

Writing Student Learning Outcomes with Assessment in Mind



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Session Purpose

This session is intended to engage participants in exploration of an outcomes assessment framework as well as strategies and practical tools in support of developing an integrated culture of leadership and evidence/improvement at East Carolina University.

Session Outcomes-

Participants will...

- Enhance their understanding of key concepts and processes of outcomes assessment.
- Be able to initiate development of a leadership outcomes assessment plan specific to their ECU campus context.
- Contribute to developing a vision for what student success (identify outcomes) would look like with leadership in mind.

Outcomes Assessment

Key Concepts and Processes

Why Assessment?

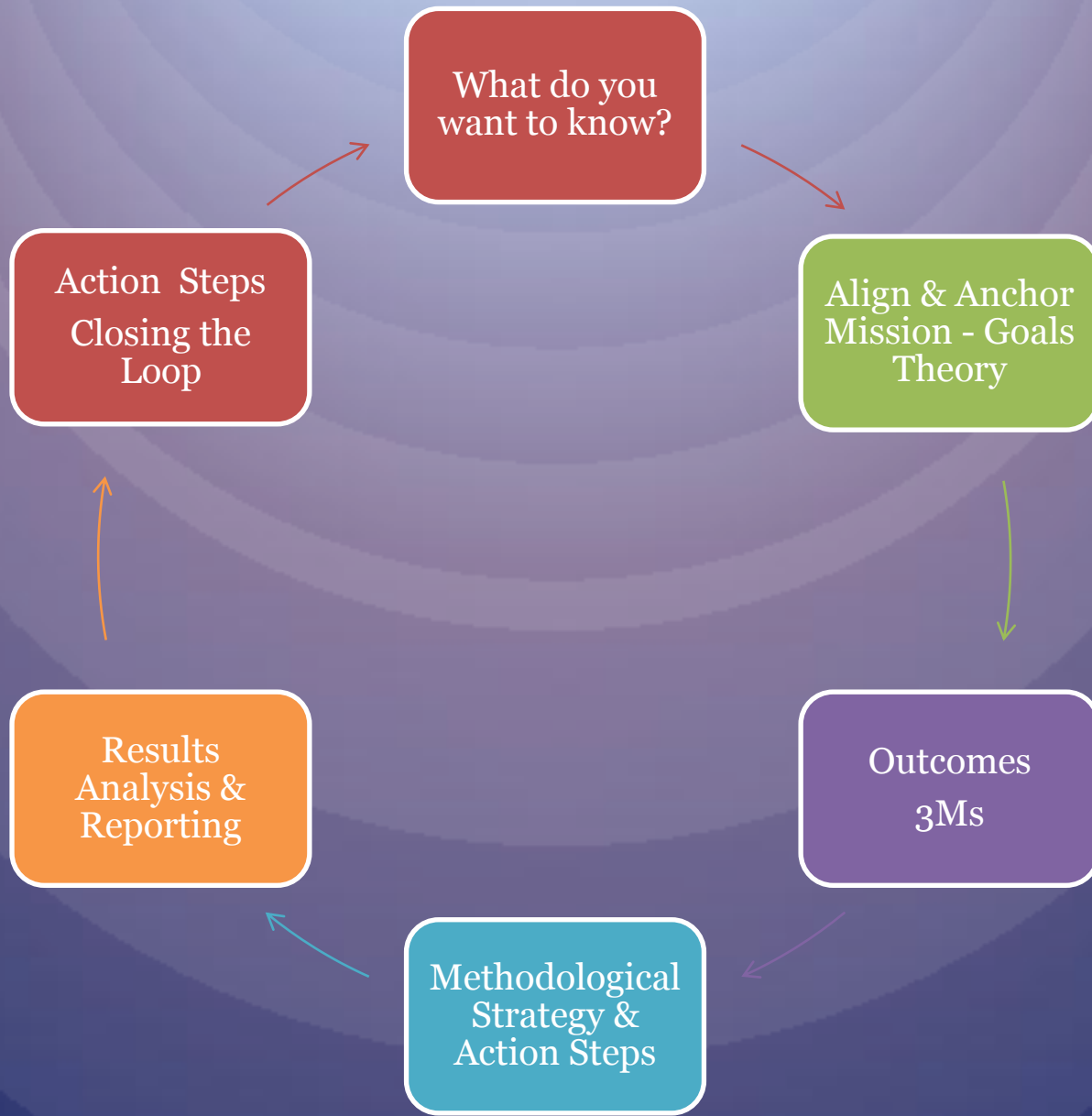
- Vital tool/process to help us make sure we fulfill the crucial promises we make to our students and society...best possible education and learning experiences.
- Make sure learning and development is of appropriate scope, depth, and rigor.
- Ensure prudent, informed stewardship of resources.

Assessment

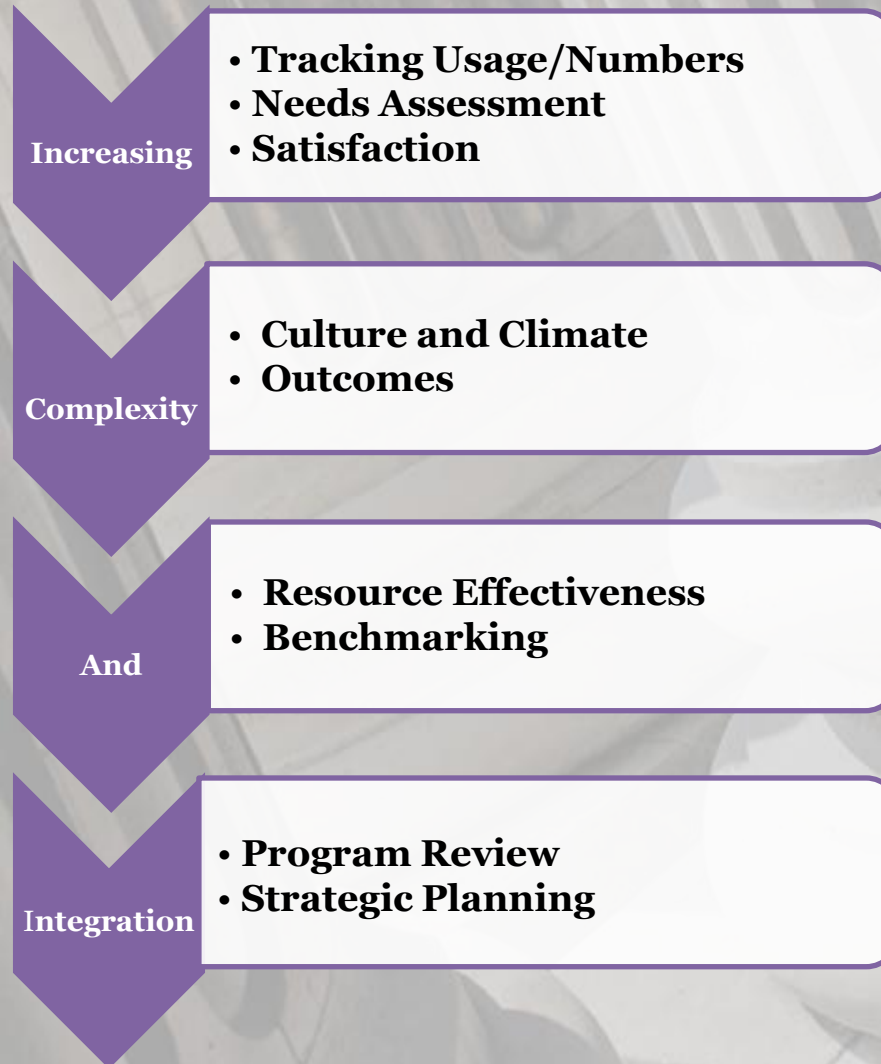
- Banta (1988): Assessment is “collecting evidence of (1) student performance on specified measures of development, (2) program strengths and weaknesses, and (3) institutional effectiveness”
- Suskie (2009): Assessment is the ongoing process of establishing clear, measurable expected outcomes of student learning (and development); ensuring that students have sufficient opportunities to achieve these outcomes; systematically gathering, analyzing, and interpreting evidence to determine how well student learning matches our expectations; using the resulting information to understand and improve learning.

Assessment Planning Cycle

- How you organize your assessment process
- Adaptable to differing mission-goals-outcomes-inputs-leading to specific strategies and action steps
- Iterative process
- Report and Use Results...Close the Loop!



Types of Assessment Processes



Language of Assessment

Action
Steps

Strategies

Inputs

Outcomes

Goals

Mission

Leadership at ECU

Leadership at East Carolina University is a relationship process of inspiring, empowering, and influencing positive change.

ECU Mission Purpose

- Strategic Direction: The Leadership University (our institutional identity)
- ECU Will distinguish itself by the ability to train and prepare leaders

Goals

- Inspire
- Broad statements that describe overarching, long-range intentions – what you aim to achieve
- Not measured or identified by one outcome but rather, many outcomes

ECU Leadership Goals

1. Advance our pre-eminence in student leadership development
2. Empower students to lead in the 21st Century as modeled in ECU's Integrated Leadership Framework
3. Enhance collaboration in Eastern NC by facilitating, inspiring, and influencing change
4. Gain national recognition for a distinctive and unprecedented approach to leadership development

Division of Student Affairs

Leadership Goals

1. Infuse all aspects of the student experience with diverse opportunities for leadership development in alignment with ECU's Integrated Leadership Framework – Pirate Portolio
2. Engender a culture of leadership, service, and civic responsibility... - outreach to inclusion to empowerment
3. Establish student employee leadership development curriculum... - translate skills

Outcomes

- Focus on the end, not the means
- Ask Why? Explains why we do what we do
- Describe how students will be different because of a specific experience – knowledge, skills, attitudes, habits of mind
- Must be measurable, meaningful, and manageable (Bresciani et al., 2010)

3Ms of Outcomes

- Is it **measurable**, meaning is it identifiable, not necessarily countable?
- Is it **meaningful** to the organization and the students it serves? Does this outcome represent a priority for your organization?
- Is it **manageable**? Do we really have the means to deliver and assess the intended outcome?

Articulating Outcomes

What should students know, be able to do, or be able to demonstrate when they have completed my course/program/activity/project/experience?

ECU Leadership Outcomes

- Curricular Outcomes
 - Applies leadership principles relevant to the chosen discipline.
 - Collaborates effectively in diverse groups to promote successful outcomes.
 - Utilizes reflection to promote personal growth.
 - Demonstrates knowledge of ethical principles and their application in leadership.

Strategies and Action Steps

Assessment Plan and Report

Developing Outcomes

1. What activity or intentional experience provides the opportunity for learning to occur?
2. What group of students will participate in the experience?
3. What do you want students to know, be able to do, or feel (attitude) as a result of your course or program?

Developing Measures & Criteria

4. How will achievement of that knowledge, skill, behavior and/or attitude be demonstrated (identify, describe, explain, discuss...)?
5. Through what medium (or by what method) will students demonstrate new skill, knowledge, and/or attitude?
6. What range of achievement satisfies the desired outcome?
7. What, if any, external requirement, guidelines, or standards apply (anchoring to theory...)?

Developing Measures & Criteria

8. What sampling scheme will be implemented?
9. Should there be a comparison group?
10. How will students be notified of the assessment?
11. What resources are needed?
12. What is the time needed to complete the assessment project?

ECU Assessment Plan

- Outcome Category
 - Student Learning
 - Administrative
 - Strategic Planning
 - Institutional
- Means of Assessment
- Criterion for Success

ECU Assessment Methods

- Standardized Examinations
- Course Embedded Projects/Capstone Experiences
- Internship/Rotation Experiences
- Portfolio/Certificates
- Performance Evaluations
- Pre-Post Survey

ECU Criteria for Success

- Alignment of outcomes to mission and goals
- What does student success look like?
 - Rubric
 - Descriptive rating scale with observable characteristics

Results & Action Steps

13. How will you make sense of your results?
14. How will you use the results?
 - Review, reallocate, advocate for resources
 - Retool and improve actions
15. With whom will you share the assessment of outcomes data?
 - Who are your stakeholders?

ECU Assessment Report

- Results
- Actions Steps Taken – Quality Enhancements
- Follow-Up

What does student success
look like with leadership in
mind?