Student Affairs Assessment

Using Intentional Strategies to Promote Student Success

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Overview

- Welcome, introductions
- Thinking about assessment
- Some assessment basics
- Assessment case studies
- Action planning
- Wrap-up
Why is assessment important in higher education?
Assessment in Student Affairs
from Schuh, Upcraft, & Associates (2001)

‣ Tracking
‣ Needs assessment
‣ Satisfaction assessment
‣ Student cultures & campus environment
‣ Outcomes assessment (student success)
‣ Comparable institution assessment
‣ National standards assessment
‣ Cost effectiveness assessment
Assessment and the Culture of Evidence
adapted from Banta et al. (2007)

Planning & Budgeting

1. Mission and goals
2. Unit goals aligned
3. Programs based on assessable goals
4. Annual reports

Implementation

Assessment & Evaluation

Improvement
Assessment and the Culture of Evidence
adapted from Banta et al. (2007)

> Improvement

Planning & Budgeting

Implementation

Assessment & Evaluation

Everyone implements goals
Assessment and the Culture of Evidence
adapted from Banta et al. (2007)

Planning & Budgeting

Improvement

1. Assessment of prior learning
2. Assessment of learning outcomes
3. Constituent surveys
4. Department review, evaluation
5. Campus performance indicators
6. Management information, analysis
7. Program cost analysis
8. Course, program evaluations
9. Action research
10. Accreditation

Implementation

Assessment & Evaluation
Assessment and the Culture of Evidence
adapted from Banta et al. (2007)

Planning & Budgeting

Implementation

Improvement

Assessment & Evaluation

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What are our desired outcomes?

How are we going to measure them?

How are we going to use what we learned?

What is our information gathering and analysis process?
Assessment and the Culture of Evidence
adapted from Banta et al. (2007)

Planning & Budgeting

Assessable Outcomes

Application of Findings

Tracking Data Collection Analysis

Assessment & Evaluation

Instrumentation

Implementation

Culture of Evidence

Improvement
Case Study Examination

- Review case study
- Review assessment data
- Discuss case and data application
- Address 5 questions
  - ISSUE IDENTIFICATION
  - WHAT THE DATA TELLS US ABOUT WHAT MATTERS MOST IN COLLEGE
  - MODEL APPLICATION
  - CONTEXT
  - ACTION STEPS
- Group Discussion and Processing
Action Plans
Wrap-Up
For More Information...

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Copies of papers and presentations as well as annual reports and other information are available through the websites