

Examples of Good Assessment Outcomes/Measures

What Makes a Good Outcome or Measure?

Outcomes = Program Goals

- Big picture, broader goals, objectives, and/or expectations for program students.
- **What do we want our students to DO, KNOW, and/or VALUE?**

Measures = How we determine if the outcome/goal was reached.

- State the timeframe or course when the measure occurs.
- Clearly state a target.
- Clearly state the assignment and/or instrument that will be used to collect data.
- Often include a statement that provides additional context to help readers understand the measure.
- Will provide the program with useful data to quantitatively measure student knowledge/accomplishment in a specific area of the curriculum.

Example Outcomes/Measures:

Anthropology B.A.

- Outcome: Graduates of the BA program in Anthropology demonstrate basic research skills.
- Measure: Students in ANT 3145 (Archaeology of Complex Societies) will receive an average score of 80% on a written assignment where they have to marshal archaeological evidence to support a specific position about past human societies.

Advertising/Public Relations B.A.

- Outcome: Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.
- Measure: Students will be able to write in a concise, journalistic style. A panel of professionals will review final portfolios from PUR 3100 and review for journalistic style, rating the work on a 5-point scale. 70% of students will score a 3.0 or higher.

Human Communication B.A.

- Outcome: Students will be able to demonstrate ability to write effectively in a scholarly context.
- Measure: At least 75% of participating students will achieve a rating of above satisfactory (or better) on the diagnostic essay administered in SPC3301 Interpersonal Communication.

International and Global Studies B.A.

- Outcome: Program graduates will demonstrate knowledge of International Political Theory.
- Measure: Students in INR4603 (International Relations Theory) will be given an exam and 75% or more of students who take the exam will answer correctly 3 out of 4 multiple choice questions that test students' understanding of concepts in theories of international relations.

Mathematics B.S.

- Outcome: Students will be able to recognize mathematically correct arguments and derivations.
- Measure: The scoring rubric for the review of the final exam in MAS 3106 will include a category on correctness of technique. It is expected that 80% of students will be rated acceptable or above in this category.

Statistics B.S.

- Outcome: Students will identify and carry out statistical procedures such as regression analysis and analysis of variance.
- Measure: The exams in STA4164 (Statistical Methods III), a required course for statistics majors, will be reviewed by the instructor to assess the appropriateness of the chosen analyses. Several questions will be embedded in exams to measure this outcome. It is expected that all statistics majors will score at least 75% on the appropriateness of the chosen analysis.

Physics B.S.

- Outcome: Physics BS program graduates will know how to apply standard laboratory techniques and use basic scientific instruments in experiments, to study physical phenomena.
- Measure: All students completing the PHY3722 laboratory course will respond correctly to at least 75% of a set of specific questions embedded in course tests. The questions are related to the theoretical background as well as to the operation and usage of standard Analog Electronics components in a scientific laboratory.