The Power of Numbers
Creating a Comprehensive Assessment Plan

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Alternate Text Files are available upon request; please contact Erick Jones at erick.jones@ung.edu or call 706-867-3308.
Why assess your work?

• Effectiveness
  o Attendance/Participation
  o Learning
    • Attitude
    • Skills
    • Behaviors
  o Decision-making

• Efficiency
  o Limited resources
    • Time
    • Staff
    • Money
  o Value of students’ time

• Evidence
  o Future viability
  o Funding!
Assessment Plan Components

1. Satisfaction
   - Quality control
   - Content
   - Suggestions/narrative

2. Needs
   - Demographics of student population
   - Baseline level of knowledge & skills
   - Can be measured over time

3. Outcomes
   - Learning
   - Behavioral changes
Assessment Plan Components

4. Benchmarking
   - Comparison of your program to others
   - SWOT analysis
   - Establish success markers

5. Fundraising/Grants Review
   - External funding
   - Internal funding
   - Future outlook

6. Program Review
   - Comprehensive review
   - Activities, programs, resources, etc.
   - Personnel – training, performance reviews, goal setting
   - Strategic planning
Assessment Plan Design

- Allow plenty of time for design, approval, collection, interpretation, and reporting!
- Utilize all assessment components
- Combine components on instruments when possible
- Utilize your network – share instruments
- Don’t forget reporting out data
Assessment Methodology

- Surveys
- Card-Swipe
- Pre- & Post-tests
- Reflections
- Focus Groups
- Document & Source Review

ASSESSMENT
Instrument Design

• Mixed methods gather significant data in one tool
  o Quantitative benefits
  o Qualitative benefits
• Format and distribution matter
  o Paper-&-pencil
  o Electronic
• Assessment need not be complex to be effective
• Timing makes a difference
Reporting Out

- Utilize any resources for data analysis, calculations, and institutional information
- Determine your report’s audience
- Create a template for summarizing information
- Consistency in reporting creates a ‘story’
- IRB regulations
Sample Assessment Instruments

- Submit your business card for an email of UNT SMMC’s assessment instruments
- Review and brainstorm for your department or activities
- Continue to share instruments, results, methodologies, and new ideas!