

# Assessment 101

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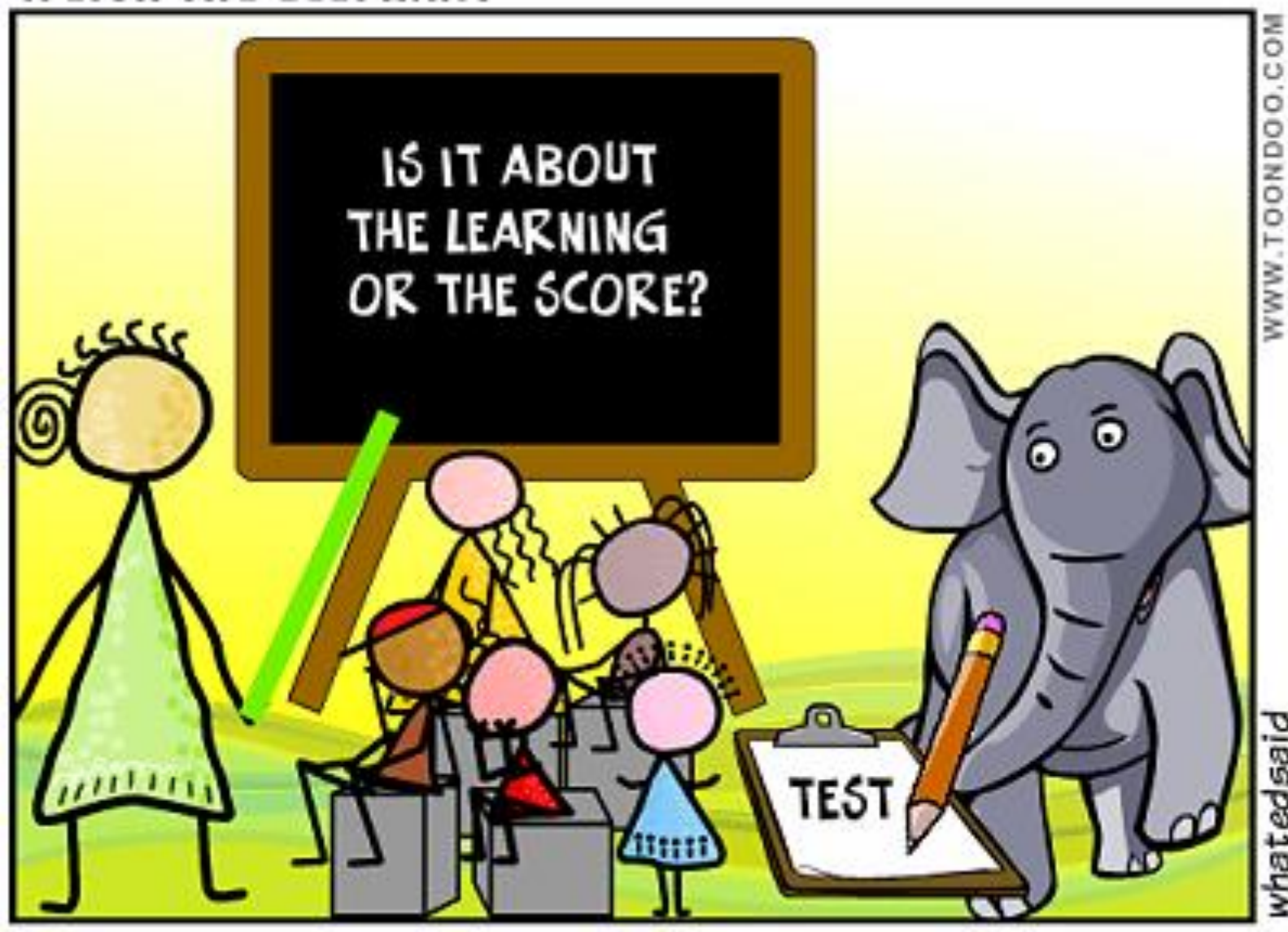
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OCTOBER 2018

## WEIGH THE ELEPHANT



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# What is Assessment of Student Learning?

The systematic collection  
and analysis of information  
to *improve student learning*.

# What is Assessment of AES Units?

The systematic collection and analysis of information to ensure that we are providing high-quality programs and services.

# Why Assess?

There are four main reasons to assess:

- 1 To Prove**
- 2 To Inform**
- 3 To Improve**
- 4 To Assure Quality**

# The Benefits of Assessment (To Key Stakeholders)

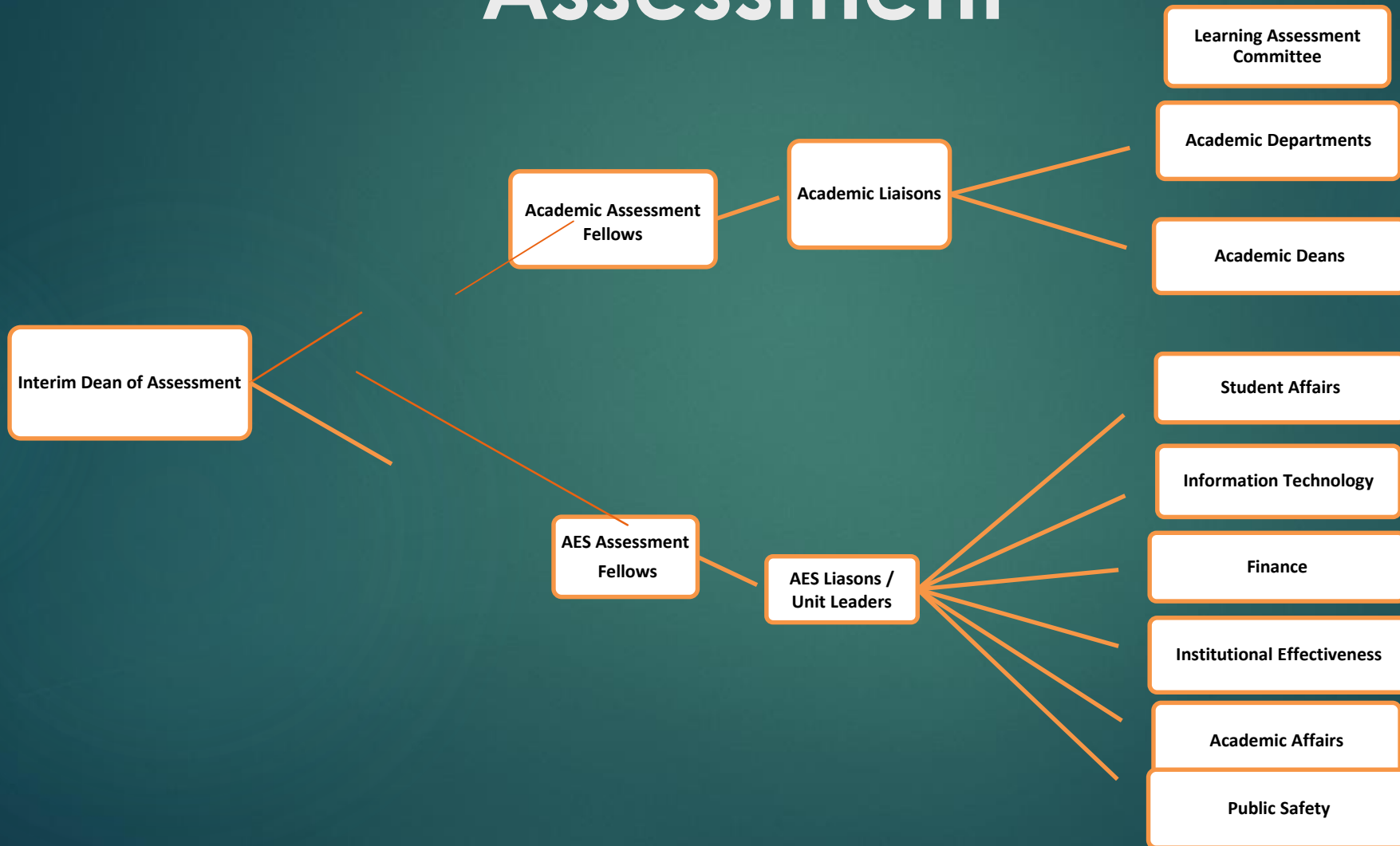
- ▶ Accreditors & local/state legislators...
- ▶ Administrators...
- ▶ Faculty and staff...
- ▶ Employers...
- ▶ Parents...
- ▶ Students... (prospective, current, alumni)

# Assessment Myths and Misconceptions

- ▶ It's a passing fad
- ▶ 'Not My Job'
- ▶ You can't assess what we do in Academia
- ▶ I Already Assess; I Call it 'Grading'
- ▶ I Don't Have the Time to Do Assessment
- ▶ I Don't Have the Expertise to Do Assessment
- ▶ Assessment Might Reveal "Bad" News

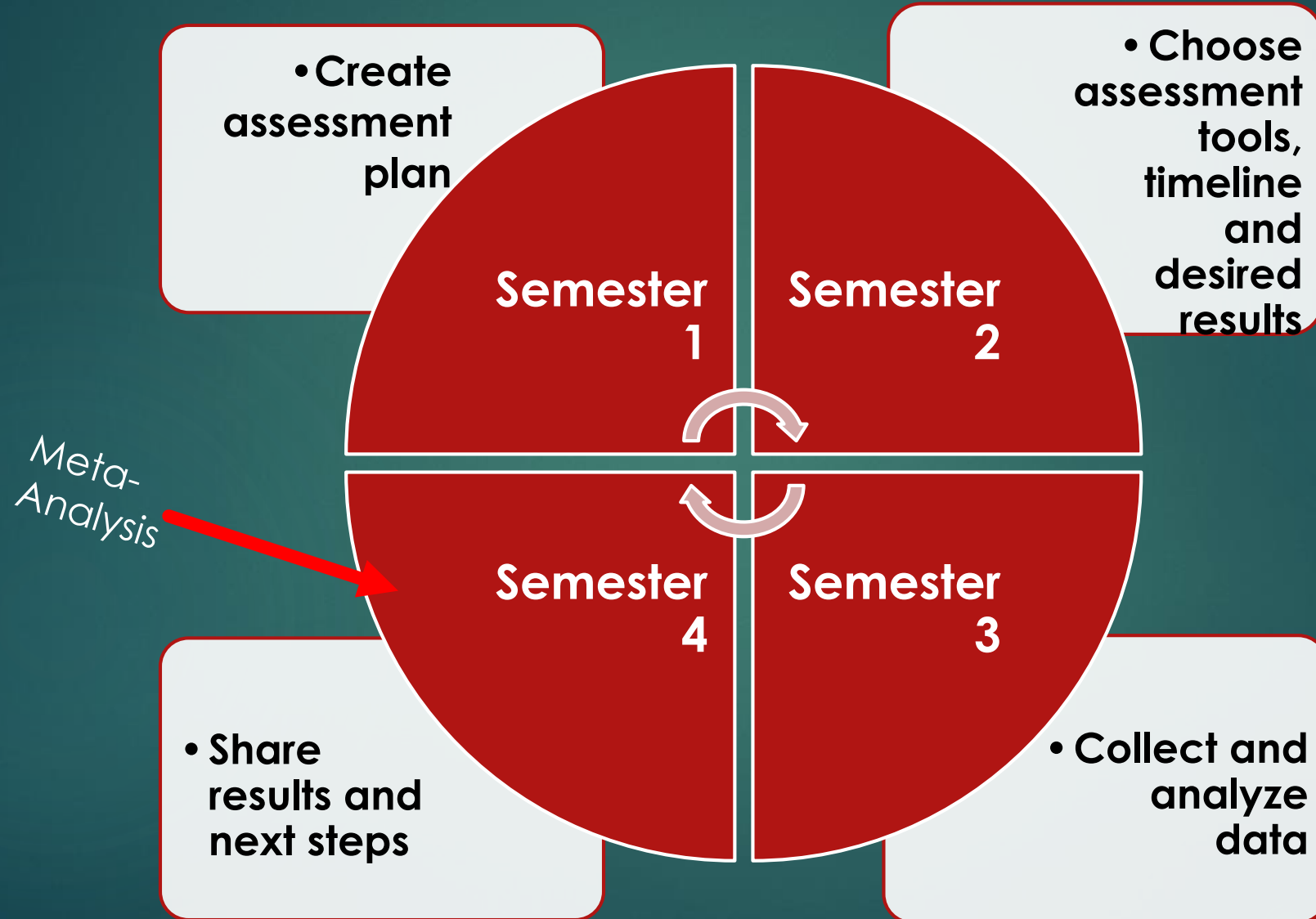


# Organizational Chart of Assessment





# Assessment Cycle



# Challenges to Assessment Design

- ▶ Allowing sufficient time
- ▶ Linking assessment methodology to the purpose of assessment
- ▶ Getting faculty / staff to help

# Guidelines for Good Practice

- ▶ Links to mission & strategic direction of the College and professional standards
- ▶ Involves all members/units of college community
- ▶ Uses multiple assessment measures; cognitive, behavioral, & affective learning domains
- ▶ Leads to program improvement
- ▶ Informs planning/budgeting process
- ▶ Is ongoing

# Resources

- ▶ Assessment Fellows
- ▶ Bergen Assessment Handbook
- ▶ Bergen website, <http://bergen.edu/about-us/institutional-effectiveness/assessment/>
- ▶ Workshops
- ▶ Learning Assessment Committee
- ▶ Middle States, <http://www.msche.org/>
- ▶ NILOA, <http://www.learningoutcomesassessment.org/>

# Summary



- ▶ What did you learn today about assessment?
- ▶ What remains unclear or confusing to you about assessment?

# For more information

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