Assessment in Student Services

Mission/Values
Goal
Vision

Gather Data

Interpret Evidence

Make decisions based on evidence

Inform Stakeholders

Implement Methods to deliver Outcomes
Key Questions

• What are we trying to do and why?
• How well are we doing it?
• How do we know?
• How do we use information to improve or celebrate our successes?
• Do the improvements we make contribute to our intended end results?
Purpose

• Assessment of outcomes is NOT research.
• Its purpose is to observe the end result of doing – how well are we accomplishing that which we say we are
• It is intended to inform decision for improvement and resource reallocation
• It helps us tie efforts to institutional strategic initiatives and performance indicators
Importance of Assessment in Student Services

• To demonstrate our contributions to institutional mission and goals
• To demonstrate our contributions to institutional priorities
• To assist in informing the prioritization of our time and other resources
Goals are what we Value

- They are broad general statements of what the outcome should be
- They are related to the mission and goals of the college
- They are evaluated by measuring outcomes related to the goals

- For Example...
  - To provide quality service
  - To provide responsive services
  - To provide excellent customer service
  - To expand our services
When we develop goals

• Are they meaningful?

• Are they important?

• Are they related to our mission and goals?

• Can we develop appropriate outcomes so measurement is possible?
When we develop Outcomes

• They should be detailed and specific

• They should use active verbs

• They focus on the end result of our efforts

• They must align with the goal