

ASSESSMENT 101 WORKBOOK

Improvement
Leadership
Planning
Implementation
Reporting

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(136 pages)

This Assessment 101 Workbook provides strategies to assist you and your colleagues in designing and implementing an assessment program. The strategies and examples provided in the workbook give illustrations of assessments conducted at the institutional, program, and/or department level. Strategies are also oriented toward either two year or four year colleges and universities.

*The workbook is divided into the five major stages of the assessment process. The first stage is **IMPROVEMENT**, which addresses the question “Why are we doing assessment?” This section discusses reasons for conducting assessment activities ranging from concerns with accreditation to issues in improving student learning. Following this section is a detailed discussion with examples of the various types of **Outcomes** of a college education. The next four stages all address key questions: **LEADERSHIP** (How do we get started?); **PLANNING** (How do we develop an assessment plan?); **IMPLEMENTATION** (How do we implement the assessment plan?); and **REPORTING** (How do we report, share, and utilize assessment results?). The use of assessment results usually returns the assessment cycle to the issues raised in the first stage.*

The workbook contains numerous tasks which allow users to work step-by-step through the stages of assessment. The appendices also contain information on how to acquire dozens of assessment instruments that might be useful in your own assessment program.

(Introduction)

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