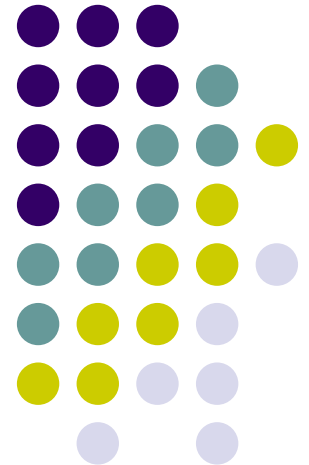


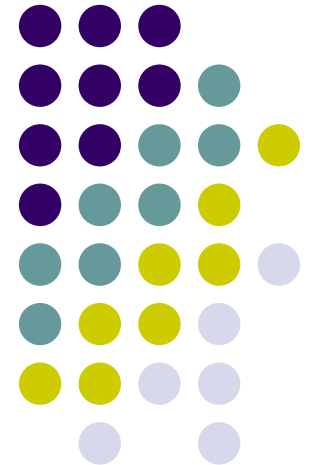
Eleven things everyone should know about assessment

Hamline University
February 2008

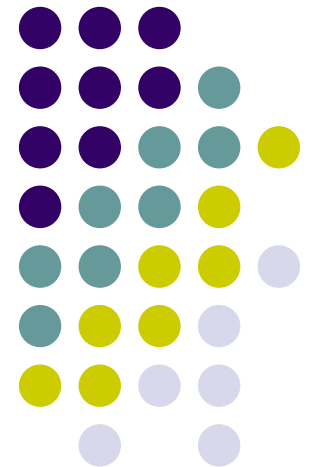
Susan Hatfield
Winona State University
SHatfield@winona.edu



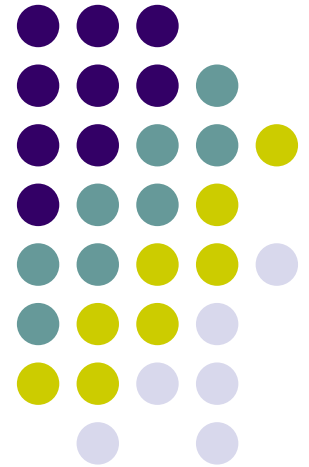
1. Assessment is about student learning



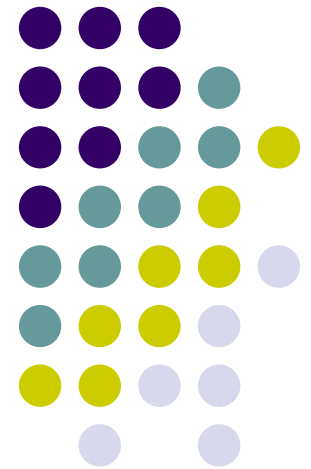
2. It isn't going away

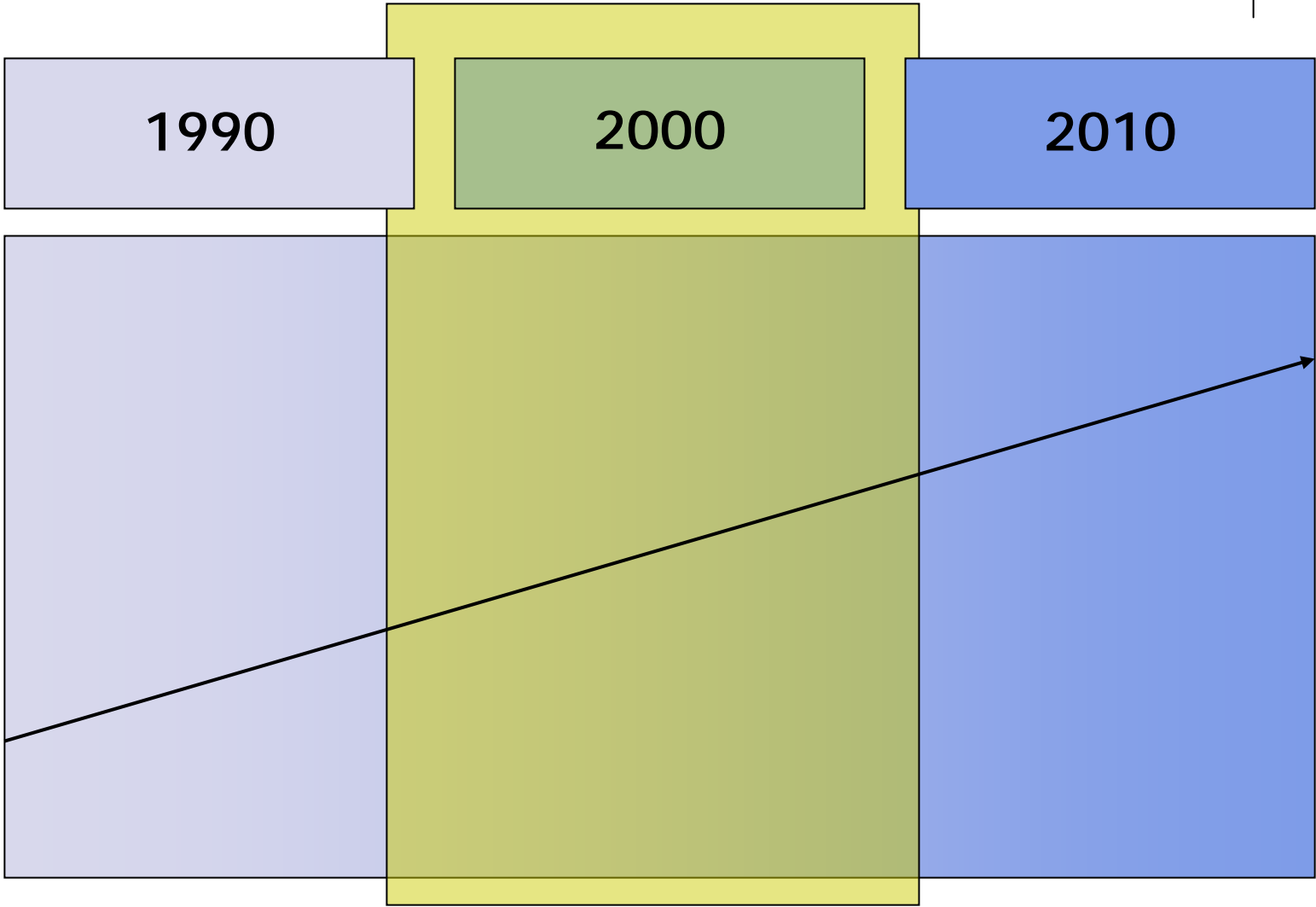


3. You're probably
already doing it



4. The rules have changed

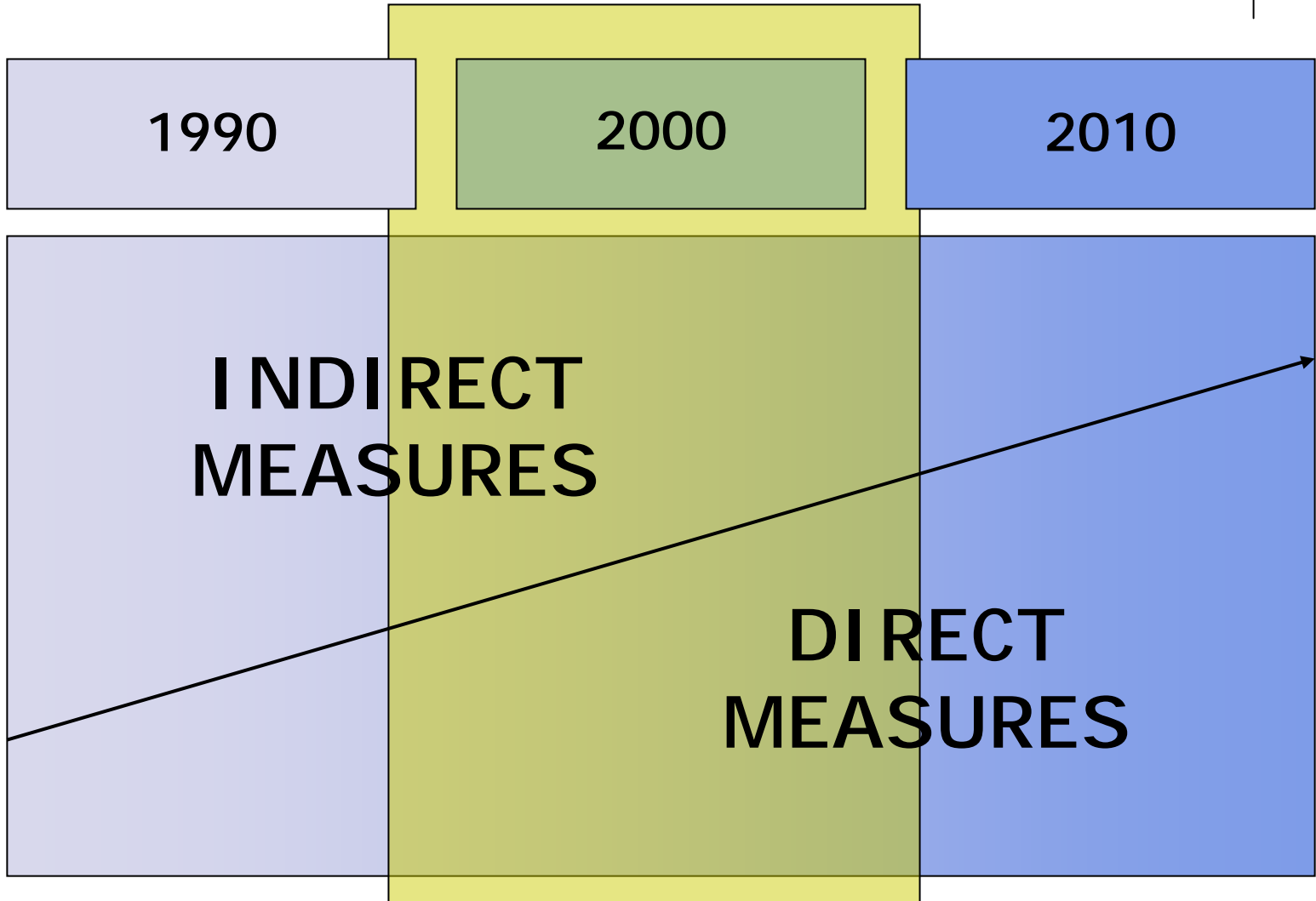


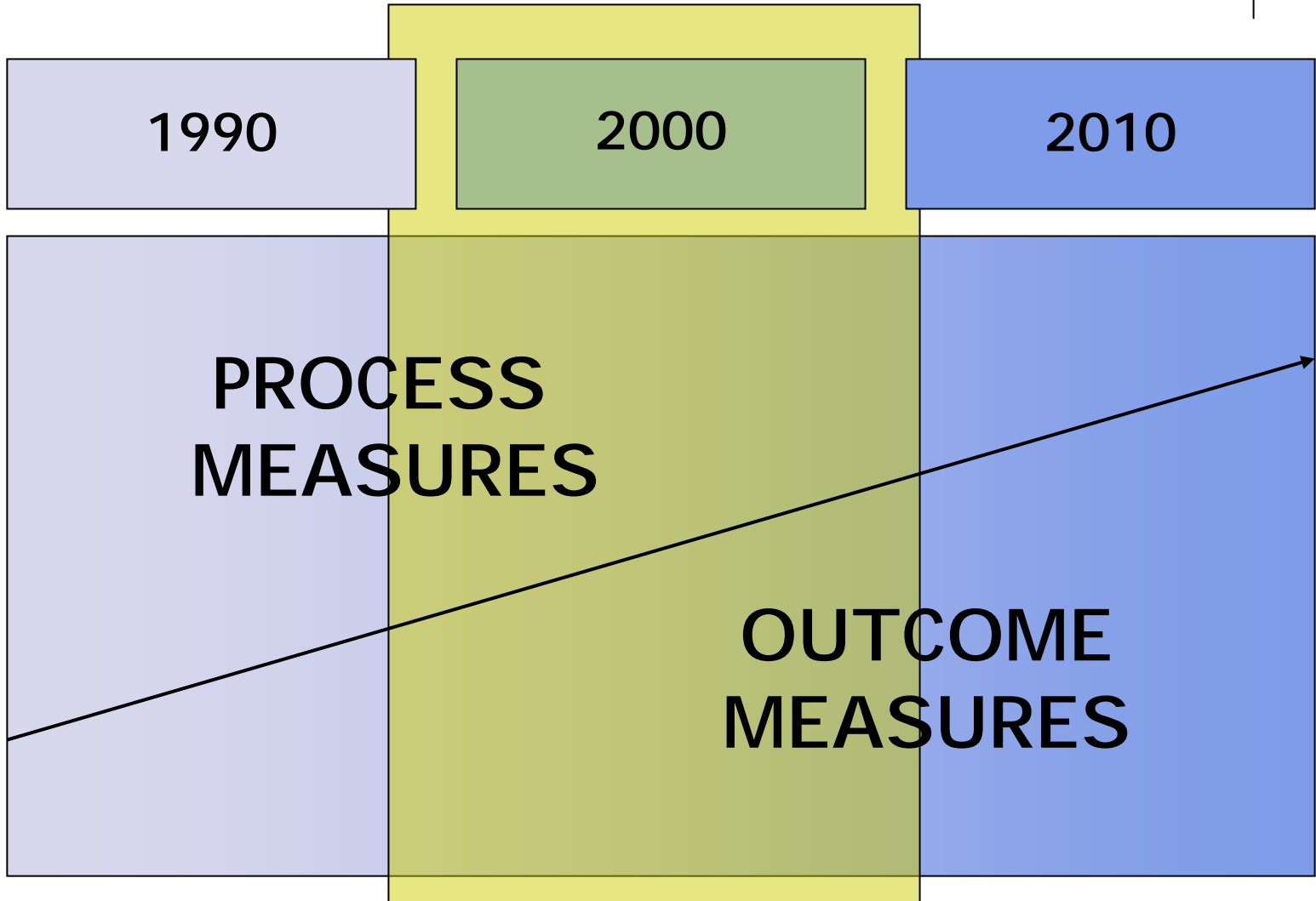


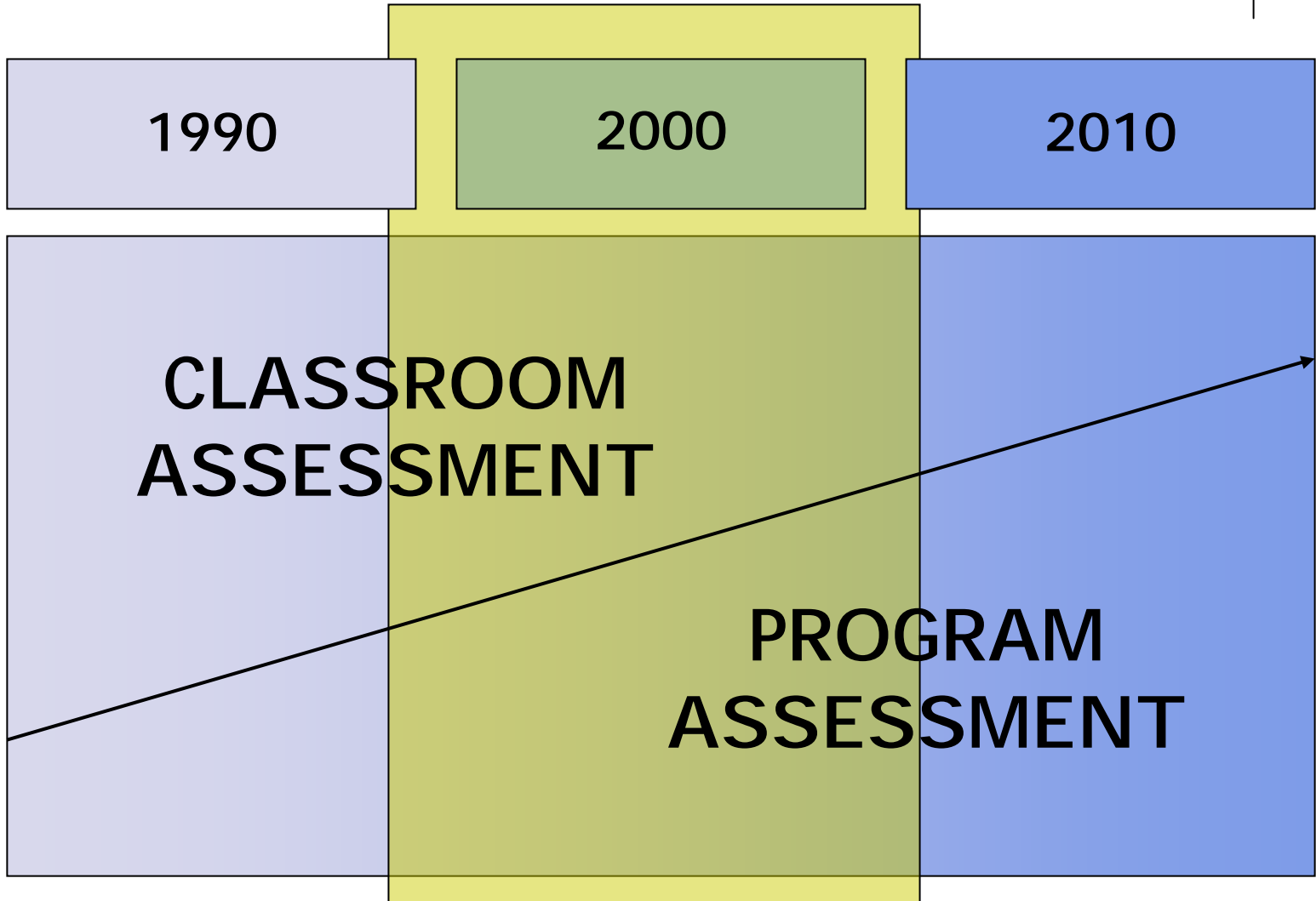
1990

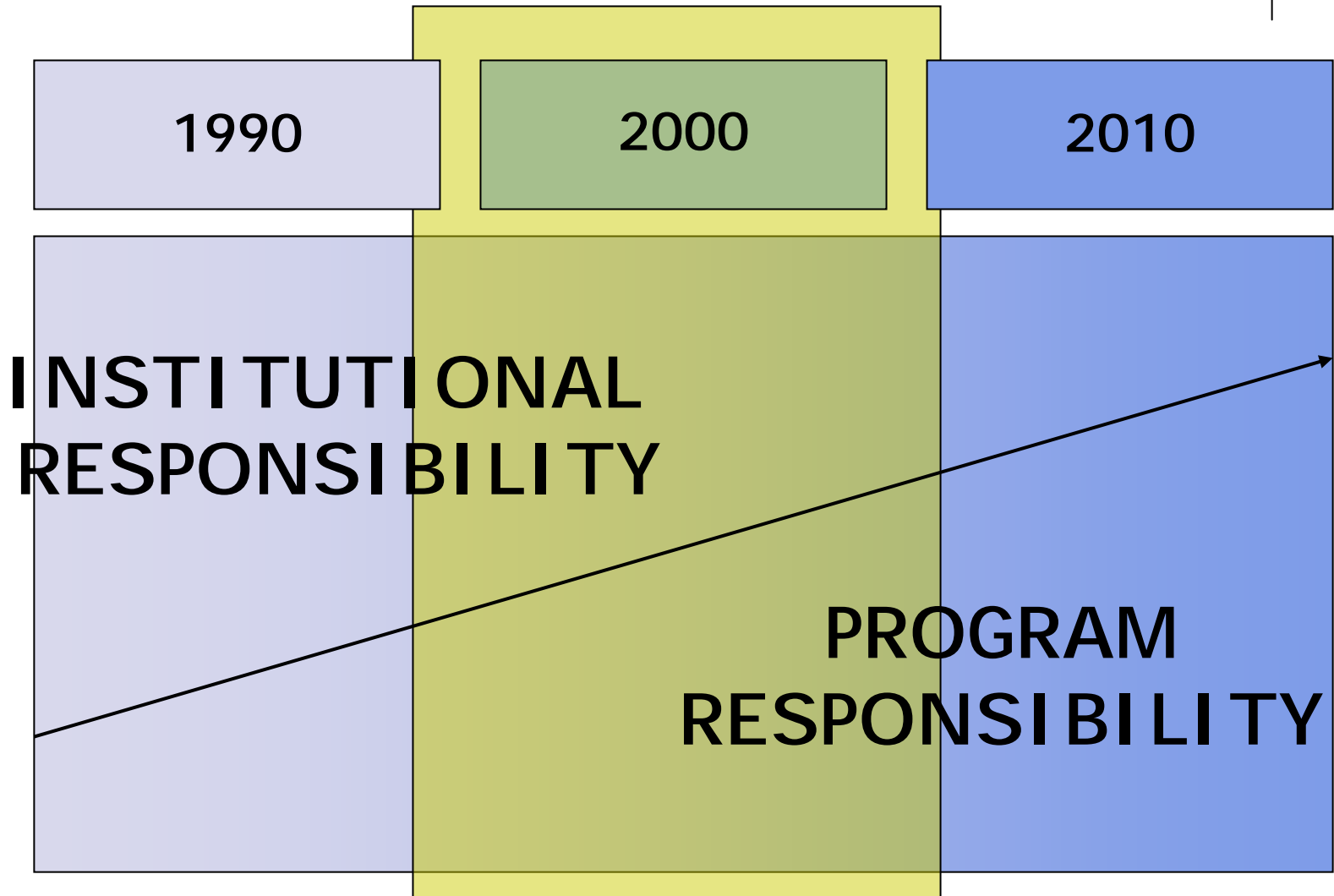
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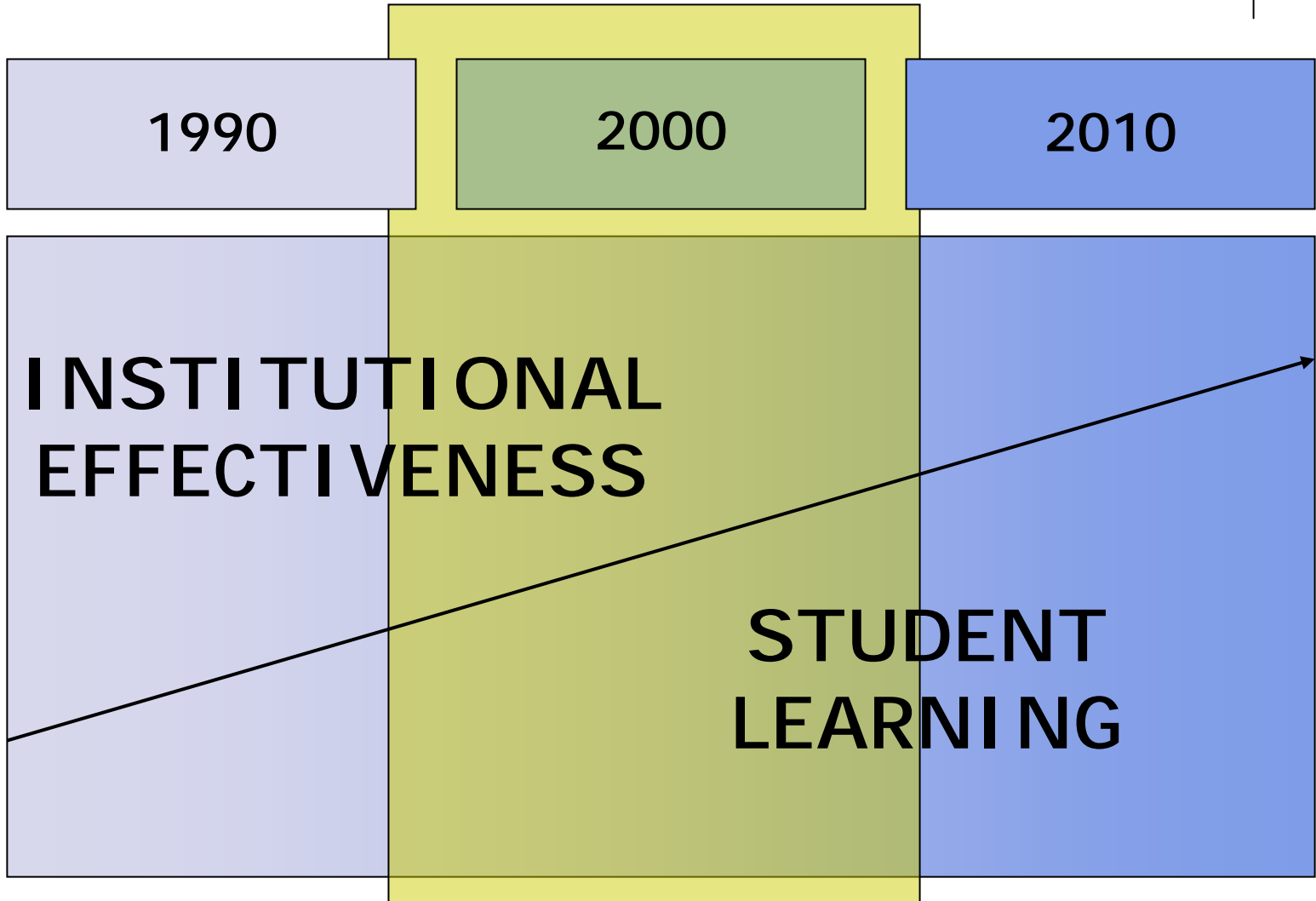
2010



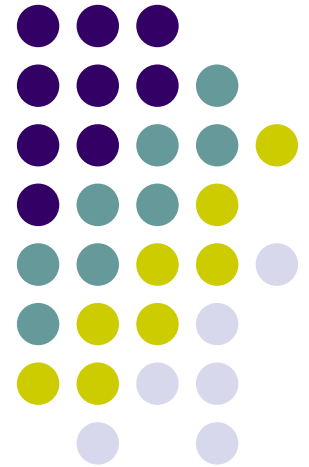




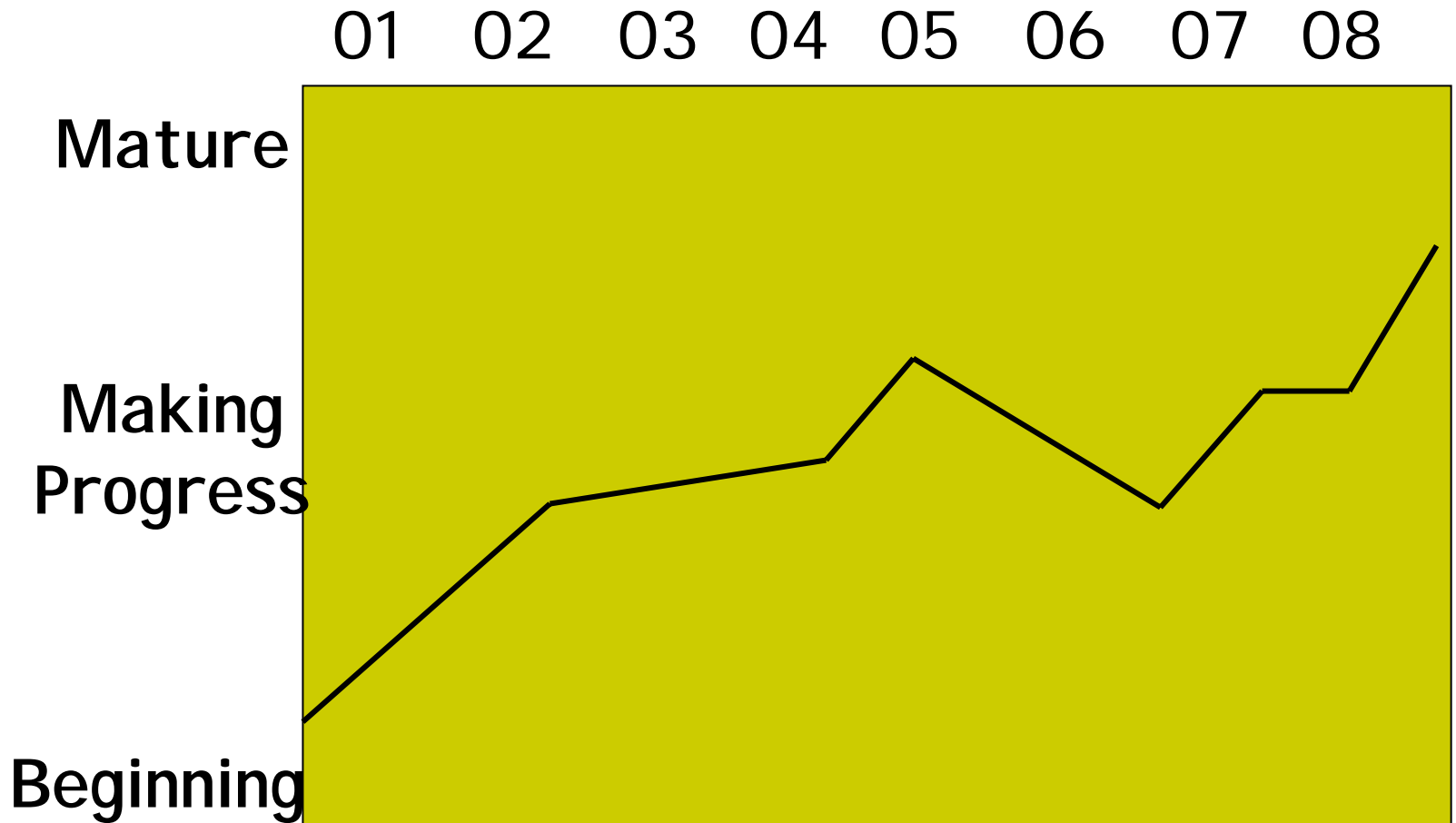




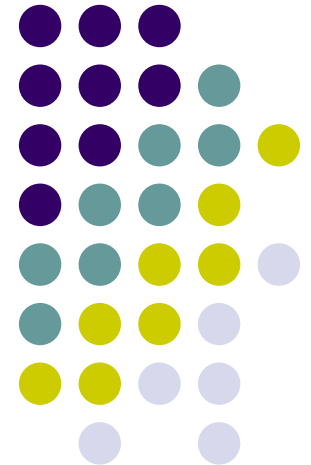
5. It's a bumpy ride



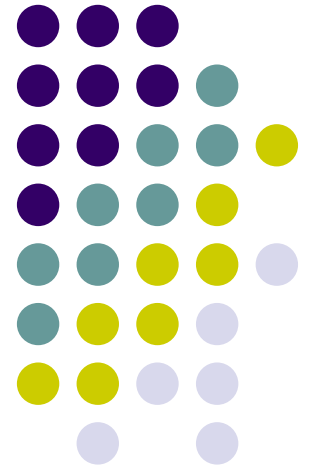
Evolutionary Trajectories



6. It is easier to do
assessment if you are
speaking the same
language



Goals

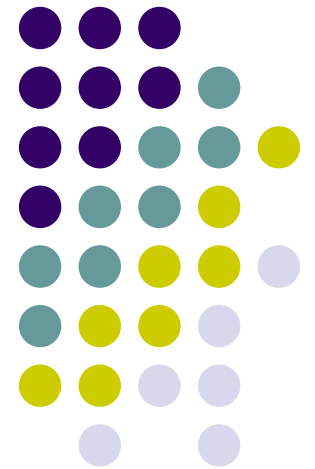


Goals

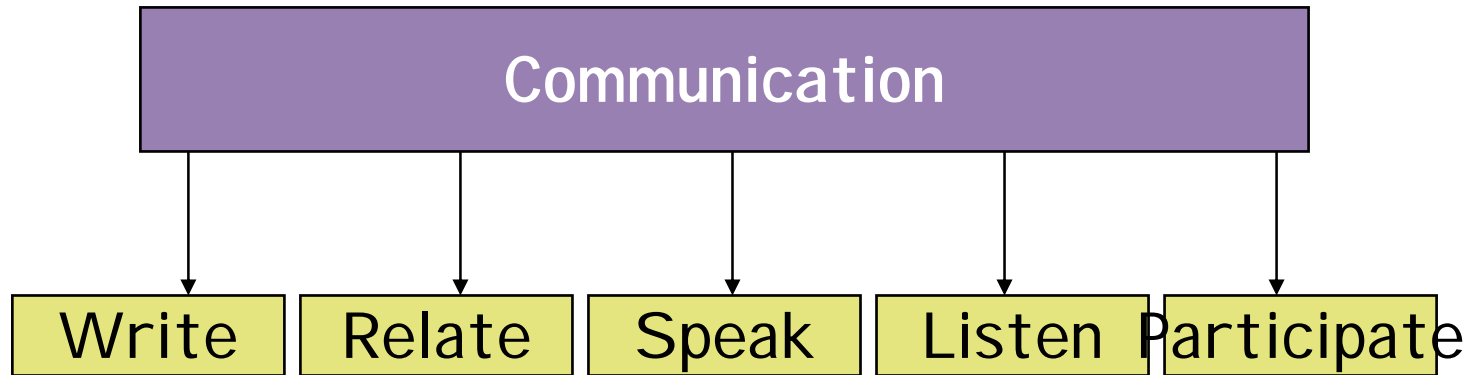


Organizing Principle
Category or Topic Area
Subjects

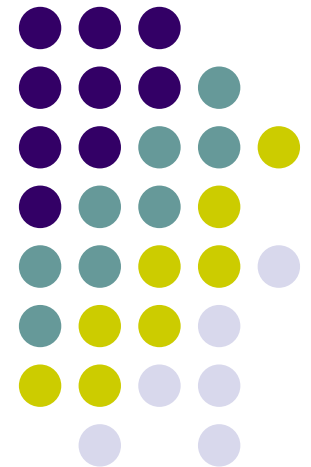
Learning Outcomes



Learning Outcomes



Learning Events

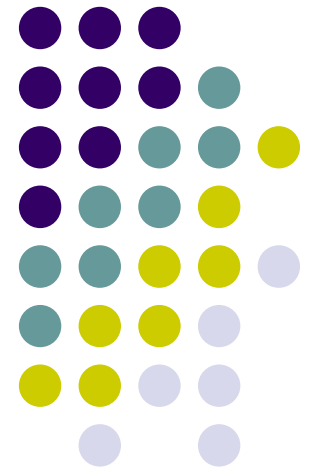


Learning Events

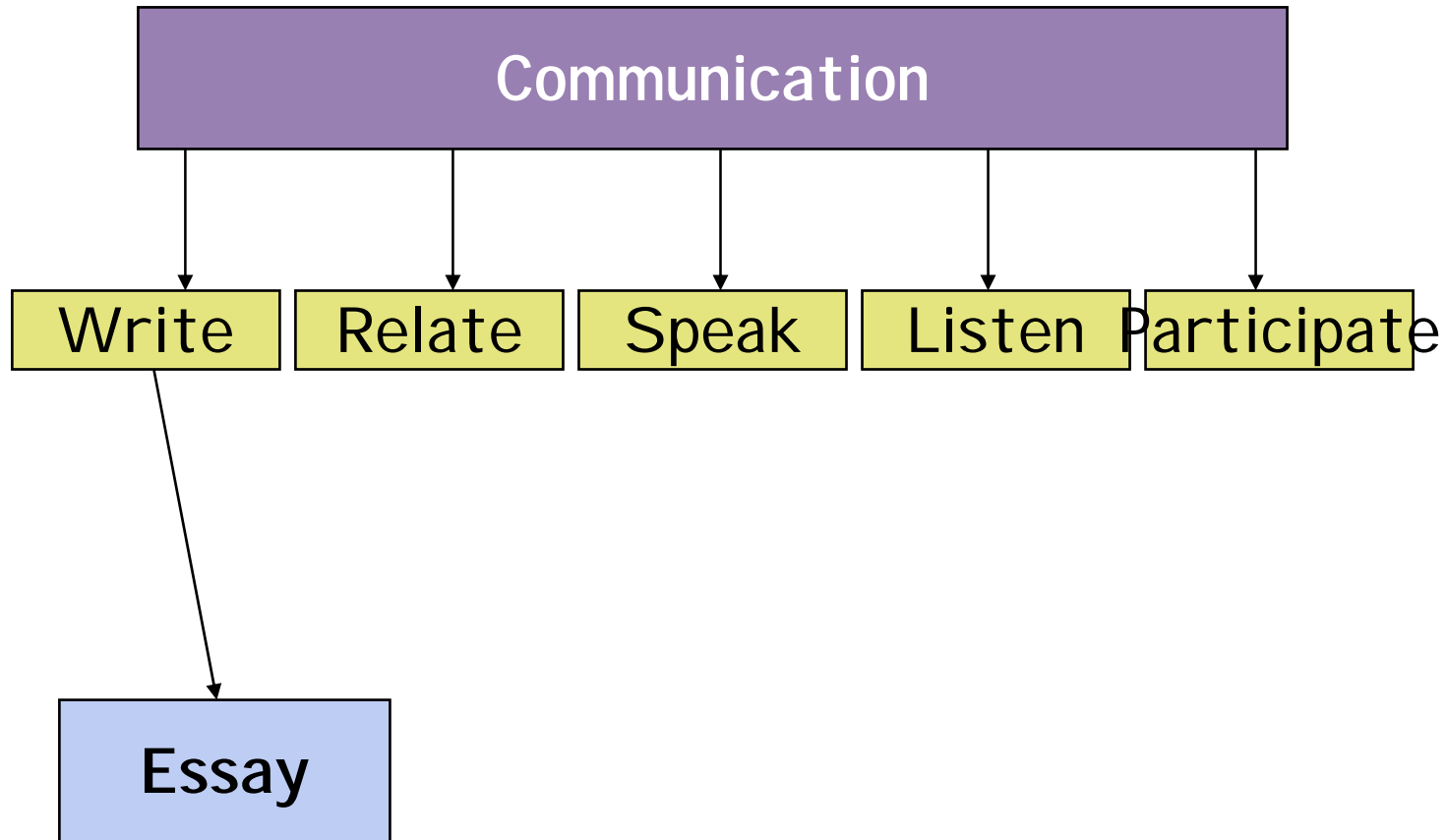


- Assignments (in class and out of class)
- Feedback on practice
- Self evaluation
- Peer evaluation
- Role Play
- Pre Tests
- Simulation

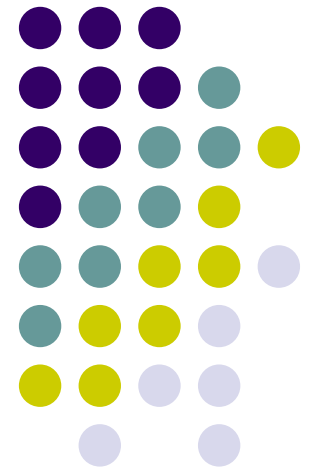
Learning Objects



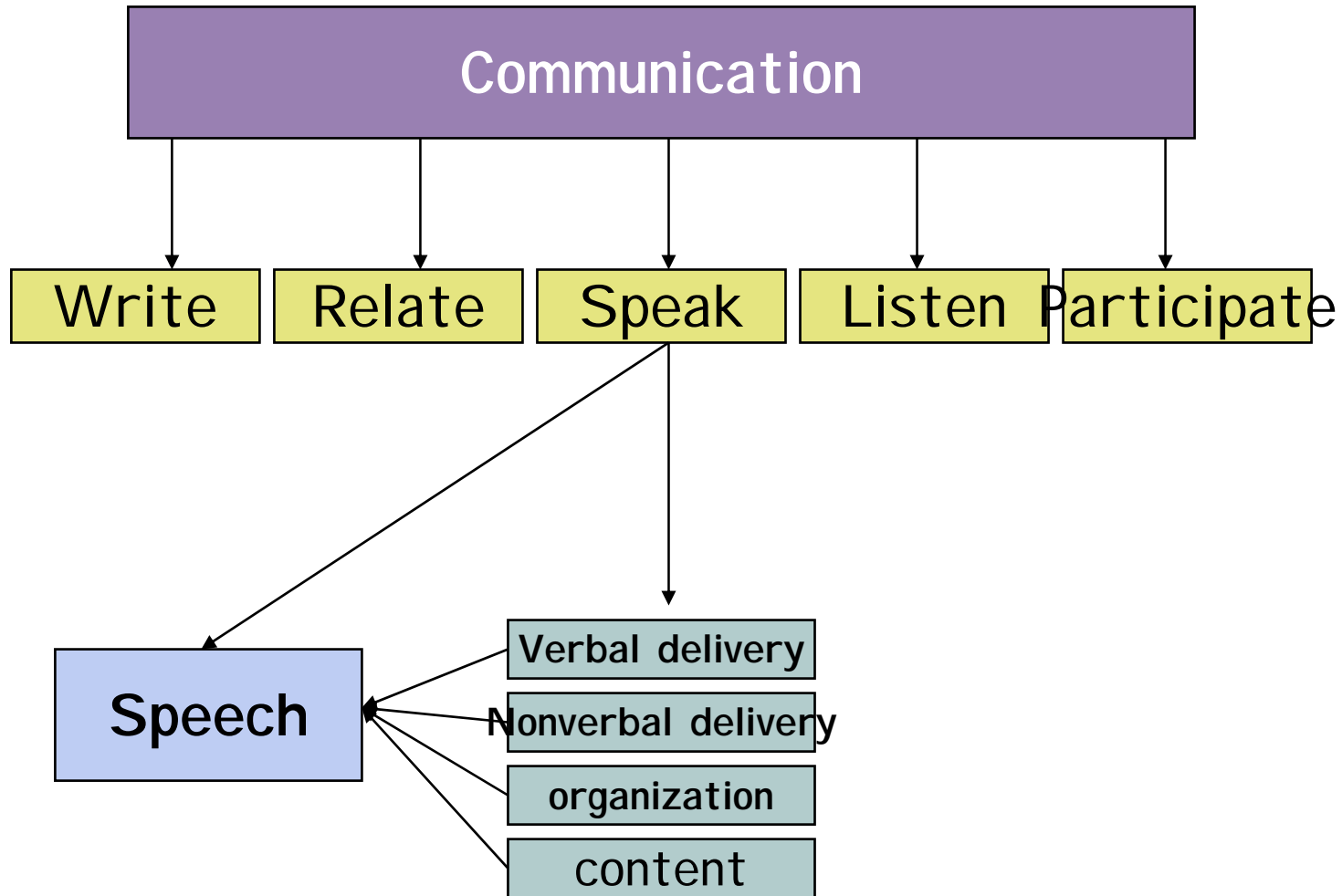
Learning Objects



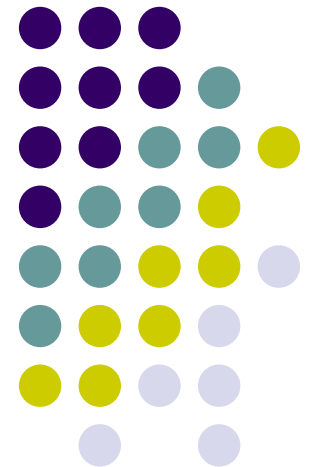
Components



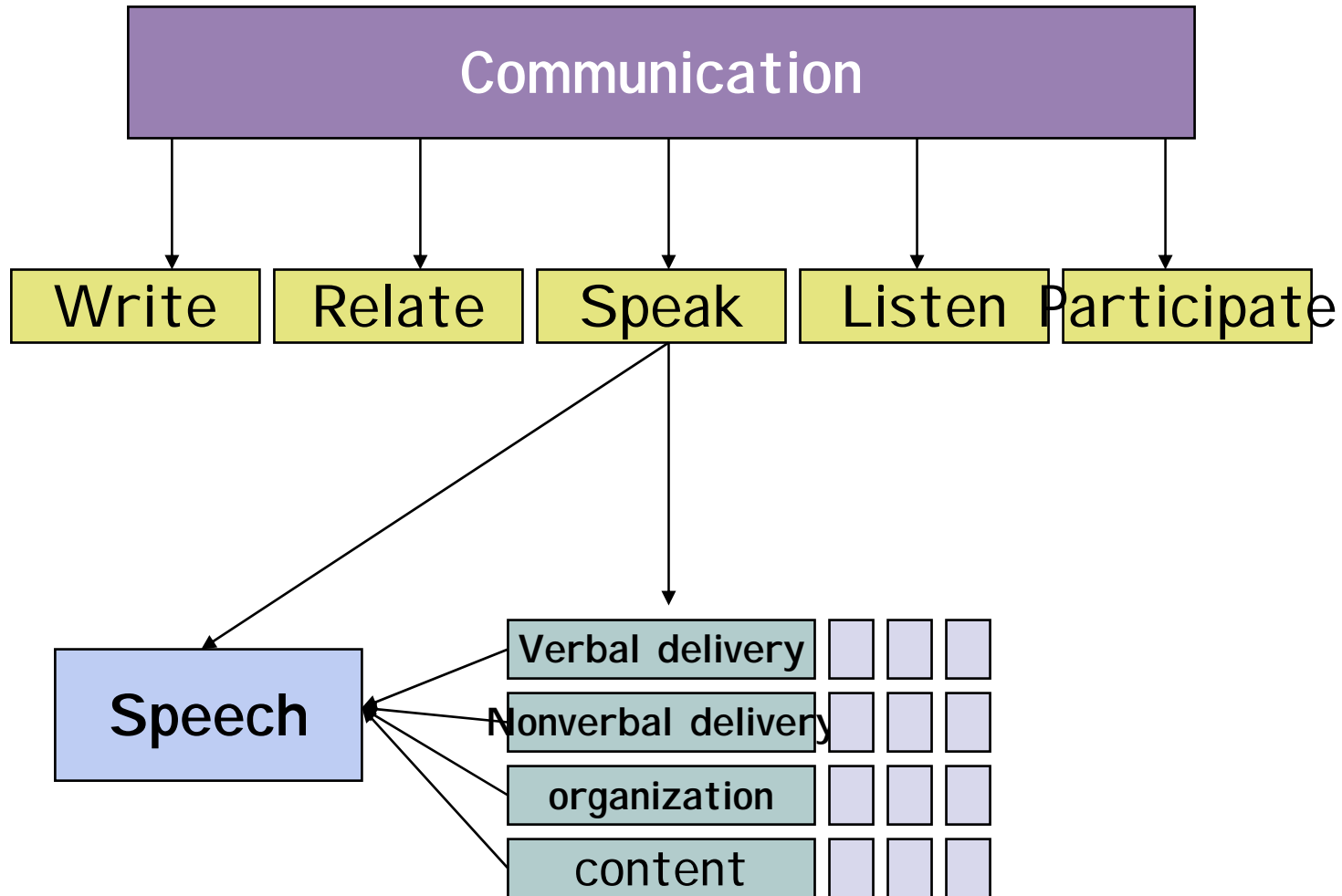
Components



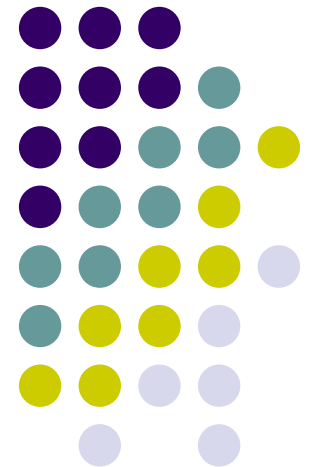
Performance Characteristics



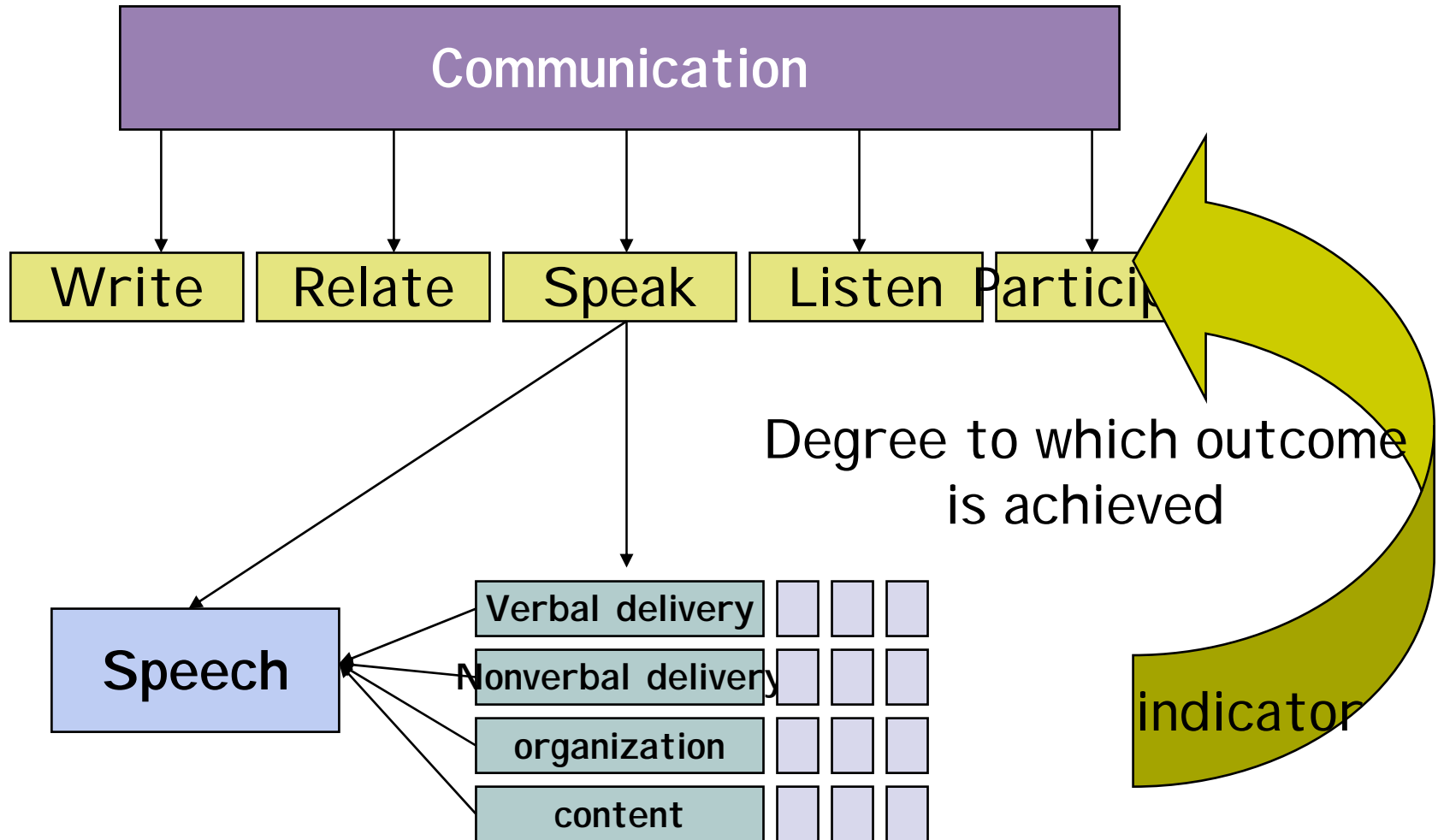
Components



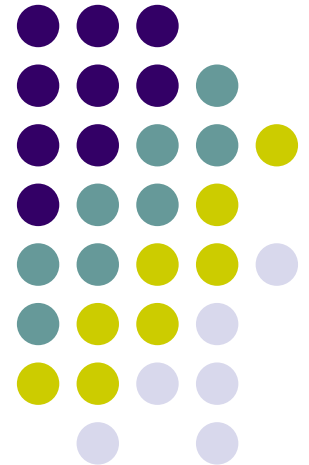
Indicators



Components



7. Assessment plans are really pretty basic



Mission

Major Theories

Research Methods

Communication

Professionalism

outcome

outcome

outcome

component

component

component

component

component

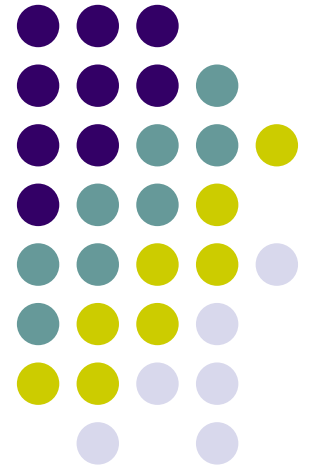
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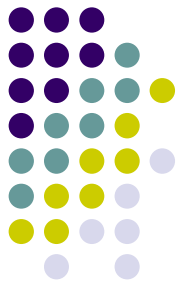
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component

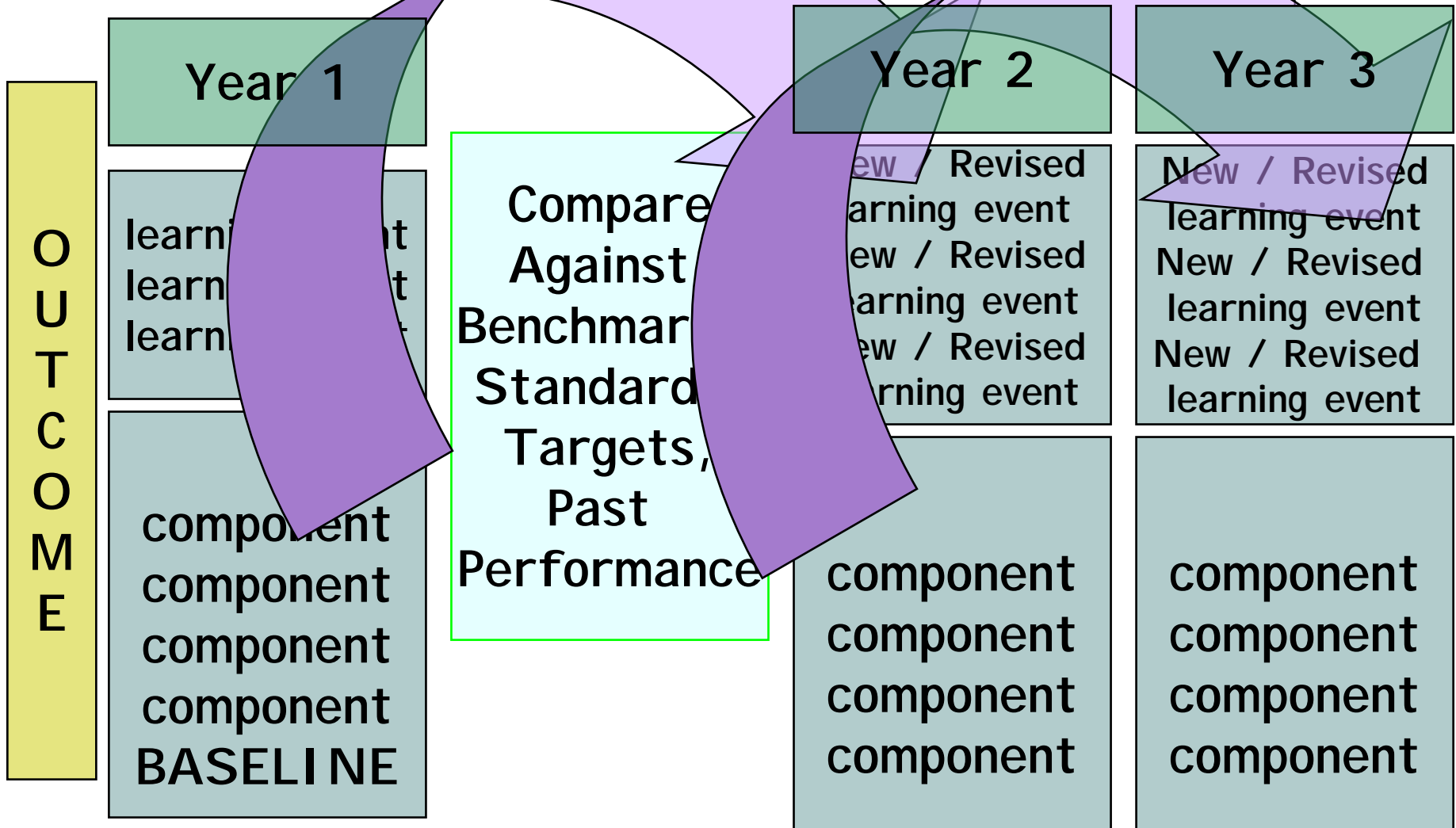
component

8. The assessment process is intuitive

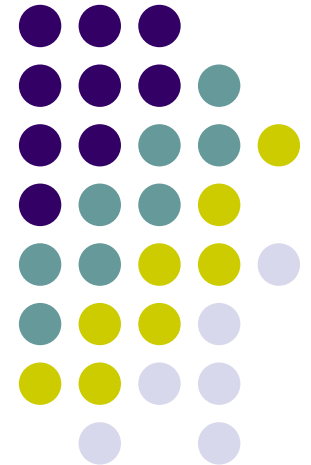




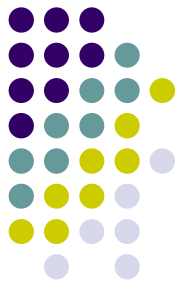
How Assessment Works



9. Assessing program effectiveness and student learning are two different things



Assessment of Program Effectiveness



- What the program will do or achieve
 - Curriculum
 - Retention
 - Graduation
 - Placement
 - Satisfaction (graduate and employer)

Assessment of Student Learning Outcomes



- What **students** will do or achieve
- Direct Methods of Assessment

Direct Measures of Learning



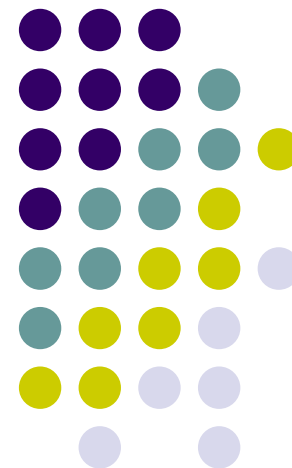
- Capstone experience
- Standardized tests
- Performance on national licensure certification or professional exams
- Locally developed tests
- Essay questions blind scored by faculty
- Juried review of senior projects
- Externally reviewed exhibitions performances
- Evaluation of internships based upon program learning outcomes

Indirect Measures of Learning

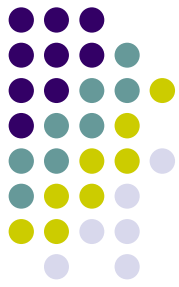


- Alumni, employer, and student surveys (including satisfaction surveys)
- Exit interviews of graduates and focus groups
- graduate follow up studies
- Retention and transfer studies
- Length of time to degree
- ACT scores
- Graduation and transfer rates
- Job placement rates

10. It's easier to assess
outcomes in some programs
than in others

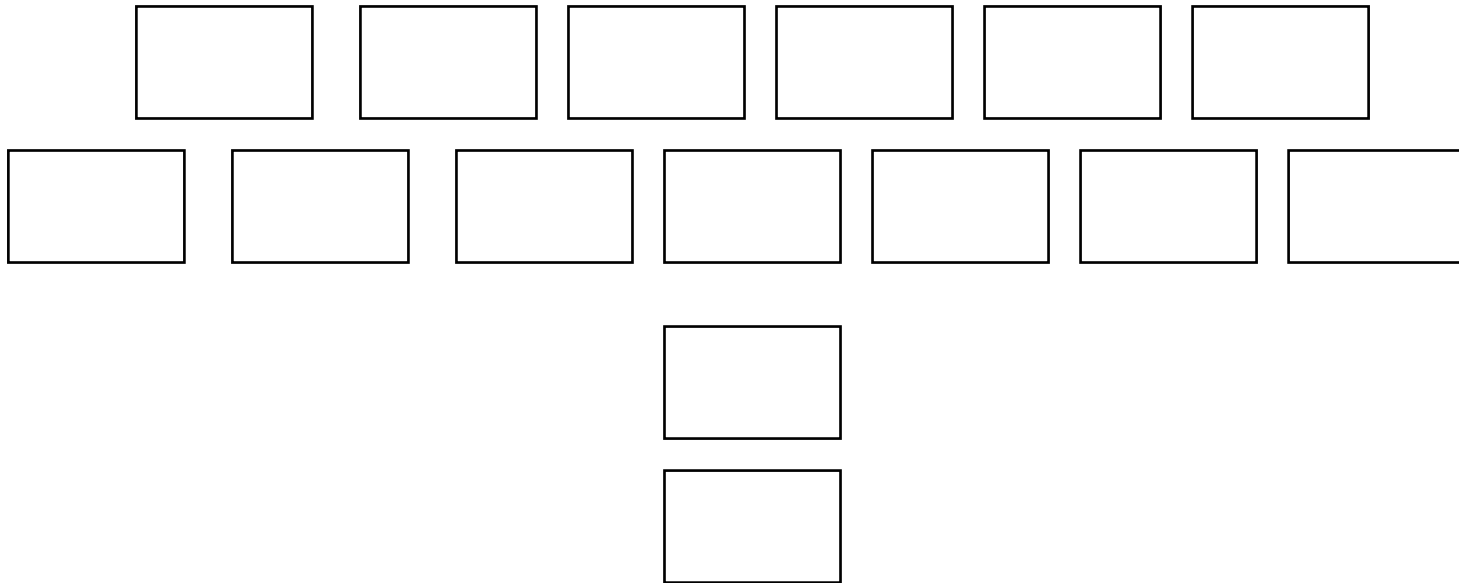
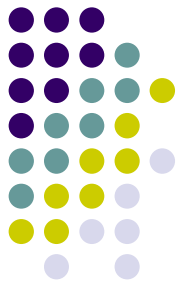


Levels of Implementation

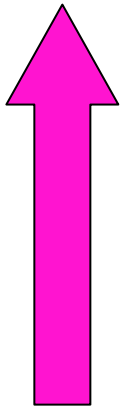
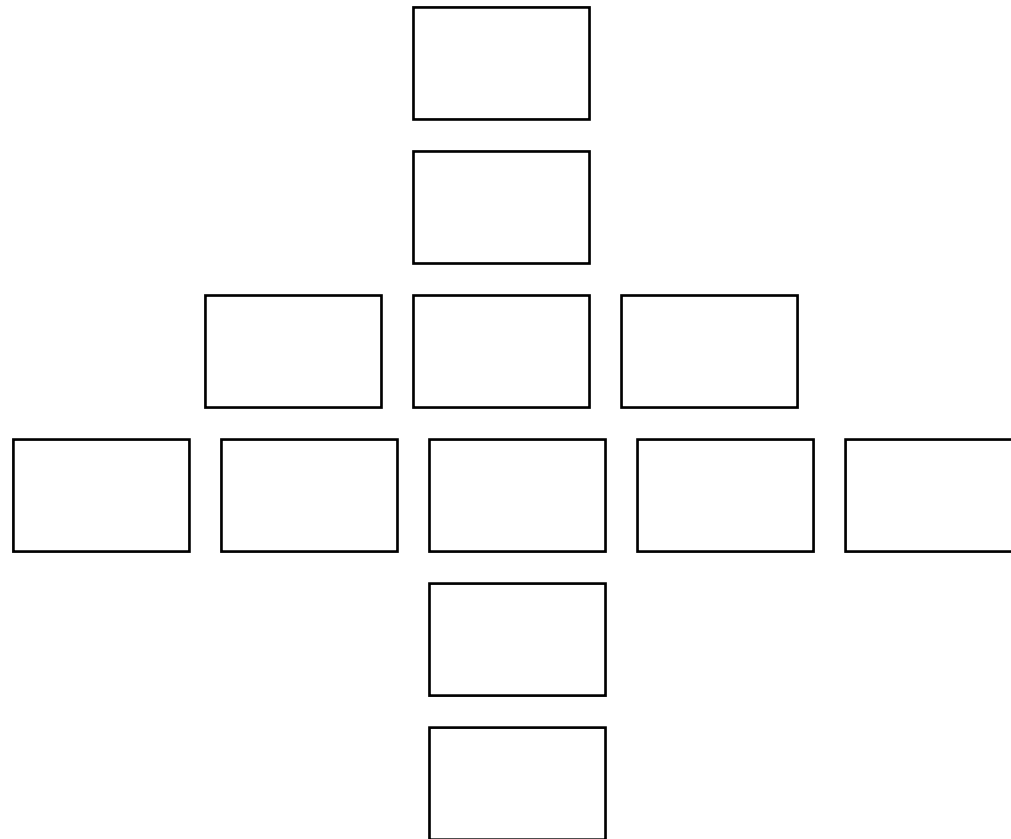


- Level One: Developing Assessment Plans
- Level Two: Developing Implementation Strategies
- Level Three: Collecting Data
- Level Four: Implementing Change as the result of assessment

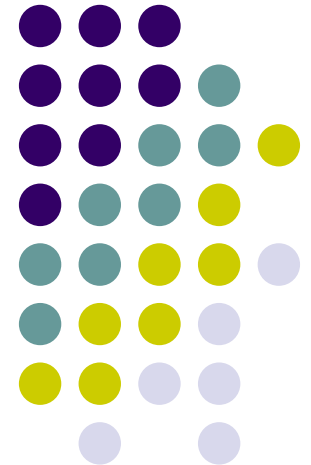
Curriculum Structure



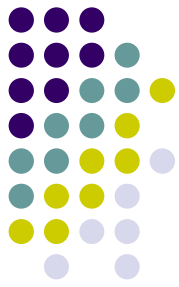
Curriculum Structure



11. You need to remember assessment's Golden Rule



Assessment's Golden Rule



Measure what you Value
&
Value what you Measure

Eleven things everyone should know about assessment

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February 2008

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