WAKE TECH
Lead the way.
CONNECTING THE DOTS

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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 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 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 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.
Enrollment & Student Services Goals

- Promote and support whole student development
- Provide quality service
- Implement sound enrollment management strategies
- Positively impact student retention and completion rates
Wake Technical Community College Goals

- Student Success
- Workforce Development
- Community Service
- Resources
- Diverse Learning Needs
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 Results-Focused**
  - **Target or Tailored**
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

Assessment  Evaluation  Goals  Learning
SOURCES


Questions

SPA Website

assessment.waketechn.edu