ASSESSMENT FOUNDATIONS WORKSHOP SERIES:

Strategies and Measures

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May 2016



Session Outcomes

- 1. Articulate the research or assessment question driving the assessment activity.
- 2. Align strategies to learning or operational outcomes.
- 3. Develop measures that will provide actionable data that clearly indicates the extent to which the learning outcome was achieved.
- 4. Distinguish between indirect and direct measures.



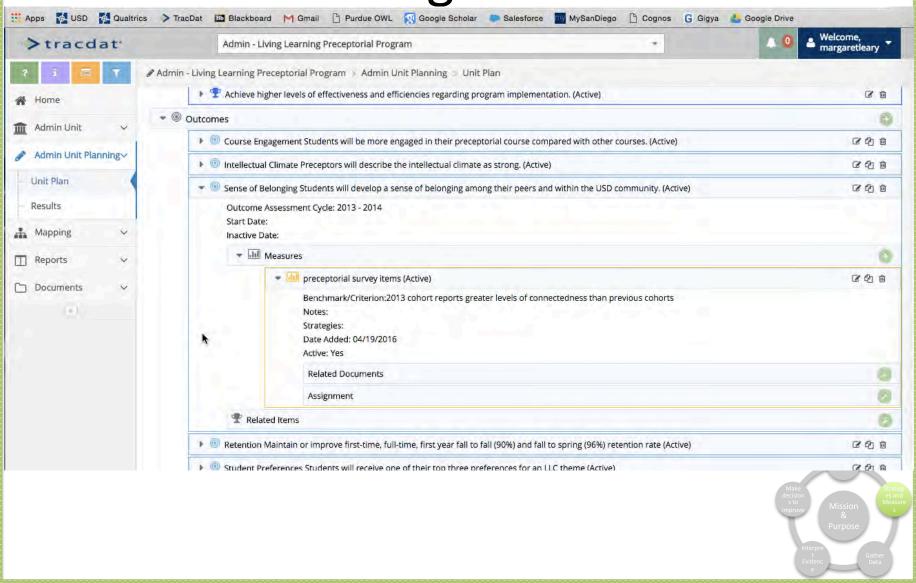
Strategies

Means to achieve an outcome or goal (Henning, 2007)

As a result of participating in . . . s udents will be able to recognize the difference between empathy and sympathy.



Tracdat – Strategies and Measures



Measures

MATURE Measures (UCF Operational Excellence and Assessment Support, 2005)

- Matches measure directly matches to the outcome it is trying to measure
- Appropriate Methods uses appropriate direct and indirect methods
- Targets indicates desired level of performance
- **Useful** measures help identify what to improve
- **Reliable** based on tested, known methods
- Effective & Efficient characterize the outcome concisely

Direct Measures

Provide evidence of student learning that is "tangible, visible, self-explanatory, and compelling; evidence of exactly what students have and haven't learned" (Suskie, 2009, p. 20)







Indirect Measures

Provide proxy signs that students are probably learning, but the evidence of exactly what they are learning is less clear and less-convincing (Suskie, 2009, p.20)





Outcomes

As a result of participating in student employee training, student employees will be able to *describe* basic listening skills.

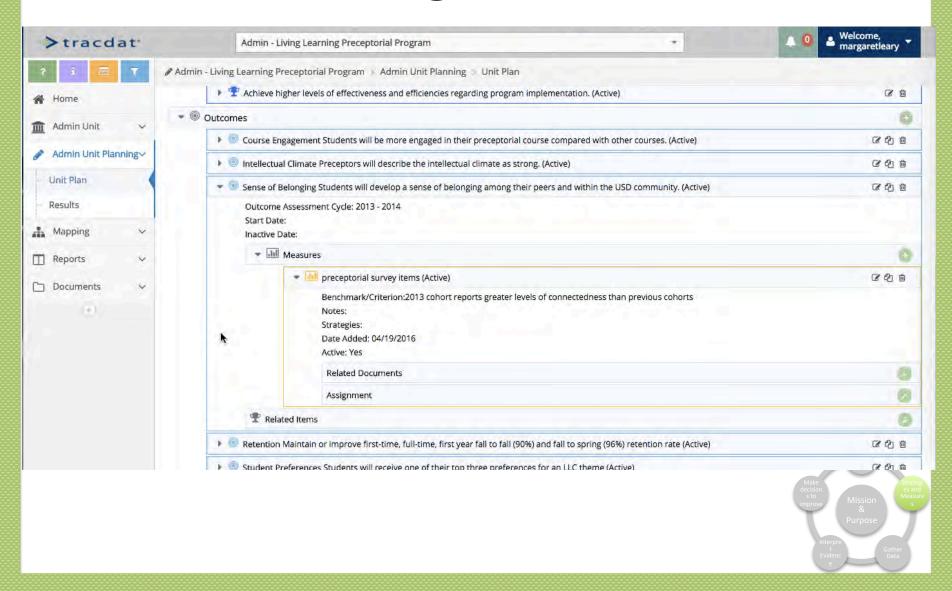
Mission & Purpose

Strategies and Measures

Empathy dimension of BBB CCLO



Tracdat Strategies and Measures



Formulating an Assessment Question

- What do you want to know?
- Why do you want to know this?
- What measure(s) will yield the data you need to answer your question?

 What might an assessment question look like for the outcome we were just working with?

References

Henning, G. (2007). *Assessment Glossary*. Retrieved from http://www.dartmouth.edu/~oir/assessmenteval/tools/

Suskie, L. (2009). Assessing student learning: a common sense guide. San Francisco, CA: John Wiley and Sons, Inc.

UCF Operational Excellence & Administrative Support. (2005). *UCF Administrative Assessment Handbook*.