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You've Collected Tons of Assessment Data, Now What?

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Assessment in Action Day

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WESTERN MICHIGAN UNIVERSITY

Assessment Process

1. Establish Learning Goals or Outcomes
2. Establish Learning Opportunities for Students Aligned with the Learning Outcomes
3. Use Assessment Tools to Measure the Learning that Occurs
4. Share and Analyze the Results with all Interested Constituents
5. Implement Changes Based on the Results
6. Assess the Learning Once the Changes Have Been Put in Place



Why Should the Loop be Closed?



Why Should the Loop Be Closed?

- Improvement of learning
- Happier and more successful students
- Increase retention and graduation rates
- Return on Investment
- More successful accreditation outcomes
- Shared campus understanding of mission
- Clearer communication with public



What are the Barriers to Authentic Assessment?



What are the Barriers to Authentic Assessment?

- Time
- Definition of assessment
- Lack of experience/expertise
- Too many goals/objectives (too complicated)
- Support/resources
- Fear of change
- Fear of retribution
- Comfort with anecdotal decision making



What are the Barriers to Authentic Assessment (cont.)?

- Lack of celebrating success
- Attitude that assessment is just another fad
- Lack of incentives
- Concern over faculty contracts

