Assessment:
Simple measures, powerful results
Principles...

• Remember the goal: Learning (not data).
• Use replicable methods that can stand the test of time (people, classes, curricula).
• Keep it simple.
• Provide adequate (centralized) staff support.
• Bake in professional/alumni involvement.
**A mixed bag**

**Direct measures** (require students to demonstrate competencies on target learning outcomes):
- Alumni evaluation of work
- Internship evaluation of student performance

**Indirect measures** (capture perceptions, attitudes and outcomes of the learning experience):
- Senior focus groups
- Senior survey (new)
- Assorted data (retention, graduation rates; national contest results)
Consider…

• What will the measure capture?
• How does it relate to your learning objectives?
• What will the results signify?
• How much/many will data represent?
From data to results

- **Collective meaning-making.** Faculty and alumni discuss reviews of student work.
- **Reporting, brainstorming.** Faculty share results from all measures and consider possibilities for action with each other, administrators.
- **Action and accountability.**
- **Start over.**
It's never over.