

Planning & Implementing Your Assessment Project

**By the end of this workshop,
you will be able to:**

- Describe the elements of a successful assessment project;
- Develop a comprehensive plan for a successful assessment project.

The Outcomes Assessment Project:

- Why?
- How?
- Where?
- What?
- Who(m)?
- When?

The Outcomes Assessment Project: Why?

The purpose of an outcomes assessment project is to improve student learning... period.

The Outcomes Assessment Project: How?

- **One size does not fit all.**
- **What do you want to know about student learning?**
- **Projects must focus on the outcome(s) being assessed.**

The Outcomes Assessment Project: How?

Project Outline

- Determine focusing question(s)

The Outcomes Assessment Project: How?

Project Outline

- Determine focusing question(s)
 - Identify outcome(s)

The Outcomes Assessment Project: How?

Project Outline

- **Determine focusing question(s)**
 - **Identify outcome(s)**
 - **Collect evidence**

The Outcomes Assessment Project: How?

Project Outline

- **Determine focusing question(s)**
 - **Identify outcome(s)**
 - **Collect evidence**
- **Measure the evidence**

The Outcomes Assessment Project: How?

Project Outline

- **Determine focusing question(s)**
 - **Identify outcome(s)**
 - **Collect evidence**
- **Measure the evidence**
 - **Take action!**

The Outcomes Assessment Project: How?

Project Outline

- **Determine focusing question(s)**
 - **Identify outcome(s)**
 - **Collect evidence**
- **Measure the evidence**
 - **Take action!**
 - **Repeat.**

The Outcomes Assessment Project: Where?

Identify course(s) where the outcome exists.

The Outcomes Assessment Project: What?

- **Indirect vs. direct measures**

The Outcomes Assessment Project: What?

- **Indirect vs. direct measures**
- **Embedded vs. external measures**

The Outcomes Assessment Project: What?

- Indirect vs. direct measures
- Embedded vs. external measures
 - Ensure validity

The Outcomes Assessment Project: What?

- **Indirect vs. direct measures**
- **Embedded vs. external measures**
 - **Ensure validity**
 - **Triangulation?**

The Outcomes Assessment Project: Who(m)?

- **Sample, sample, sample**
- **Planning & Effectiveness can help.**
(Kanna Hudson)
 - **Randomize**
 - **Anonymize**

The Outcomes Assessment Project: How?

- Specify criteria.
 - Define levels of achievement.
- Determine standards/expectations of student learning.
 - Determine the measuring tool.
- Collaborate to ensure consistency (“norming”).
 - [Example 1](#)
 - [Example 2](#)

The Outcomes Assessment Project: When?

- **“A process of continuous improvement”**

The Outcomes Assessment Project: When?

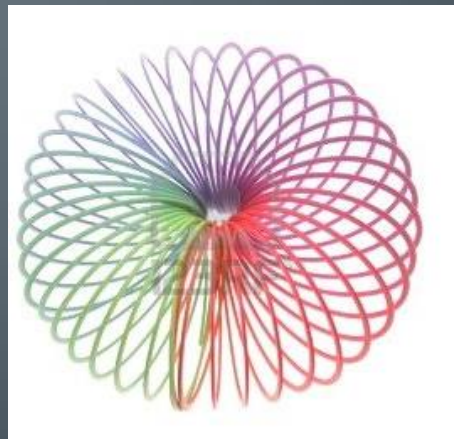
- **“A process of continuous improvement”**
 - **Report and share results**

The Outcomes Assessment Project: When?

- **“A process of continuous improvement”**
 - **Report and share results**
 - **Take action!**

The Outcomes Assessment Project: When?

- **“A process of continuous improvement”**
 - **Report and share results**
 - **Take action!**
 - **Not a loop, but a spiral**



What are the hallmarks of an effective project?

- ✓ Valid (measures what it intends to)
- ✓ Reliable (measures consistently)
- ✓ Actionable (leads to some result)
- ✓ Efficient and cost-effective
- ✓ Collaborative

The Outcomes Assessment Project: Resources!

- Your Department's **Faculty Lead**
- **Ann Fillmore**, Assessment Liaison (CTE)
 - afillmore@clark.edu / 992-2365
- **Toby Peterson**, Assessment Liaison (Transfer)
 - tpeterson@clark.edu / 992-2084
- **Kanna Hudson**, Planning and Effectiveness
 - khudson@clark.edu / 992-2265