Developing a Common Assessment Language

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Continuous Improvement & Assessment

Assessment

- Assessment is the systematic and ongoing method of gathering, analyzing and using information from measured outcomes to improve student learning.

Continuous Improvement

- Continuous Improvement Processes are an ongoing effort to improve products, services, or processes.

Assessment Plan

- A document that (1) states a program's purpose and intended student learning outcomes of that program, and (2) details a series of assessment procedures and the criteria by which the level of achievement will be demonstrated.

Assessment Cycle

- All programs report on at least one outcome per year.
- All outcomes are assessed within 3 years.
- Accredited programs map standards to SLOs.

3 Years = Assessment Cycle

Year 1 Report

Year 2 Report

Year 3 Report

Plan

Student Learning Outcomes (SLOs)

- Student Learning Outcomes define what a student shall achieve upon graduation.
- SLOs should be thought about from the perspective of the students' abilities immediately prior to graduation.
- SLOs should define knowledge, skills, abilities, or behaviors/beliefs in general terms.
  - KSAB
- SLOs should consider and/or be related to the Institutional Mission, Vision, Strategic Plan, and initiatives.

Example SLO

The student will communicate effectively in oral and written forms.

It's all about the students

Verb – See Bloom's

Define the KSAB

Why so general?

- We are separating course level and programmatic assessment.
- When stated generally, we can assess in multiple places.

Bachelor in Accounting	The student will communicate effectively in oral and written forms.
ACCT 2310	
ACCT 2311	I
ACCT 2321	
ACCT 2310	R
ACCT 2320	
ACCT 4317	A

I = Introduced; R = Reinforced; A = Applied

← Formative Assessment

← Summative Assessment

With this model we can see the students' growth from when a concept is introduced to when it is applied (freshmen to senior level performance)

Where did the specifics come from?

- It's the difference between a programmatic outcome and a course objective.

- SLOs are general at the program level, and those are supported by specific objectives (student performances) at the course level.

Mission

Goals

Outcomes

Objectives

Direct vs. Indirect Measures

Direct
- Pre-Test/Post-Test
- Paper
- Presentation
- Comprehensive Exams
- Standardized Tests
- Portfolio Evaluation
- Case Studies
- Reflective Journals
- Capstone Projects

Indirect
- Exit Interviews
- Surveys
- Focus Groups
- Job Placement Stats
- Graduation/Retention Rates
- Headcounts
- Grades/GPA's
- Number of Publications/Presentations
- Participation Rates

Application to UCA

Implementation

Steps

- Continue CIP Process
- Start Workshops
- Meet with Dept and College Curriculum Committees
- Transcribe CIP Process to new AP Format when possible
- Employ new IE Software Solution
- Collaborate with CTE
- Map all University efforts (e.g., UCA Core, Carnegie, Strategic Plan)