



A Culture of Assessment

International Strategic Planning & Campus Program Assessment

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Overview

- Why is assessment important?
- Strategic Planning vs. Annual Program Assessment
- What is a culture of assessment?
- Who participates in assessment?
- Sample Assessment Cycle



The Importance of Assessment

- ▶ “**Assessment** is a systematic approach to collecting, analyzing, and reviewing data to improve learning. It is **important** because it tells us what and how much students are learning and where they're learning it, and it gives us insight into how we might refine our programs to help them learn more.”

<https://www.ipfw.edu>



Strategic Planning vs. Annual Program Assessment



<http://www.leoisaac.com/planning/>



Assessment Culture

- ▶ “A culture of assessment exists in an organization/institution where faculty **staff**, and **administrators** care to know what assessment results they produce and how these results relate to desired institutional outcomes and learning outcomes for students, their parents, and other stakeholders. Equally important, is use of the results for continuous improvement in the effectiveness of the organization and of student learning.”

<https://www.umes.edu/cms300uploadedFiles/CREATING%20A%20CULTURE%20OF%20ASSESSMENT-Fin.pdf>



Assessment & Institutional Effectiveness

- ▶ Systematic, on going process of collecting and analyzing data pertaining to the performance on the institution/unit
- ▶ Use of the results from the analyses to improve the performance of the unit or institution.
- ▶ Based on Institutional mission, goals, vision, and values
- ▶ Requires a clear presentation of expected outcomes
- ▶ Evidence-based and directed toward improvement
- ▶ Drives decision-making and priority setting
- ▶ Integrated with planning and budgeting

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Who participates in assessment?

- ▶ You do!
- ▶ Assessment needs to be a collaborative and inclusive process that involves all stakeholders: directors and staff.
- ▶ Assessment must have ownership if it is to be effective.



Example: Assessment Cycle





Thank You!



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