Programmatic Assessment in Student Affairs

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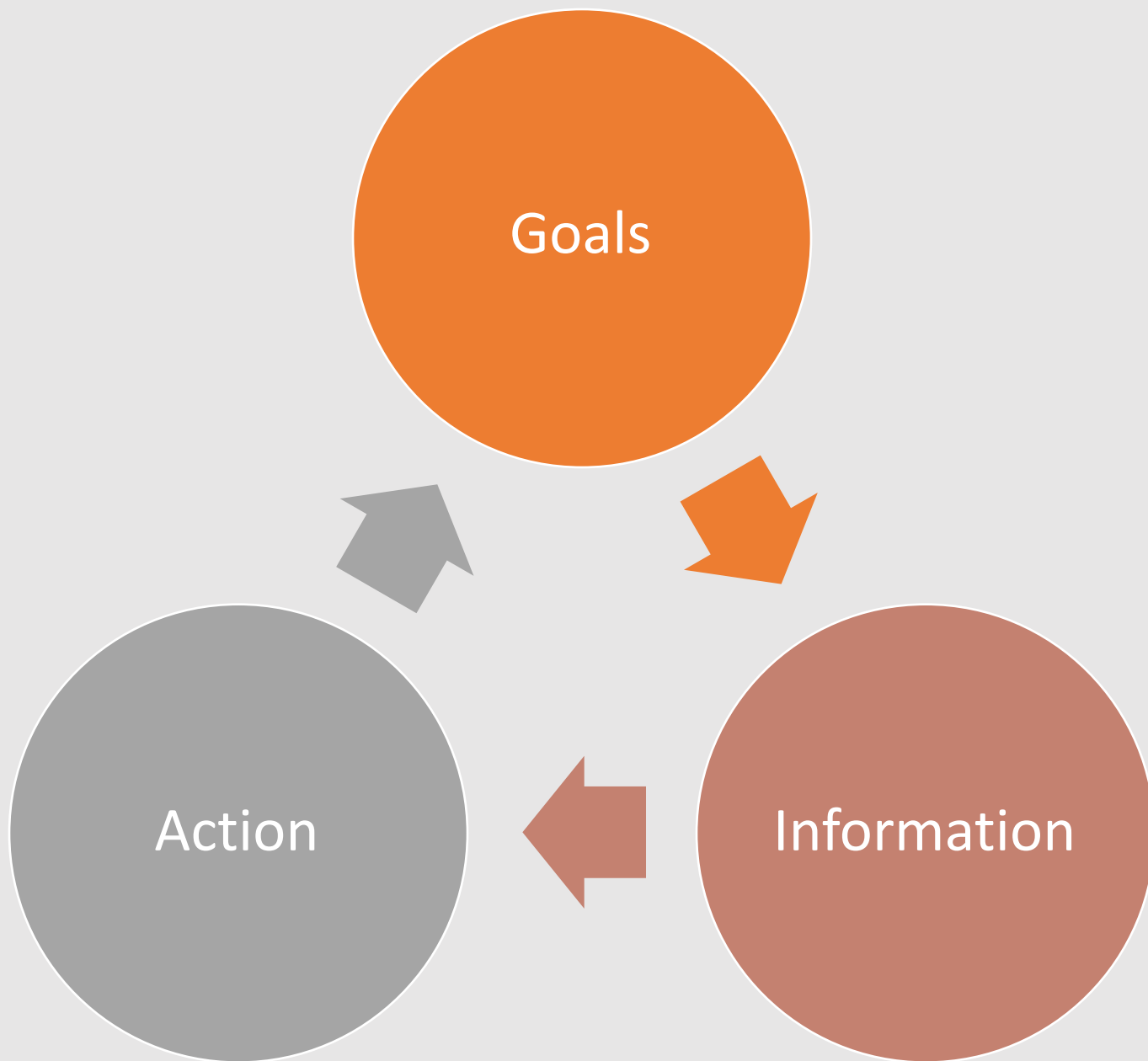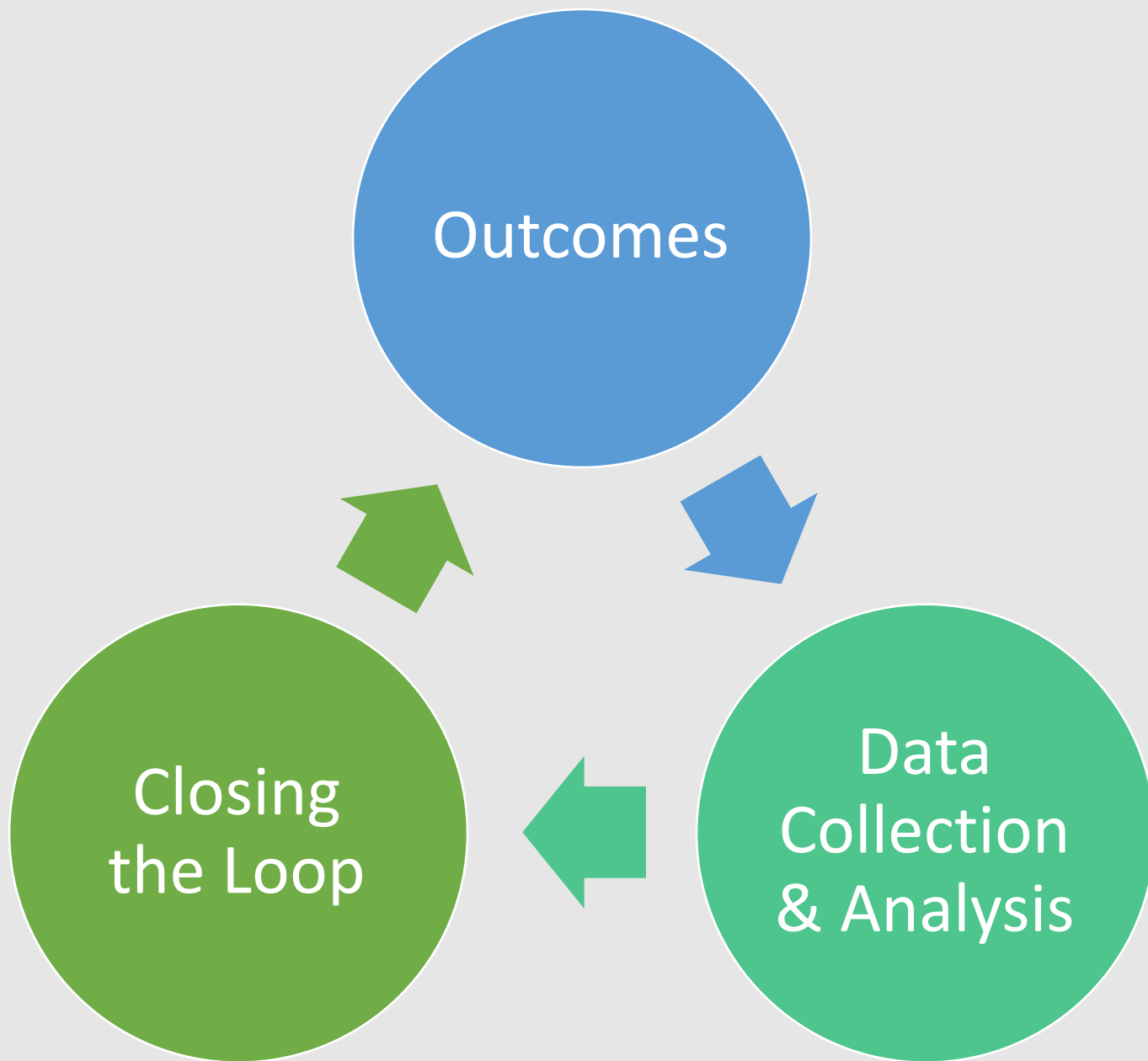
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Why engage in assessment?

Accountability movement in higher education

Accreditation

Make decisions based on data

In a time of limited resources, prove or perish

ABA Standard 315

"The dean and the faculty of a law school shall conduct ongoing evaluation of the law school's program of legal education, learning outcomes, and assessment methods; and shall use the results of this evaluation to determine the degree of student attainment of competency in the learning outcomes and to make appropriate changes to improve the curriculum."

Differentiating

Research

Assessment

Steps in the Process

Define your outcomes (SMART)

Plan for data collection (KISS)

Data collection and analysis

Close the loop

Assessment Examples

- Usage numbers ("How many students are using the Writing Center?")

- Student needs/satisfaction (e.g., evening students)

- Climate (e.g., diversity/inclusion)

- Learning outcomes (e.g., orientation pre-/post-test)

- Benchmarking (e.g., LSSSE)

Data Collection Examples

Surveys

Focus groups

Interviews

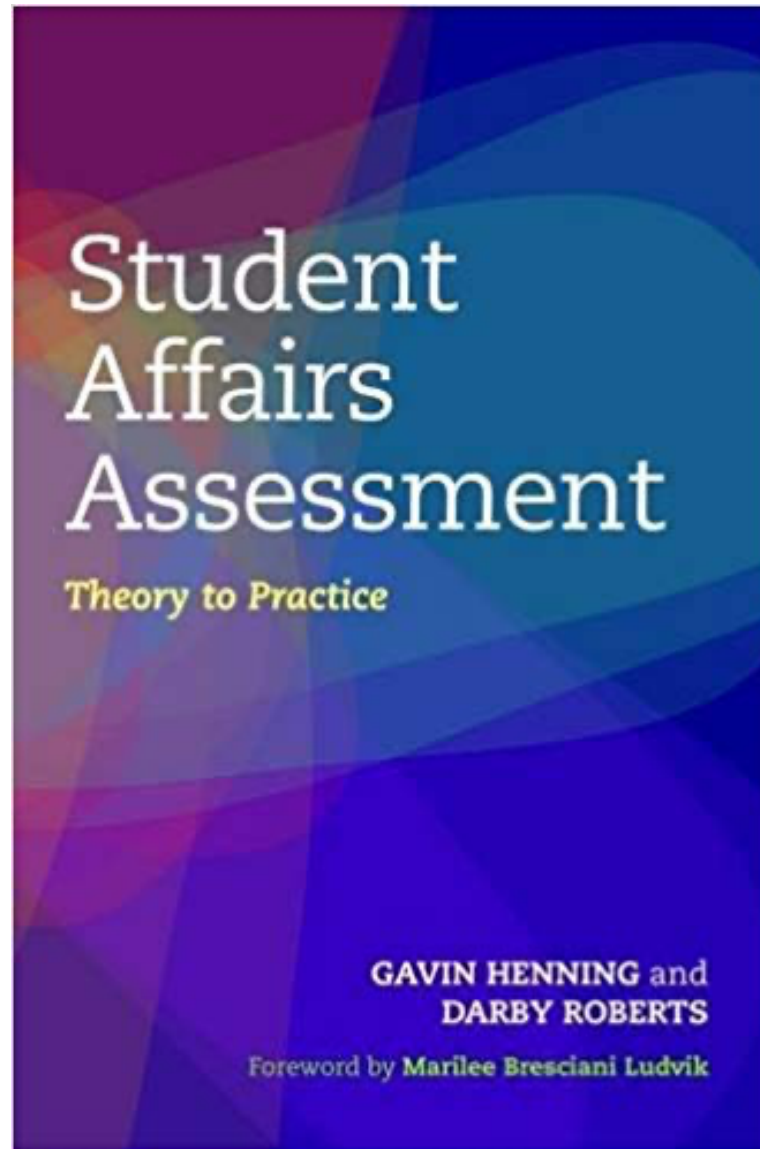Analyze existing documents

Observations

Case studies

Rubrics

Portfolios

Advice

- Keep it simple

- One outcome at a time

- Focus on the end game: actionable results, not reports

- Think beyond the survey (fatigue)

- Seek help – faculty, university, ASSESS listserv

- Don't make it personal/personnel

- Read about assessment

Student Affairs Assessment

Theory to Practice

GAVIN HENNING and **DARBY ROBERTS**

Foreword by **Marilee Bresciani Ludvik**

[Amazon Link](#)