Assessment: Getting Started

Pamela Moses, Ph.D.

Assessment is a learning process for gaining insight into your work and how it is affecting the Campus Community.

The Value

- Pilot, scaling up
- Putting a foundational piece in place

Is it working?

- Assessment is a mechanism for discovering how well it works
  - Improvement
  - Transferable knowledge

Aren't you curious?

The Importance

- Institutional excellence and effectiveness
- Commitment to engage in "sustained, evidence-based, and participatory reflection about how effectively" we achieve our goals and objectives
  - "Collection and use of evidence to analyze effectiveness"
  - "Analysis of evidence to promote … ongoing improvement"

Standard 4, WSCUC 2023 Handbook of Accreditation

Putting Curiosity into Action: Assessment Planning

MISSION, GOALS   **STRATEGIES/ STEPS**   **DESIRED EFFECTS/ OUTCOMES**   **EVIDENCE/ OUTCOME MEASURES**   **LESSONS LEARNED**   **LESSONS LEARNED**

We define the future

Activity ☐

Activity ☐

Activity ☐

Define success

Identify evidence / measures

Acquire data, analyze, reflect

Apply findings to improve

Outcome statement: One sentence about who or what will benefit and in what way

Measure: Qualitative or quantitative data that will inform you about the outcome

Framework for Planning: Logic Model

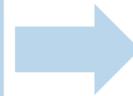*IF WE PROVIDE THIS...*   *...IT WILL PRODUCE THIS RESULT OR CHANGE*

INPUTS	**Strategies /Activities**	**OUTPUTS**	**OUTCOMES**	**Long-Term IMPACT**
Resources:	**Steps to take:**	**Artifacts:**	**Changes in processes or learning /behavior:**	**Overarching:**
Funding	Purchase software,	New lab,	Time-savings	Graduation rate
Technology	equipment,	Process,	Access to	Quality of learning
Materials	Installation,	Services	information	Career preparedness
Equipment	Trainings		Knowledge	
Expertise	Events		Skills	
Knowledge base			Perspectives	
Assistants	**Measures**		Motivations	
			Measures	
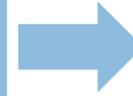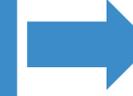
Example

Accessible Technology Ally Software Pilot: Increase Accessibility of Course Content in LMS

Accessible Technology ran a one-year pilot of the Ally software tool.

The Ally software tool provides information to faculty regarding the accessibility of their course content.

Ally also allows students to instantly access course content via various alternate accessible formats automatically.

21 courses in the MPA program.

Example: Ally Tool Pilot

IF WE PROVIDE THIS...   *...IT WILL PRODUCE THIS RESULT OR CHANGE*

OUTPUTS → **OUTCOMES** → **Long-Term IMPACT**

Ally tool yields:

- An instant score of the accessibility of course content

- Automatic attempts to provide more accessible formats (e.g. plain text, HTML)

Results of Use

- Improvement in accessibility of course content

- Increased faculty awareness

- Increase in MPA faculty seeking course remediation services

- Improved student satisfaction

- Demonstrated plausibility for tool use and potential to scale to all courses

Long Term Impact

- Scalability to entire campus

- Enhanced student learning

- Learner success

- Graduation rates

- Increased compliance

Examples of Outcomes and Measures

Outcome 1: MPA faculty will have an increased awareness of the importance of accessible materials.

- MEASURE 1: Count of the number of MPA faculty seeking course remediation services from Accessible Technology

Outcome 2: Students will have improved access to materials in alternate formats.

- MEASURE 2: a. Download count of the number of attempts Ally made to provide material in alternative forms. b. Accessibility score

Outcome 3: Students will have increased satisfaction with the accessiblity of course content.

- MEASURE 3: Student survey

Key Points for Good Assessment Design

START AT THE END

1

Start with the end in mind, backwards engineering

**FROM CHECKING OFF STEPS TO OUTCOME ASSESSMENT & LEARNING**

2

What is supposed to change as a result of your initiative? Be specific enough that your outcome can be measured within your time frame.

MULTIPLE MEASURES

3

Be sure your measure is capturing your *desired outcome*.

Think through the logical connection between outcomes and measures. Often multiple measures best tell the story of how well an outcome was met.
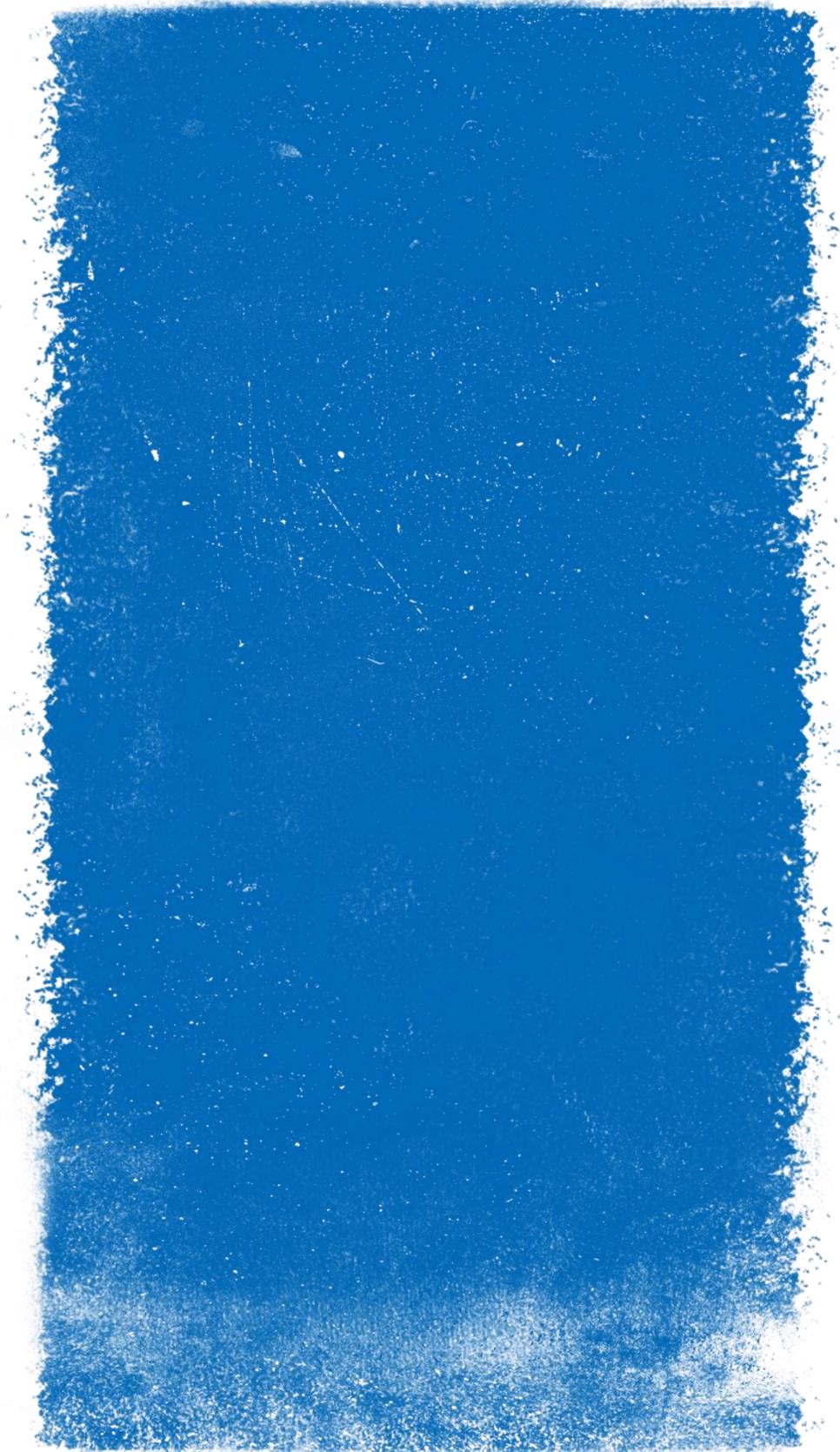
Have Questions?
Need Help?

Pamela Moses, Ph.D.

pamela.moses@csusb.edu