

How to Create the Greatest Assessment Plan

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- 29 majors
- Examples: Anthropology, Communication, Criminal Justice Studies, English, History, Journalism, Political Science, Sociology
- 19 advisors plus assistant and senior director
- ~7,000 undergraduate students
- 7 advisors created an assessment team

NACADA Assessment Institute

- “The real purpose of assessment should be to determine whether programmatic goals are being achieved and student needs and learning goals are being met” (Robbins & Zarges, 2011)
- Assessment is not the same as student satisfaction
- Key stakeholders and building a team
- Awareness of broader institutional initiatives/goals
- Start with Student Learning Outcomes (SLOs)
 - What students should know, do, and value
 - Measure directly and indirectly

What is a Mission Statement?

-Demonstrates the purpose of advising
 -Provides strategies for achieving mutually agreed upon goals while lifting up the role of advisors

-Our statement: College of Social and Behavioral Science Academic Advisors are chief advocates for undergraduate students. Advisors actively listen to students’ questions and concerns, and facilitate the exploration of values, interests and careers. Advisors support their students, offering not only guidance, but also resources as students process through their academic careers to graduation. As a result, advisors empower their students, readying them for active lives in their chosen professions, while encouraging them to be change agents and life-long learners.

Assessment Plan

- Freshmen and Transfer Orientation
- Use a short Qualtrics survey
- What are the most important things for students to learn at Orientation?

Orientation Assessment

Specific Learning Outcome	Where Learning Occurs	When or by When Learning Occurs	Outcome Measure	Data Instruments	Minimum Performance Criteria for Success
Satisfied with schedule	Orientation (FR and transfer)	End of Change of Schedule	5 point scale	Qualtrics survey	Minimum 80% satisfied or very satisfied
If not satisfied, why not	Orientation (FR and transfer)	End of Change of Schedule	Write in answer	Qualtrics survey	Will not measure. Question will just give us information
Know who advisor is	Orientation (FR and transfer)	End of Change of Schedule	Write in name	Qualtrics survey	80% write in name of advisor. Since survey is anonymous, we cannot check for correct answer.
Know how to contact advisor	Orientation (FR and transfer)	End of Change of Schedule	True or False	Qualtrics survey	Minimum 80% True

Why are you not satisfied?

- Class Choice (35.2%)
 - “a lot of classes were full”
 - “That I don’t have a math”
 - “do not feel comfortable taking math in fall semester”
- Timing Issues (32.8%)
 - “I have large gaps in between class times”
 - “A lot of classes on Monday”
 - “...some of the times between my classes are cutting it short in regard to time...”
- Oops!
 - “I pressed the wrong button, I am satisfied”
 - “I am satisfied, just a little nervous”
- Undecided
 - “Because I have yet to take the classes to truly determined (sic) if I am satisfied”
- Totally Confused (only mentioned 2 times)
 - “im (sic) very confused on what im taking”

What is your academic advisor’s name?

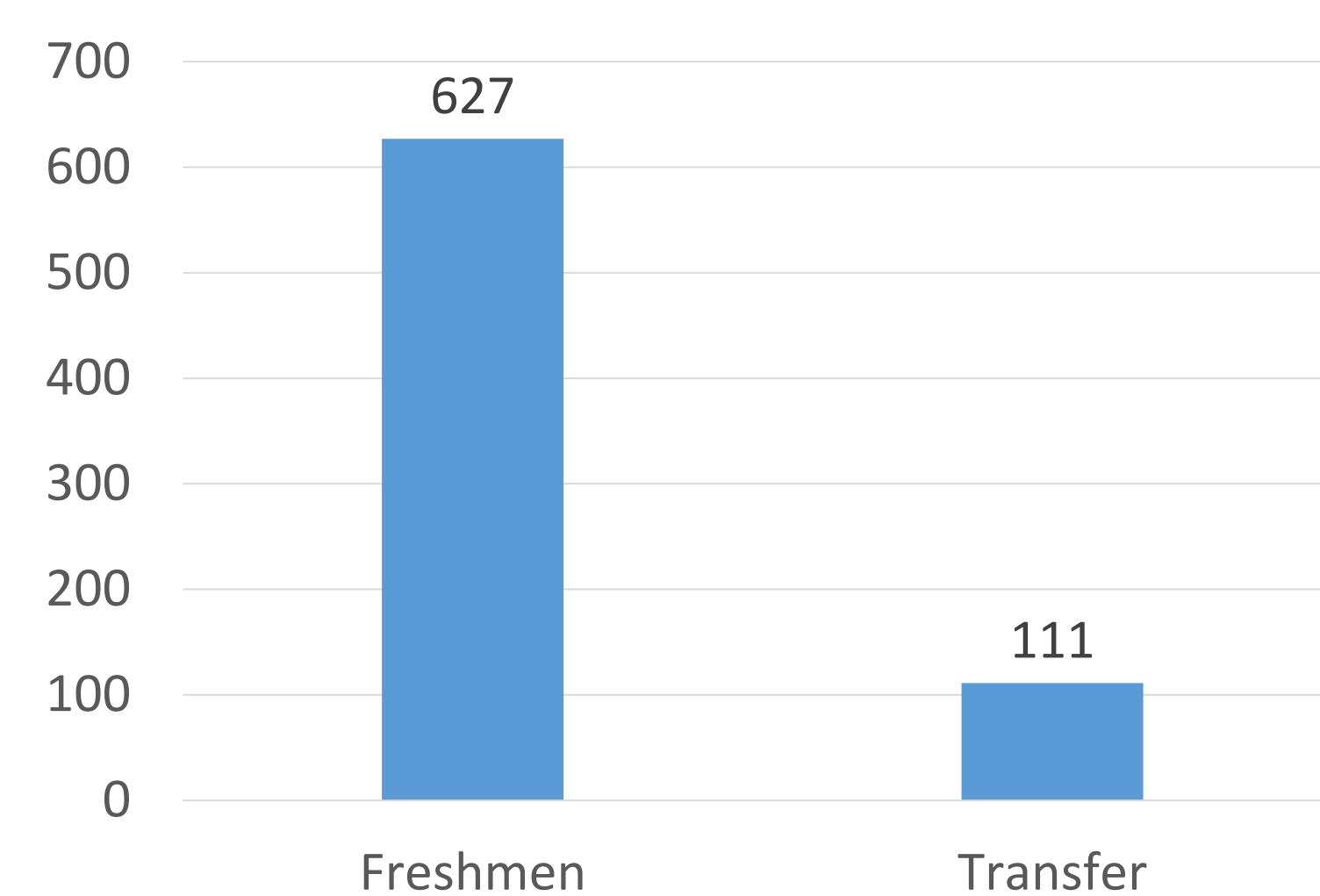
Advisor’s name: 726 (98.37%)

Incorrect name: 12 (1.62%)

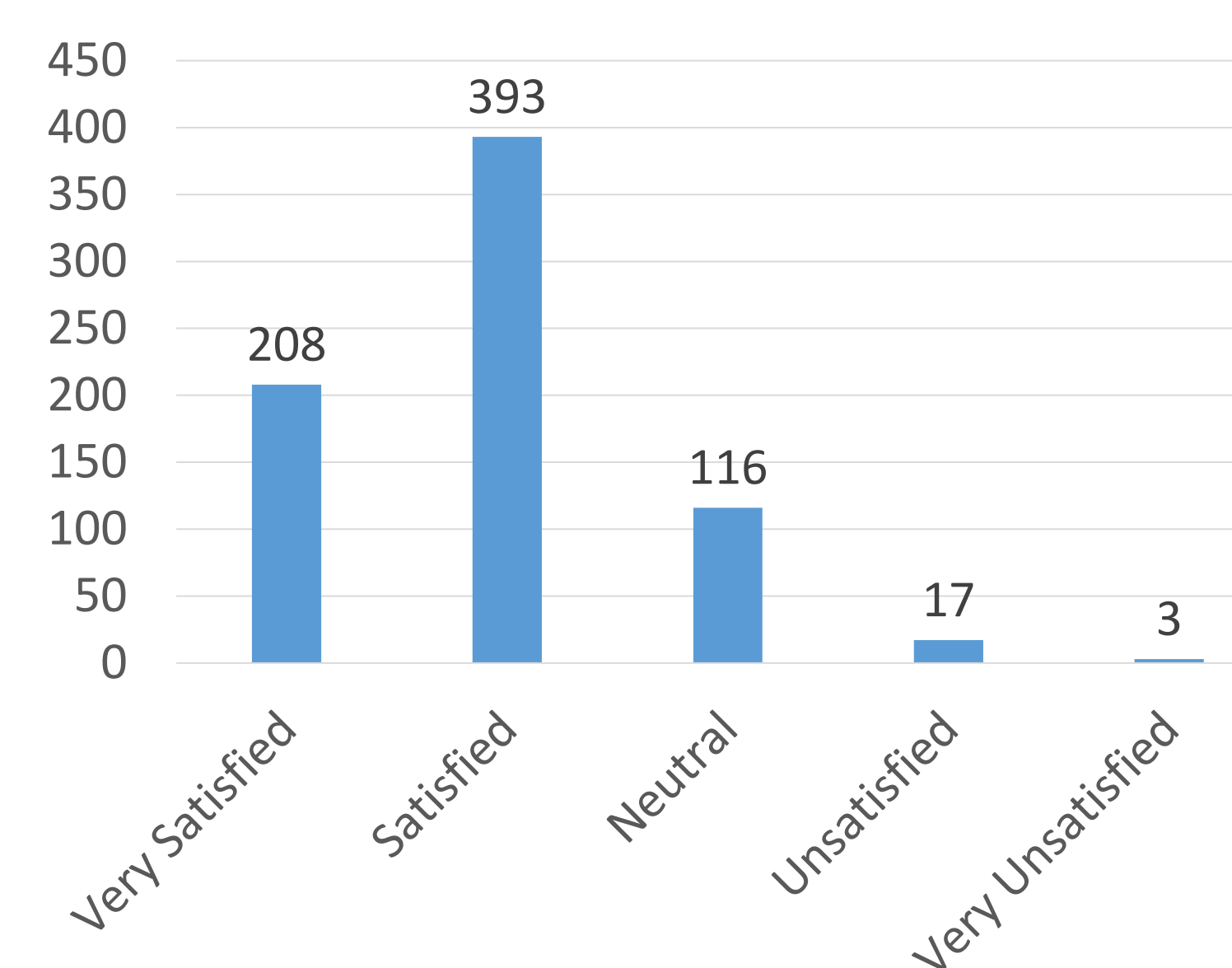
I don’t know: 9

Incorrect name: 3

Participants

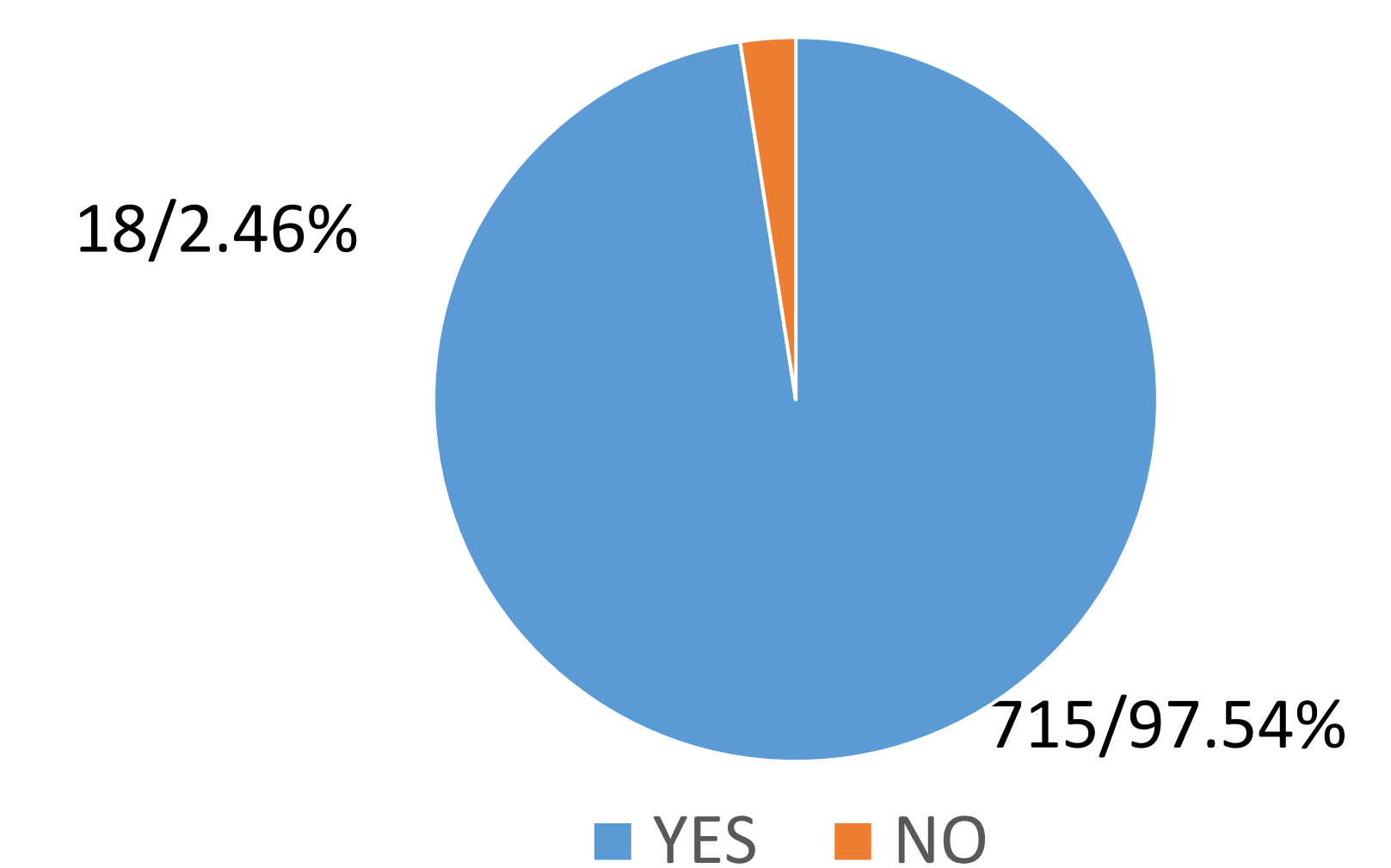


How satisfied are you with your schedule?



81.54% satisfied

I know how to contact my academic advisor.



Future Directions

- Survey at the end of mandatory freshmen success course Fall 2019