

Questions to ASK When Planning for Assessment

What are you assessing?

- Students' level of satisfaction with services
- Efficiency of process
- Productivity of process
- Student (Client) Needs
- Campus climate/Student culture
- Effectiveness against standards
- Benchmarking against other institutions
- Cost effectiveness
- Program outcomes
- Learning outcomes
- Other _____

Why are you assessing?

- For internal purposes
 - Good management
 - Quality motivation
 - To know where you are
 - To know where you have been
 - To know what is possible and how to get there
 - For external purposes
 - Regional accreditation
 - Organizational level accreditation
- ▶ To improve—provide feedback on how the office/unit/curriculum can be improved
 - ▶ To inform—provide decision makers of the contributions and impact of the office/unit/curriculum to the development and growth of students as well as contributions and impact to division/university
 - ▶ To prove—demonstrate what the office/unit/curriculum is accomplishing for students, faculty, staff, and outsiders
 - ▶ To support—provide support for campus decision making activities such as program review and strategic planning, as well as external accountability activities
 - ▶ Other _____

For whom will you collect the data?

- Incoming students
- Current students
- Graduating students
- Alumni
- Faculty
- Staff
- Parents
- Other Institutions
- Employers of graduates
- External customers/services
- Other _____

How will you collect the data?

- Surveys
- Productivity studies
- Efficiency studies
- Focus groups
- Interviews
- Other _____

How will you use the data?

- To make improvements (enhance services, enhance technology, add personnel, etc.)
- To implement efficiencies (delete services, adapt programs, etc.)
- For accreditation review
- To fulfill a request by a committee
- To support a proposal
- To recruit new student
- Other _____

How often will you collect the data?

- Weekly
- Monthly
- Each semester
- Each assessment cycle
- Other _____

(Adapted from University of Central Florida's Administrative Assessment Handbook)