

Academic Outcomes Assessment

Selecting Assessment Methods for student learning outcomes in degree programs.

Presented by:

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Assessment Methods

- Consider the *validity* of the method
- Consider the *advantages & disadvantages* of each method
- Consider using *multiple* methods for each outcome
- Consider *pilot* testing assessment methods
- *Re-evaluate!* Assessment plans are dynamic
- Consider *Sustainability* issues
(e.g. time, effort, & money)

Assessment Method Types

- ***DIRECT*** assessments require students to demonstrate knowledge &/or skill by responding to some measure
- ***INDIRECT*** assessments ask students to reflect on learning experiences rather than demonstrate them specifically

Direct

- Exams (local or external)
- Review student work
 - Portfolios, projects, papers, exhibitions, presentations
- Capstone course activities
- Simulations
- Publications

Indirect

- Surveys
- Interviews (exit)
- Focus groups
- Retention & completion rates, cohort tracking
- Employment/education placement
- Transcript analysis
- Review of other student data

For Each Assessment Method There Are:

■ Advantages

- Valid &/or Reliable
- Implement quickly
- Inexpensive
- Efficient &/or timely
- Imbedded
- Staff expertise
- Scoring & reporting available
- Comparisons
- Broad content range

■ Disadvantages

- Validity/reliability ??
- Staff & student time
- Costly
- Cross program comparison is difficult
- Local scoring & data management issues
- Low response rates
- Relevance to outcome
- Broad contest range

Standardized Test Example

■ Advantage

- Quick
- Easy
- Efficient
- Sample broad content range
- Multiple versions
- Group comparisons
- Program comparisons

■ Disadvantage

- Not tailored to local needs
- Analysis or reporting flexibility
- Measures recall or test taking skills
- Content limitations
- Force choice responses
- Motivation

Using Tests for Assessment

- Ball State *Q* & A Handout
 - <http://web.bsu.edu/IRAA/AA/WB/chapter4.htm>
 - Local versus external tests
 - Features of different test forms
 - » Objective
 - » Essay
 - » Oral
 - » Performance

Criteria for Program Assessment Plans

- **Step 1.** Identify an Assessment coordinator
- **Step 2.** Program mission statement
- **Step 3.** Identify & prioritize 3 – 5 important program outcomes that can be measured
- **Step 4.** Identify appropriate assessment methods
- **Step 5.** Evaluate and select assessment methods
- **Step 6.** Set performance standards!
- **Step 7.** Develop a plan/timeline to collect data, analyze & interpret results, and provide information to faculty

Identifying an Assessment Method

- Based upon the Outcome Statement provided:
 - Evaluate assessment methods to collect data for the outcome statement provided
 - Identify and list at least 3 methods
 - Write/list the advantages & disadvantages of each method your group has selected.

Assessment Work Plan

- When & where will assessment occur
- Establish a system for data collection and management
 - Who collects
 - Who analyzes
 - Who interprets
 - Who reports
- Who coordinates?

Work Plan

- Timelines:
 - Engage faculty in development of assessment plan
 - Select assessment methods
 - Pilot test methods (collection, storage, analysis, etc.)
 - Implement (revised) assessment plan
 - Engage faculty in review of results for program improvement
 - Report program modifications