

Assessment:

Simple measures, powerful results



PennState

Donald P. Bellisario
College of Communications



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.



PennState

Donald P. Bellisario
College of Communications

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.**



Review
and
reflect



Measure

It's never over.



Change



Review
and
reflect