Assessment 101:
Assessment is the gathering and analyzing of data which describes effectiveness in order to improve programs and/or services.

Assessment is important because it...
- Encourages continuous improvement
- Informs strategic planning & decision-making
- Helps align & justify resources
- Encourages accountability
- Documents program impact
- Answers questions & helps tell your story

The best assessment always follows the 3 M’s: Meaningful, Measurable, Manageable.

Writing Effective Student Learning Outcomes:
The ABCD Model for Writing Learning Outcomes:
- A – Audience
- B – Behavior
- C – Condition
- D – Degree

When writing any target/outcome/objective, always be...
- S – Smart
- M – Measurable
- A – Achievable
- R – Relevant
- T – Time-Sensitive

Creating Effective Assessment Tools:
The DESIGN Model helps guide you through the steps of creating an assessment:
- D – Determine your purpose
- E – Examine past assessments
- S – Select the appropriate method
- I – Identify ethical/logistical considerations
- G – Generate the best question & answer format
- N – Note the purpose for each data point

Survey Top Tips:
- Pay careful attention to how questions are worded
- Eliminate the “nice to know” questions

Focus Group/Interview Top Tips:
- Seek assistance/education if you have never facilitated a focus group or interview before
- Make sure there is plenty of time at the end to analyze the data

Rubric Top Tips:
- Peer input is vital in the writing process because it will help you really articulate what you mean so that multiple individuals can reliably use the rubric
- Keep it simple!

One-Minute Assessment Top Tips:
- Take the time to consider the question you ask, because it must be targeted enough to gather the needed information
- Document, document, document!