

# HOWDY!

## Assessment 101 Assessment Basics Learning the Basics

Presented by Student Life Studies  
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TEXAS A&M  
UNIVERSITY.

# Learning Outcomes

- Following this presentation, staff will be able to
  - Define common terms
  - Apply the assessment cycle
  - Articulate the context of assessment at Texas A&M
  - Use resources available



# Terminology

- Assessment
- Research
- Evaluation
- Qualitative
- Quantitative
- Learning Outcomes
  - Following this presentation staff will be able to define common assessment terms
- Program Outcomes
  - Assessment 101 will present to staff common terms used in assessment



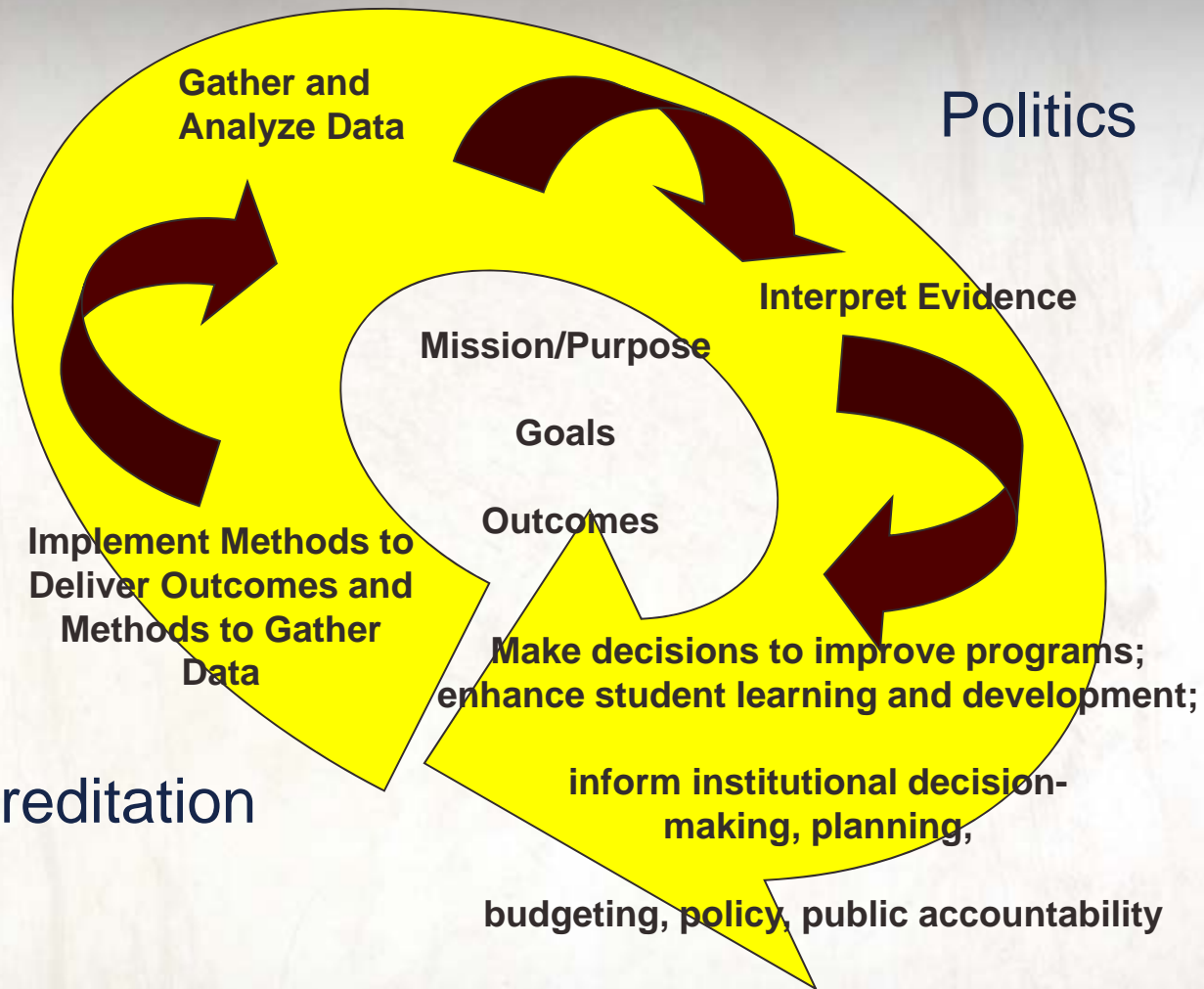
Ethics

Politics

Scholarship

Campus Culture

Accreditation



# Assessment Cycle

(Adapted from Bresciani, 2004)



# What is assessment REALLY?

- It's about understanding....
  - What are we trying to do and why?
  - How well are we doing it?
  - How do we know?
  - How do we use the information to improve or celebrate successes?

"Without data, you're just another person with an opinion."



# Types of Assessment

- Tracking use of services
- Satisfaction
- Needs
- Benchmarking
- Outcomes
- Climate
- Professional Standards



# Assessment Methods

- Survey
- Focus Group/Interview
- Observation
- Rubrics
- Portfolios
- Case Studies
- Reflective Journals
- Trends
- \*Quick Assessments
  - One-minute papers
  - Pre/Post Tests
  - Texting polls
  - Muddiest point
  - Graffiti Boards or word journals
- Tracking services
- Cost/Benefit Analysis

\*BC Student Affairs Quick Assessments:

<http://www.bc.edu/content/dam/files/offices/vpsa/pdf/Quick%20Assessment%20Techniques.pdf>



# Assessment Context

- Regional Accreditation (SACSCOC)
- Texas A&M University assessment plans
- Division of Student Affairs-strategic plans
- Your department – missions and goals





# Student Life Studies

- Helps you through the process from beginning to end
- Has technology for paper & web-based surveys, rubrics and digital recorders for interviews/focus groups
- Can train you on assessment planning & methods
- Is easy to work with 😊
- Has helpful resources on our website



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