



Creating an Assessment Culture

Setting the Foundation for Institutional Success



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AGENDA

Item
1

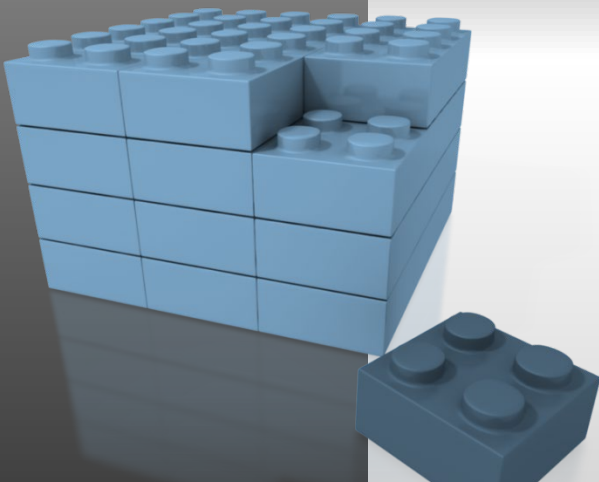
Assessment- Where to Begin

Item
2

Establish SMART Goals

Item
3

GROUP ACTIVITY



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ASSESSMENT

Where to Begin?

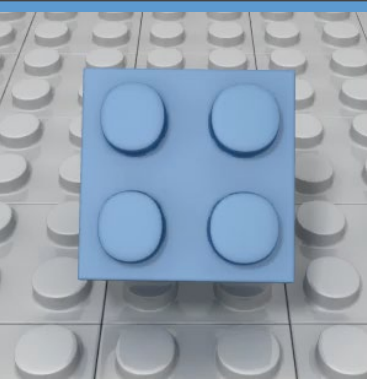
Step 1: Create SMART Goals. ...

Step 2: Establish activities

Step 3: Choose **Assessment** method

Step 4: Review and report use results

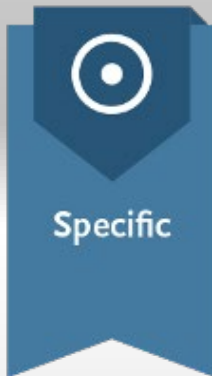
Step 5: Adjust, revisit, define and improve



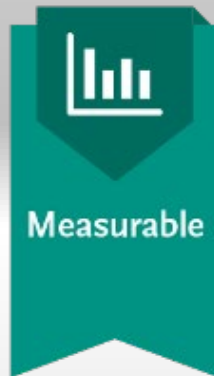
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Establish *SMART* Goals

S



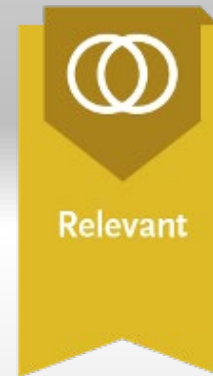
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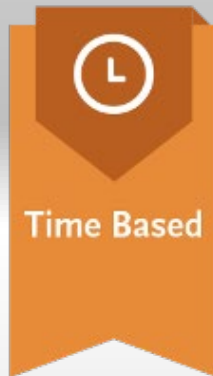
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Specific

Who?

What?

Why?

How &

Why are we assessing?



Target a specific area

- Recruit more **PA residents** or
- Improve freshman to sophomore **retention** or
- Help the campus understand **Pronouns**



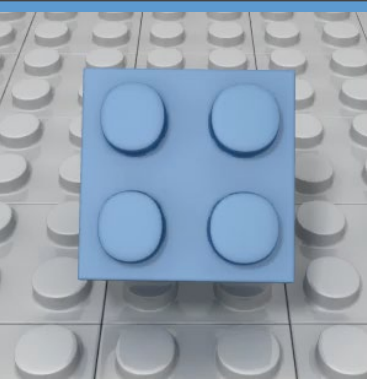
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MEASURABLE



Quantify or at least suggest an indicator of progress

- Document and compare the number of PA applications started submitted and completed.
- Document the number of freshman returning each Fall as sophomores
- Increase the number of participants in the presentations



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ATTAINABLE

Determine if the goal is attainable - identify and assign ownership:



- Admissions and Financial Aid Teams
- Athletics – Women's basketball coaches and team
- First Year and Transition Class Dean
- Title IX Coordinator



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RELEVANT



State what results can realistically be achieved, given available resources

- 3% increase in PA students enrolled
- Women's Basketball Championship
- 5% increase over previous years for returners
- 80 % participation in the Title IX presentations

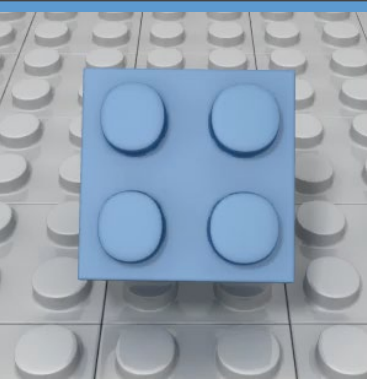


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TIMELY

Specify when the results can be achieved

- Fall 2021
- Fall 2020 to Fall 2021
- Spring 2021
- Spring 2022



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Questions? Comments?

