

Communicating Assessment Results

(RE) Opening the Assessment
Toolbox (Part 2)

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Presentation Outline

- Ways to Deliver Results
- Knowing your Audience
- Presenting Useable Results
- What is Assessment and Why Is It Important
- Using Graphics
- Oral Presentations



Communicating Assessment Results

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Ways of Delivering Assessment Results (not mutually exclusive)

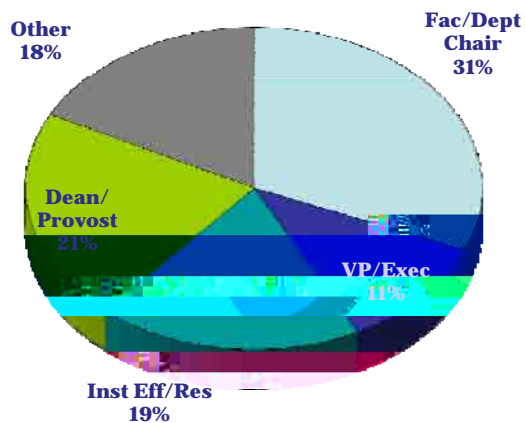
- Written Report
- Web Presentation
- Handouts
- Graphics Tables and Charts
- Oral Presentation
- Mixed Formats



Communicating Assessment Results

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Know Your Audience



Communicating Assessment Results

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Appreciating Multiple Perspectives

- With regard to assessment results, what are the concerns of . . .
 - Presidents . . .
 - Provosts . . .
 - Department Chairs/Faculty . . .
 - Institutional Effectiveness/Assessment/ Institutional Research Officers
 - Others On Campus . . .
 - External Constituencies
- Liberal arts and sciences vs. professional academic programs
 - Presence or absence of professional/ specialized accreditation requirements
 - Licensure/certification requirements of graduates
 - World view differences
 - Research methods and standards of evidence



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Moving from Analysis to Presentation

- Knowing when to leap from analysis to presentation
- Discussing methodology – with a roomful of experts with differing opinions – be prepared to defend your position
- Use of triangulation across different types of data collections – look for converging evidence



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Presenting Usable Results

- Presenting assessment results in such a way that they can be used to support decisions and make changes
 - Organized, coherent, telling a story
 - Know what the key decisions are
 - Look for teachable moments
- Be prepared to provide just in time



Jim Nichols’ Grade Book Analogy: How you can use student performance to assess program strengths and weaknesses? – a way to conceptualize the process



Typical Grade Book

| | Grading Dimensions | | | | | | |
|---------|--------------------|--|--|--|--|--|---------------------|
| Student | | | | | | | Student Performance |
| #1 | | | | | | | |
| #2 | | | | | | | |
| #3 | | | | | | | |
| #4 | | | | | | | |
| #5 | | | | | | | |
| #7 | | | | | | | |
| #8 | | | | | | | |
| #9 | | | | | | | |
| #10 | | | | | | | |

Adding Student Learning Outcomes as Column Dimensions

- Unit of analysis changes from an individual course to the academic program
- Individual student performance is mapped based on achievement of particular outcomes
- Achievement of each outcome may be



A Conceptual and Functional Tool

- Again, how the student performance data is mapped into this matrix can vary depending on the particular measures used.
- Once particular strengths and weaknesses are identified, analysis of how the curriculum is delivered should ensue.



A Concrete Example



Political Science

B.A./B.S. *Intended (Student) Outcomes*

- Understanding of the *central themes, concepts, and political institutions* in political science.
- Develop *analytical and critical thinking skills*.
- Develop

| Political Science B.S./B.A. | | | | | | | | |
|-----------------------------|-----------------------------|----------------------------------|-------------------|------------------------------|------------------------------|--------------------------------|---------------------------------|---------|
| | Learning Outcomes | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | | |
| Student | know concepts, institutions | analytical critical think skills | effective writing | effective verbal comm skills | res method, computing skills | multidisc know, multicult pers | Student (Row) Measure - Average | Std Dev |
| #1 | 80 | 79 | 85 | 65 | 77 | 80 | 78 | 6.7 |
| #2 | 90 | 93 | 92 | 82 | 96 | 96 | 92 | 5.2 |
| #3 | 79 | 80 | 82 | 71 | 72 | 66 | 75 | 6.3 |
| #4 | 98 | 96 | 94 | 89 | 98 | 92 | 95 | 3.6 |
| #5 | 82 | 82 | 84 | 78 | 78 | 80 | 81 | 2.4 |
| #7 | 68 | 62 | 70 | 68 | 60 | 58 | 64 | 5.0 |
| #8 | 90 | 92 | 94 | 87 | 89 | 88 | 90 | 2.6 |
| #9 | 78 | 72 | 78 | 68 | 72 | 82 | 75 | 5.2 |
| #10 | 95 | 95 | 91 | 84 | 94 | 88 | 91 | 4.4 |
| Column Measure-Average | 84 | 83 | 86 | 77 | 82 | 81 | 82 | 3.1 |
| column std. dev | 9.5 | 11.6 | 8.1 | 9.1 | 13.1 | 12.3 | 10.2 | |