

Assessment in Student Services



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