

Evaluating Assessment Plans

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Presentation Outline

- **Purpose of Assessment**
- **Assessment Cycle**
- **Assessment Plan Components**
 - **MISSION, OBJECTIVES, MEASURES**
- **Review Process**
 - **DIVISIONAL REVIEW COMMITTEE**
- **Evaluation of Assessment Plan**

Purpose of Conducting Assessment

- **Meet SACS accreditation criteria**
- **Identify weaknesses in operation for improvement purposes**
- **Accountability Issues**

Team Effort = Meaningful Assessment Plan

- All staff responsible for primary functions should be involved in the development of the assessment plan
 - Identify key team members
 - Solicit input
 - Mission
 - Goals/Objectives
 - Measurement approaches
 - *Data collection methods

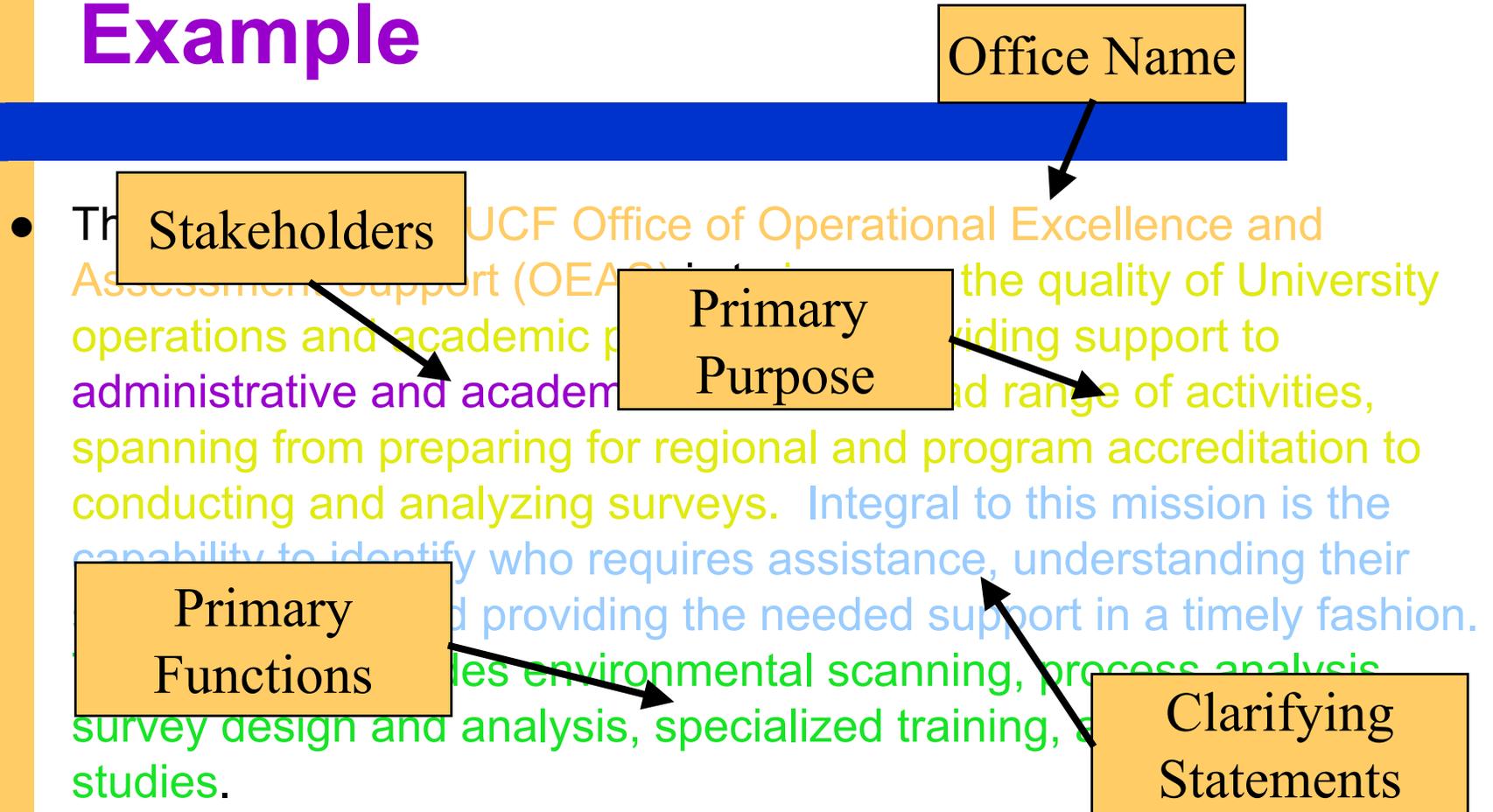
Concurrent Assessment Cycle

- Fall – Spring: Conduct Assessment (for 2001-02)
- Spring (in February): Submit Assessment Plan for the next year (for 2002-2003)
- Fall (October): Report Assessment Results (for 2001-2002)

Mission Statement for an Administrative Unit

- “The mission of (your office name) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders).”
(Additional clarifying statements)

Example



Outcomes/Objectives

- A measurable target with a time limit that must be met on the way to attaining a goal
- To (action verb) (object) (target) (time frame and other modifiers)

Administrative Unit Objectives

Some Examples

- Timely response
- Accurate response
- Efficient operation
- Productive
- Satisfied customers
- Successful customers (e.g., students)

Assessment Criteria or Procedures

- Should state an objective means of assessing the outcomes/objectives of the program
- Should indicate how each of the objectives/outcomes will be measured (preferably multiple measurement approaches for each objective/outcome)
- Should indicate when each objective/outcome will be measured

Example of Multiple Measures

- To achieve a 90% satisfaction level with the quality of reporting by 2003
 - Performance Measures: The satisfaction levels on (a) usefulness of information, (b) timeliness, (c) format, and (d) accuracy of information based on attached point-of-service survey given to all units heads receiving reports

Purpose of the Review Process

- To assist program and units improve their assessment plan
 - A plan that will lead to improvement
 - More meaningful measures and procedures
 - Developing or identifying assessment instruments
- To identify programs or units whose plans seriously need improvement

Overview of Review Process

Divisional Review Committees

- **Academic Colleges**

- College of Arts and Sciences
- College of Business
- College of Education
- College of Engineering & Computer Science
- College of Health & Public Affairs

Overview of Review Process

Divisional Review Committees

● **Administrative Divisions**

- Academic Affairs
 - Information & Technologies Resources
 - SDES
- Administration & Finance
- Sponsored Research
- President's Division
- University Relations

Overview of Review Process (Academic Affairs Schedule)

- February 25: Units and programs submit (via IE website) assessment plans to Divisional Review Committee
- March 25: Divisional review committee completes review process (some plans will need revisions) and submits to UAC
- April 24: All final revised plans are submitted to UAC

Review Process Continued

- Divisional Review Committees for each college/division evaluate assessment plans
- Divisional review committee presents evaluations and recommendations to UAC during scheduled UAC meetings

Evaluation of Mission

- Concise (75 words or less)
- Lists stakeholders (whose needs are met)
 - Students
 - Faculty
- States purpose
 - Enhance student success
 - Improve University operations
- States primary functions, outcomes, and/or operations
- Distinguishes unit from others

Evaluation of Outcomes/Objectives

- Relates to important elements in the mission
- At least 3-5 Outcomes/Objectives
- Each must be measurable
- States what the unit/program will accomplish or the intended outcomes (what clients will think, know, or do)
- Includes targets and timeframes (these may be listed under assessment criteria/procedures)
- If measured, will they help the program/unit identify where to improve

Evaluation of Measurement Approaches

- Use of multiple measures or measurement approaches
- Use of sub-scores
- Assessment instrument is provided
- Assessment instrument(s) is appropriate and feasible
- Sampling method is described
- Sampling methods are appropriate

Questions & Answers

- To schedule an Assessment Clinic contact:

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OEAS Website:

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