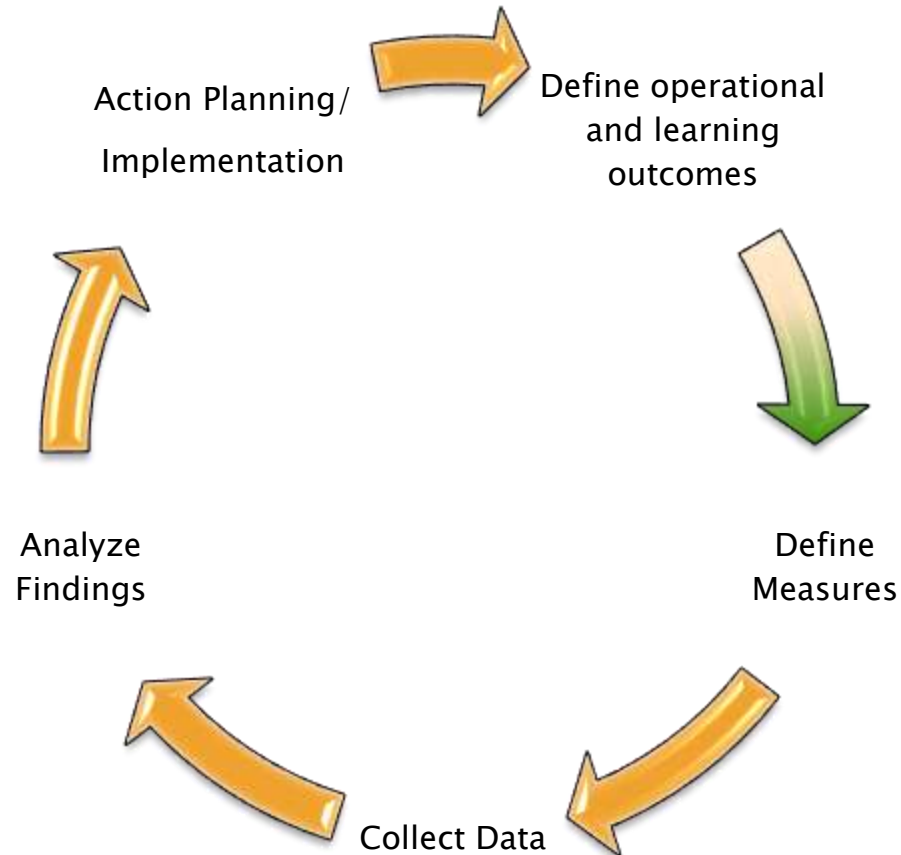# Creating Effective Assessment Plans: Part 2

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Institutional Effectiveness: Yearly Assessment Cycle

Action Planning/

Implementation

Define operational and learning outcomes

Define Measures

Analyze Findings

Collect Data

Assessment and Accreditation

Southern Association of Colleges and Schools

Institutional Effectiveness:

The institution identifies expected outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:

3.3.1.1. education programs, to include student learning outcomes.

3.3.1.2. administrative support services.

3.3.1.4 research within its mission, if appropriate.

3.3.1.5 community/public service within its mission, if appropriate.

Assessment

- Types of Assessment
  - Learning Outcomes Assessment
  - Needs Assessment
  - Environmental Assessment
  - Satisfaction Assessment
  - Assessing Cost Effectiveness

Institutional Effectiveness Continuum

- **Accountability** ⟷ **Improvement**
- External ⟷ Internal
- Compliance ⟷ Commitment
- Tangential ⟷ Embedded
- Standardized Methods ⟷ Multiple Methods
- Summative ⟷ Formative
- Reporting ⟷ Feedback Loops
- Self Monitoring-peers ⟷ Self-Monitoring Institution
- **Quality** ⟷ **Excellence**

Measures:

- **Direct:** Data reflects observable behaviors or products that convey how well learning outcomes have been mastered.

- **Indirect:** Data is based on reported <u>perceptions</u> about mastery of learning outcomes.

Effective Measures Are:

- **Valid**—how well the assessment measures mastery of the learning outcome assessed. (*Formative valid*)

- **Reliable**—Assessment and scoring can be reproduced. Includes inter-rater reliability when subjective judgments are made

- **Actionable**—results help faculty and staff identify what students/program participants are learning well and what requires more attention.

- **Feasible and manageable**: Including Efficient and cost-effective in time and money.

- **Accessible to Participants**: Methods are Engaging to students and other respondents—so they'll demonstrate the extent of their learning.

- **Interesting to faculty and other stakeholders**—they care about results and are willing to act on them

- **Triangulation**—multiple lines of evidence point to the same conclusion.

Direct Measures:

- Published Tests
- Capstone Experiences
- Embedded Questions
- Observations:
  - Internships and field experiences
  - Student performances
  - Speeches and role play
  - Lab word

- Locally-Developed Tests
- Embedded Assignments and Course Activities
- Portfolios
- Collective Portfolios
- Minute papers
- Case Studies
- Pre and Post-Test

Indirect

- Document analysis
- Exit interviews
- Focus groups
- Surveys
- Learning artifacts
- Awards
- Graduation or Retention Rates

- Rosters
- Attendance Sheets
- Interviews (depending on discussion)
- Job or placement rates
- Questionnaires
- Student Participation in Extra-Curricular Activities.

Uses of Assessment

Let's Begin System Review