



Assessment for Busy People

A workshop on assessment and reporting of program goals for administrative units

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Introductions

- Name
- Unit
- Your role with assessment
- What would you like to learn today

Overview

- What are we doing and why are we doing it?
- Administrative goals and the university strategic plan
 - **ACTIVITY:** Writing goals and action plans
- Measuring your goals
 - **ACTIVITY:** Making a measurement plan
- I have some data—now what?
- Tk20 demonstration and practice
- Questions and work time



What are we doing and why are we doing it?



Institutional effectiveness and assessment

What is institutional effectiveness?

- When an institution has earned accreditation by the Commission on Colleges, it signifies that it has “a purpose appropriate to higher education and has resources, programs, and services sufficient to accomplish and sustain that purpose.”
- The institution demonstrates its effectiveness by providing: 1) evidence of the achievement of student learning outcomes and 2) evidence of institution and program performance.
- The institution uses ongoing and systematic evaluation and planning to refine its key processes and improve student learning.

SACSCOC Accreditation Standards

- 3.3.1 The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of improvement based on analysis of the results in each of the following areas:
 - 3.3.1.1 educational programs, to include student learning outcomes
 - 3.3.1.2 administrative support services
 - 3.3.1.3 academic and student support services
 - 3.3.1.4 research within its mission, if appropriate
 - 3.3.1.5 community/public service within its mission, if appropriate

Principle 3.3.1, The Principles of Accreditation: Foundations for Quality Enhancement, 2012, Fifth Edition, Second Printing, <http://www.sacscoc.org/principles.asp>

Why do we do assessment?

- Assessment is the continuous process of collecting, evaluating, and using information to determine if and how well performance matches learning or service expectations.
- The purpose of assessment is to use the results to inform meaningful dialogue about how services can be modified to support student success and institutional effectiveness.

Purposes of Assessment

- **To improve.** The assessment process should provide feedback to determine how the administrative unit can be improved.
- **To inform.** The assessment process should inform department heads and other decision-makers of the contributions and impact of the administrative unit to the development and growth of students.
- **To prove.** The assessment process should encapsulate and demonstrate what the administrative unit is accomplishing to students, faculty, staff and outsiders.
- **To support.** The assessment process should provide support for campus decision-making activities such as unit review and strategic planning, as well as external accountability activities such as accreditation.



What is your purpose?

Writing a mission statement

Your Mission Statement

Your mission statement describes your unit and what you do. It should:

- Be brief and memorable
- Clearly state the purpose of the program or unit
- Indicate the primary function or activities of the program or unit
- Indicate who the stakeholders are
- Clearly support the university's mission

Sample Mission Statements

- The Facilities Operations Department provides quality facilities operations and services to the campus community, while creating an environment that enhances the opportunity to learn, discover and share.
- The libraries of the University of XYZ provide information resources and services to support and enrich the education, research, and community service missions of the University.

Thanks to University of Kentucky for these examples!



What is your plan?

Administrative Unit Goals and the University Strategic Plan

Administrative Unit Goals

- Unit goals are statements that describe what administrative units intend to accomplish in support of student success.
- At Mason, unit goals should support one or more University strategic plan goals.
- *Who needs goals?* Any unit, office, or department that provides any service to any individuals (whether they are students or not) in order to directly or indirectly maximize student success.

Administrative Unit Goals

- Administrative units should focus on critical functions, services, and processes that impact customer satisfaction.
- May include: expectations about demand, quality, efficiency and effectiveness, and other gauges of productivity.

Examples

- Dining Services will increase student usage of the Dining Services card by 30% in AY 17.
- At least 80% (15% more than last year) of respondents are satisfied with our services, as measured on the satisfaction survey this semester.
- To provide reliable and valid data and information to college constituents in support of decision making, policy formation and planning.
- To use technological advances to reduce the “red tape” burden of our customers (e.g. e-refunds, e-requisitioning, e-time sheets).

Unit Goals are SMART

- **Specific:** Clear and definite terms describing abilities, knowledge, values, attitudes, and performance
- **Measurable:** It is feasible to get the data; data are accurate and reliable; goal can be assessed in more than one way
- **Attainable:** Has potential to move the program forward
- **Results-oriented:** Describe what standards are expected from students or the program/service
- **Time-bound:** Describe where you would like to be within a specified time period

Writing Unit Goals

➤ Good Practice:

- Goal should be measureable
- Goal should be reasonable to attain and in your control
- State goal so that it can be measured by more than one assessment method

➤ Avoid:

- Listing the activities of the unit
- Putting multiple goals into one statement
- Straying outside of the unit's area of responsibility



ACTIVITY

Writing goals and action plans

Measuring Your Goals

- **Direct measures** evaluate actual performance
- **Indirect measures** evaluate the perceived performance
- Can be quantitative or qualitative

Identifying Assessment Measures

- What data will you use?
 - Operational data, survey, observation, performance rating
 - The unit should have access to and control its own data
- Who is the focus of the assessment?
 - Student, focus group, customer, process
- Where and when?
 - Point of service, throughout the year, end of program

Assessment Measures Good Practice

- Measure matches the goal it is trying to measure
- Identifies what it is meant to improve
- Measure uses appropriate direct and indirect methods
- Identifies performance targets
- Use methods that can assess both the strengths and weaknesses of the program
- Measure is effective and efficient
- Measure is integrated into regular practice
 - Data should not be difficult or onerous to collect!

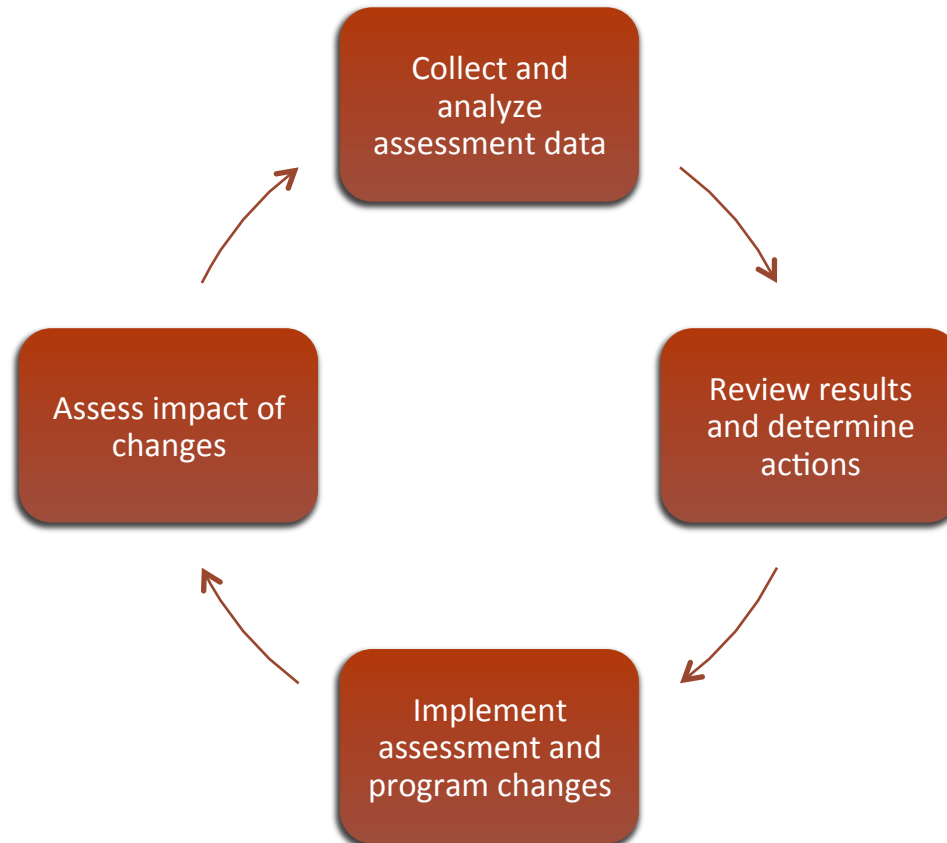


ACTIVITY

Making a measurement plan

I have some data--now what?

- Involve relevant constituencies
 - Staff, students, division head, faculty, community members
- Compare to performance targets
- Consider the quality of the data
- Review the results
 - Critically examine the results and determine what actions should be taken
- Enter your findings into Tk20



Focus is Continuous Improvement

Although units report on progress toward goals once a year, unit goals should be continuously used, updated, and discussed.

What Next?

- If you meet improvement target, the goal is still improvement
 - May choose to raise targets
 - May choose to focus on a different goal
- If you are not meeting your targets
 - Data may be questionable—change method of measurement
 - Your program or unit may require changes
- You have not been able to meet your target yet, but are moving in the right direction—continue to track improvement
- You have not been able to meet your target yet, but are moving in the wrong direction and need to take some action



Tk20 demonstration and practice



Annual Assessment and Tk20

All identified administrative offices and all Colleges/
Schools must enter the following into Tk20 by
June 15, 2016:

- Fill out the Results/Analysis for the unit goal assessed in 2015-2016 (this is the goal for which planned Actions were entered in 2014-2015)
- Update the mission statement and unit goals that relate to the strategic plan
- Update the Actions section with completion dates

Questions and Work Time

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