

DEFINITIONS OF ASSESSMENT ELEMENTS (WEAVE TERMINOLOGY)

MISSION: Primary purpose, highest aims for the entity. The mission statement succinctly communicates the entity's overall purpose and distinguishes it from similar units. The mission statement clearly aligns with the university's mission.

GOALS: Goals are broad statements that describe the overarching long-range intended outcomes of an organizational entity. Goals are an intermediary step between mission statements and objectives. They are usually not measurable and need to be further developed as separate distinguishable outcomes. They are primarily used for general planning and are used as the starting point to the development and refinement of outcomes. Goals may have more than one objective associated with them. (minimum 1)

OUTCOMES/OBJECTIVES: *Administrative Objectives* communicate where the efforts of the entity will be directed, reflect an appropriate scope, and are aligned appropriately with the University's strategic plan. When formulating objectives, it may be helpful to think in terms of the end result or outcome. That is, once the objective is met, what change would you expect to see? The outcomes could be improvements to processes, increases or decreases in activities, or changes in responses from internal or external customers. **Include ONE relevant association to the Success by Design University Strategic Plan for one objective.** (minimum 3 with at least 1 objective linked to Success by Design strategic initiative)

MEASURES: A Measure is a method used to gauge achievement of expected results. The measure is not the actual target for achievement, but rather the approach used to evaluate whether the target was achieved. Measures encompass a wide variety of sources of information. Some examples include pre- and post-tests; system data; interviews; evaluations; standardized tests; comparison to standards; surveys; activity volume; and document analysis, but may include many other types of information sources. (minimum 1 for each objective)

TARGETS: The overall level for satisfactory performance within a reporting period. A Target is quantifiable. It is usually expressed in terms of percentages, ratios, or actual numbers. Targets should be appropriately challenging and attainable in the given timeframe. Some examples include: 100% of students will score at least 3 on a 5-point scale; 85% of students will complete a co-op experience; 90% of students will receive a passing score in the X standardized test; 85% of employees will express satisfaction with services provided. (minimum 1 for each objective)

FINDINGS: The reporting of the data collected from your assessment measure. Findings are reported at the end of the annual cycle. Findings are reported in comparison to the Target, with a final analysis that the target was Met, Partially Met, or Not Met. (minimum 1 for each objective)

Analysis of Finding: This is the opportunity for areas to summarize the takeaways from the information reported in the Findings. Some questions to consider:

- Why did the area achieve the results it did?
- What does that say about how well the administrative area is performing?
- How do the findings compare to findings from previous years?
- What improvements do the findings suggest need to be implemented in the next year?

ACTION PLANS: Activities that you implement in response to the findings. These implementation activities are designed to improve your findings on the assessment measure for the following year, which demonstrates "use of findings" that leads to continuous improvement. (where applicable)

Assessment Plan

Sample Administrative Unit Assessment Entries

| <i>Planning and Institutional Research</i> | | | | | |
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| Goal | Outcome/Objective | Measure | Target | Finding | Analysis of Finding |
| <p>Culture of assessment</p> <p>PIR will foster a culture of assessment in the support of institutional effectiveness</p> | <p>Engaging stakeholders in the strategic planning process</p> <p>PIR will engage key campus stakeholders in the annual assessment and tracking of the institutional strategic plan.</p> <p>Strategic Initiatives: Success by Design 2019-25: COMPLETION 2.5 - Align the institution's policies, procedures, resources, rewards, and incentives to encourage scholarship, creativity, collaboration, and innovations that advance student success.</p> | <p>Annual planning meeting evaluation</p> <p>Planning and Performance will distribute an evaluation to attendees of the annual planning event and use the results to make improvements or changes for subsequent events.</p> | <p>At least 75% of responding attendees will agree that the overall format of the leadership meeting was effective and that the presentations were beneficial.</p> | <p>100% of survey respondent agreed or strongly agreed that the format was effective and engaging. 96% of respondents indicated that the presentation on the CPE metrics was informative and 92% thought the Academic Chairs Spotlight was engaging and creative.</p> | <p>The open responses to the survey were informative for thinking about next year's version of this retreat. People enjoyed the ability to network with others and the ability to interact with others (not just being spoken to). There did seem to be some requests to make the day shorter and make sure that the activities are clearly defined. One of the last activities was listed as confusing by some individuals.</p> |