WAKE TECH
Lead the way.

CONNECTING THE DOTS

Camellia Inman
Director of Strategic Planning and Assessment
Enrollment and Student Services
assessment.waketech.edu
February 2017

LEARNING OUTCOMES

Participants will be able to:

- Differentiate between assessment and evaluation
- Distinguish between goals and outcomes
- Describe the relationship between assessment, evaluation, goals, and outcomes

ASSESSMENT and EVALUATION

"**Assessment** is a **process** that **focuses** on **student learning**, a process that involves reviewing and reflecting on practice as academics have always done, but in a more **planned** and careful way."

(Dr. Peter T. Ewell, 2000)

ASSESSMENT and EVALUATION

"**Assessment** is the **systematic** collection, review and use of information and data about educational programs for the **purpose of improving student learning and development**."

(Palomba & Banta, 1999; Suskie, 2009)

ASSESSMENT and EVALUATION

"**Assessment** is any effort to **gather, analyze, and interpret evidence,** which describes institutional, divisional, or agency effectiveness."
(Upcraft and Schuh, 1996, p.18)

ASSESSMENT and EVALUATION

Assessment is a **process** of determining **"what is".**

Evaluation is **to judge** something with respect to its worth or significance

ASSESSMENT and EVALUATION

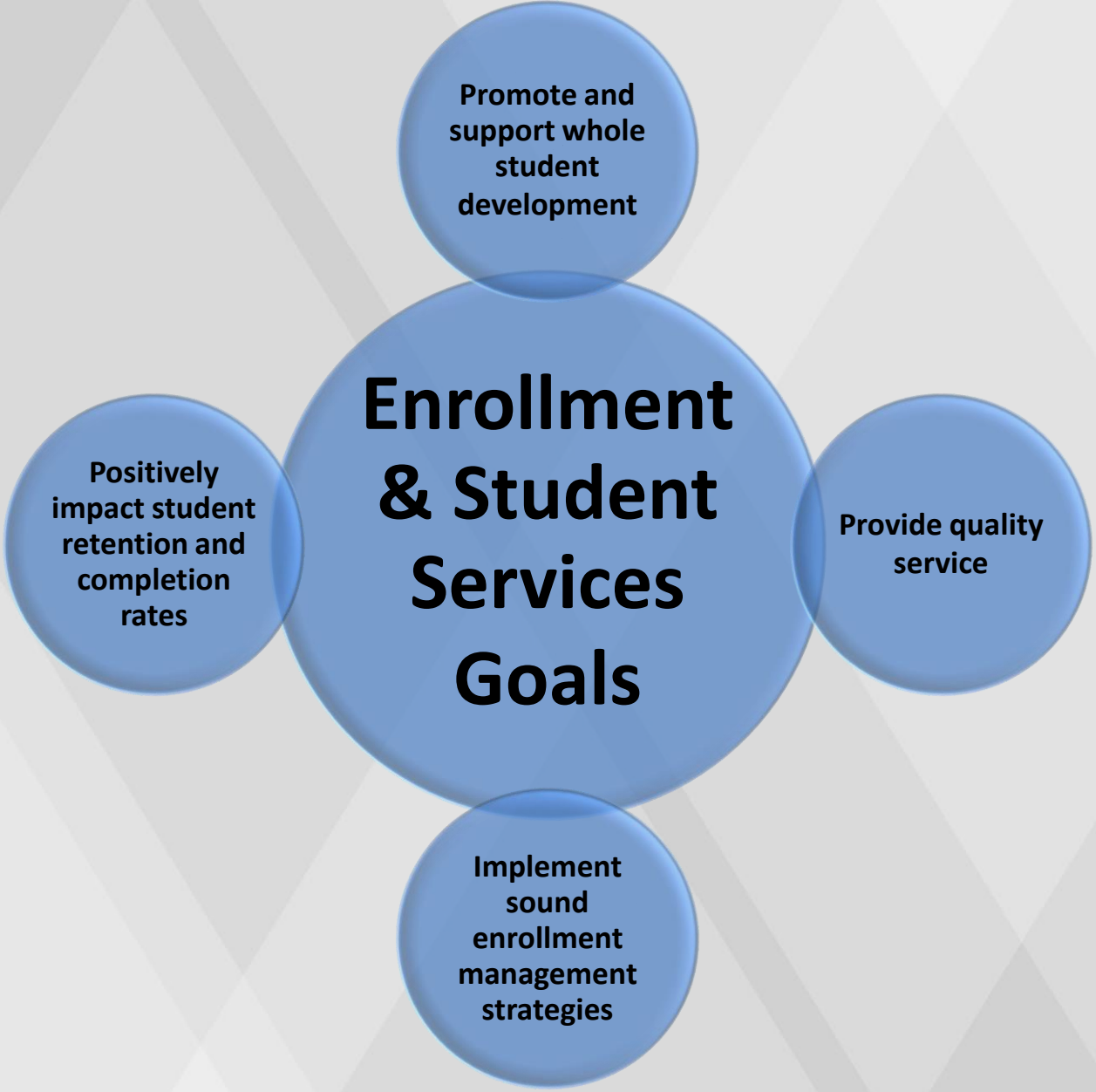
"**Evaluation** is any effort to is **use** assessment evidence to improve departmental, or divisional, or institutional effectiveness"
(Upcraft and Schuh, 1996, p.19)

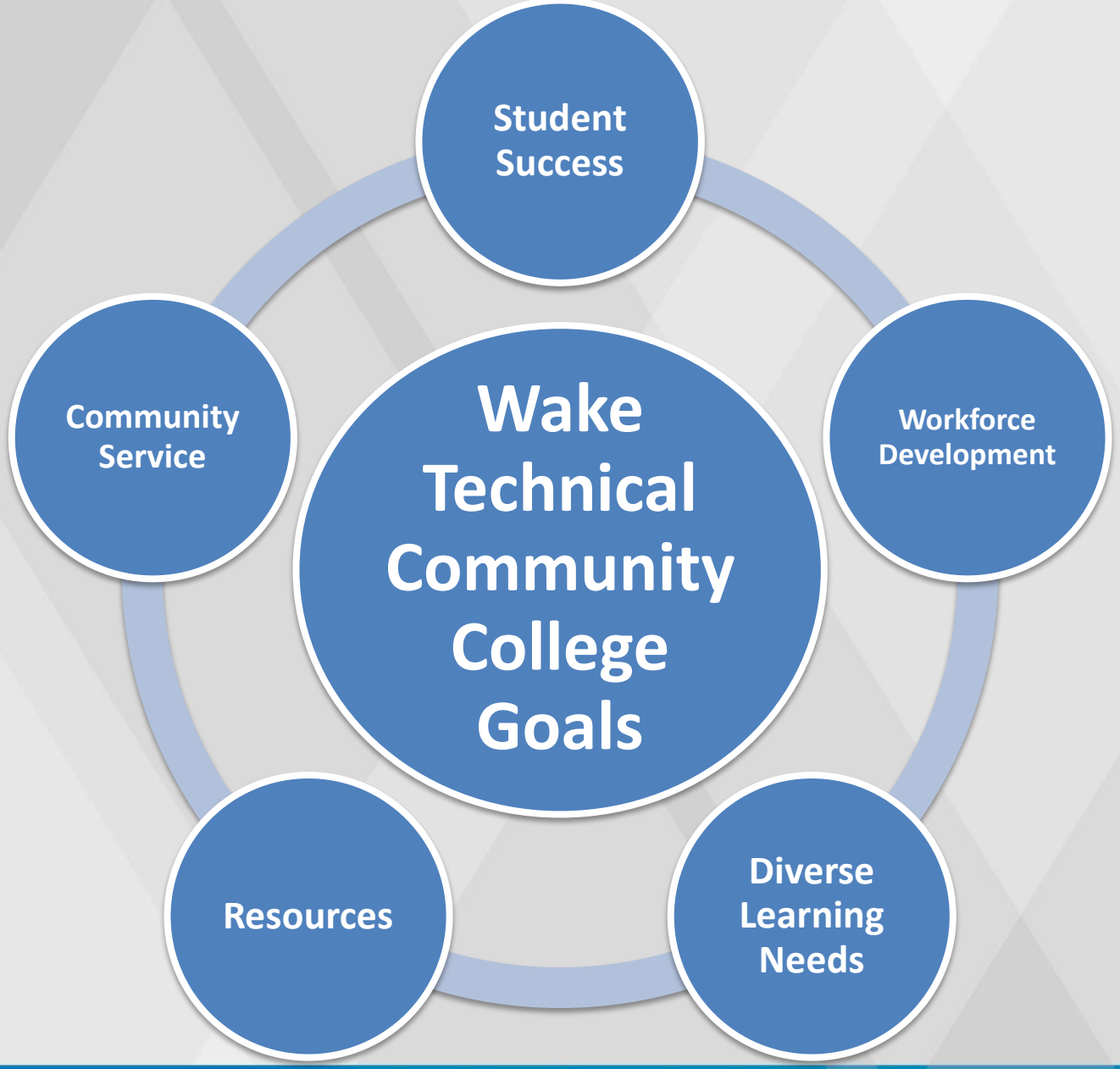
ASSESSMENT, GOALS and OUTCOMES

No **goals** equals no **assessment**.

Assessment identifies **goal** achievement.

Assessment helps understand **outcomes**.


Promote and support whole student development
Enrollment & Student Services Goals
Positively impact student retention and completion rates
Provide quality service
Implement sound enrollment management strategies



WAKE TECH
COMMUNITY COLLEGE

WHAT IS BEING ASSESSED?

Outcomes are being assessed.

What are Outcomes?

- A 'snap shot' of how the unit is doing in its progress toward its goals
- Describe where you want to be
- Answers 'Are we achieving our goals?
- SMART

  Specific (detailed)
  Measureable (action verbs)
  Attainable
  Realistic or **R**esults-Focused
  Target or **T**ailored

OUTCOMES

Operational Outcomes

The focus is on the process, not the end result

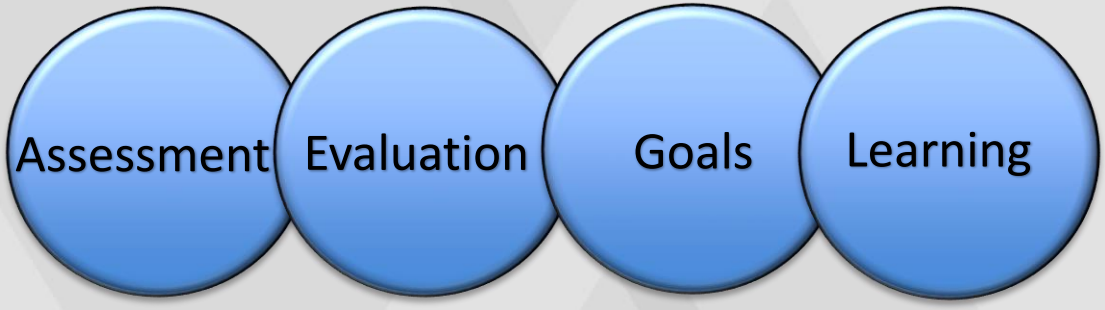
Program Outcomes

The focus is on impact, not the process

Learning Outcomes

The focus is on the student

CONNECTING THE DOTS



SOURCES

Gardiner, Lion F. “Assessment and Evaluation in Higher Education: Some Concepts and Principles.” The National Academy for Academic Leadership: Assessment and Evaluation, 7 Oct. 2011, Assessment and Evaluation in Higher Education: Some Concepts and Principles.pdf.

Schuh, John H., and M. Lee. Upcraft. “Why Assessment in Student Affairs?” Assessment Practice in Student Affairs: an Applications Manual, Jossey-Bass Publishers, San Francisco, 2001, pp. 3–17.

Yousey-Elsener, Kimberly. “Tenet Two: Cultivating a Culture of Assessment/Outcome Directed.” Coordinating Student Affairs Divisional Assessment: a Practical Guide, Stylus Publishing, LLC, Sterling, VA, 2015, pp. 15–18.

Questions

SPA Website

assessment.waketech.edu