



# Appropriate Measures for Operational Outcomes

## direct measures

- staff time
- cost
- materials
- equipment
- other resources
- cost per unit output
- reliability
- accuracy
- courtesy
- competence
- reduction in errors
- audit, external evaluator

## indirect measures

- written surveys and questionnaires:
  - stakeholder perception
    - students
    - administration and staff
    - faculty
- interviews
- focus groups



# Appropriate Measures for Student Learning Outcomes

## direct measures

- standardized exams
- locally developed exams
- external examiner
- oral exams
- minute papers
- portfolios (with rubrics)
- behavioral observations
- simulations
- project evaluations
- performance appraisals

## indirect measures

- written surveys and questionnaires:
  - student perception
  - alumni perception
  - employer perception of program
- exit and other interviews
- focus groups
- student records



# Linking Learning Outcomes and Measures

**Outcome:** Graduates of the BS program in Business Administration will demonstrate proficiency in oral communication of the kind expected in professional paper presentations.

**Measure 2:** After viewing and analyzing videotapes of professional paper presentations, junior level BSBA students will achieve satisfactory or better on the presentation skills rubric assessing a 15 minute presentation in BS 3333.



# Linking Learning Outcomes and Measures

**Outcome:** Nursing graduates will demonstrate a high level of proficiency in assessment of acute care patients.

**Measure 1:** All students will demonstrate a 90% accuracy on the hypothetical hospital situation responses that require accurate assessment of acute care responses as measured by a rubric.



# Linking Operational Outcomes and Measures

## Admissions Office

**Outcome:** Transcripts will be processed efficiently.

**Measure 1:** During Summer and Fa I 2007, at least 90% of all transcript evaluations will be conducted within 10 business days of receipt of a I required evaluation materials. All materials will be date stamped and an electronic record of dates of packet completion and evaluation will be maintained and summarized at the end of each term.



# Crafting Learning Outcomes

Target Group

Intervention

Second year students who participate in the course sequence advising workshop will be able to identify the core courses required in their major for the following semester.

Do, Know, Value



# Crafting Measures

Target Group

Target

All second year students who participate in the course sequence advising workshop will score **proficient or above** on a **rubric** that assesses their semester course plan.

Type of Measure