

A Beginner's Guide: Strategies for Building a Manageable and Meaningful Assessment Plan

Davis Wilson and Paul Harwell

Overview

- Assessment Purpose and Structure
- Methods
- Starting from Scratch
- Examples from ECU
- Think Tank
- Questions

Assessment Purpose

“The systematic collection, review, and use of information about educational programs and other support programs undertaken for the purpose of program improvement, student learning, and development.”

- Should serve as a foundation, not as an afterthought
- Be a driver, not a barrier

Assessment Structure

How does assessment connect to the bigger picture?

- Aligned with the college/university, division, unit, etc.
- Aligned with standards from professional organizations and accrediting bodies

Assessment Structure

Components of Assessment

- Mission
- Goals
- Objectives/Outcomes
- Strategies
- Measures
- Implementation
- Results
- Decisions/Action Plans

Methods

- Quantitative
 - Numbers (e.g., students, dates, disability category, etc.)
- Qualitative
 - Surveys (Student and Faculty Needs)
 - Focus Groups
 - Interviews

Starting from Scratch

- Little to no history – so where do you start?
- Establishing a Foundation
 - Service Implementation
 - Student and Faculty Needs
 - Programming Initiatives

Examples from ECU

(Handouts)

Think Tank Workshop

- Think about 1 goal for your office (Big Picture)
 - Examples could be: Improving service implementation, Developing a program/initiative
- What is 1 outcome from this goal?
- What can you do to determine this outcome? (Strategy)
- How do you measure this strategy for success?

Take about 10-15 minutes

Resources

- AHEAD Program Standards (<https://www.ahead.org/professional-resources/assessment-resources-and-services>)
- CAS Standards (Council for the Advancement of Standards in Higher Education): <http://www.cas.edu/>
- Your university and/or division's mission, goals, strategic plans, etc.
- Network: Share and Compare with Peer Institutions, Peer DS Offices, Regional DS Offices
- Check your institution for assessment resources (assessment guidance, survey tools, etc.)
- Texas A&M University Assessment Resources:
 - A&M Resource Page: <https://sapar.tamu.edu/learning-center/>
 - Assessment Methods (<https://sapar.tamu.edu/assessment-methods/>)
 - including videos of training resources
 - Books and Articles (<https://sapar.tamu.edu/learning-center/books-and-articles/>)
 - Reference Documents (<https://sapar.tamu.edu/learning-center/useful-forms/>)
 - Helps with report templates, sample language, survey writing, etc.

Questions?

Presenter Info:

Davis Wilson
wilsondav21@ecu.edu

Paul Harwell
harwellp24@ecu.edu