Why Assess?

✓ Internal desire to improve

✓ External factors such as accreditation and calls for accountability

**SACSCOC Standard 8.2**

The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results in each of the following areas:

- a. educational programs, to include student-learning outcomes (All degree & certificate programs)
- b. general education (general education competencies of undergraduate degree program)
- c. academic and student services that support student success (All administrative and educational support services)
Program Assessment Cycle

1. Identify Program Outcomes
2. Establish program assessment measures
3. Collect data and analyze results
4. Identify program improvements
5. Implement program improvements

Assessment is a journey, not a destination.
Administrative & Academic Student Support
Unit Assessment Plan

• Unit Mission Statement
• Unit Objectives/Outcomes
• Measures & Targets
Administrative & Academic Student Support Unit Assessment Report

- Findings and Interpretation of Results
- Use of Results for Seeking Improvement (Action Plan)
- Status Update on Action(s) Identified in the Previous Assessment Cycle
Unit Mission Statement

• Provide a summary of the purpose and essential functions of the unit. Include the primary group(s) the unit serves (e.g., unique student populations, faculty, prospective students, etc.).

• If the unit only serves students at a specific geographic location (e.g., Taos, Houston, Galveston, Fort Worth, abroad sites, etc.), this should be noted. Indicate whether the unit serves students at multiple locations (e.g., distance education students or students at approved off-site locations).

• In the event services are provided through contracts or third parties, please include that information as well.
Unit Objectives/Outcomes

• Strong objectives identify unit’s key services and operations and define what they would look like in a high-functioning unit.

• All support units are expected to establish a minimum of three Unit Objectives (and sometimes Student Learning Outcomes) assessed by variety of direct and indirect measures.

• Each support unit should assess at least two Unit Objectives per year and assess all objectives at least twice in five years.
Write Effective Unit Objectives/Outcomes

* Align with the unit mission.
* Be **SMART**— Specific, Measurable, Attainable, Realistic, Timely.
* Use action verbs for writing objectives/outcomes.
* Not include more than one outcome each (avoid using “and”).
Useful Categories for Administrative and Educational Support Unit Objectives/Outcomes

• **Enrollment and Retention** oriented objectives (numbers of students who persists and graduate, retention rate of students, etc.)

• **Student Satisfaction** oriented objectives (survey results measuring student satisfaction with services such as advising, counseling, financial aid, and career services, etc.)

• **Inclusive Excellence** oriented objectives (percentage of underrepresented students who utilize services, the number of cultural events hosted by the institution, the diversity of staff providing services, etc.)

• **Timeliness and Accessibility** oriented objectives (average wait time for students seeking assistance, the number of students served within a given timeframe, and the availability of services outside of normal business hours, etc.)

• **Resource Management** oriented objectives (the efficient use of resources such as personnel, technology, and facilities, cost-effectiveness measures such as the return on investment for programs and services, etc.)
Examples of Unit Objectives/Outcomes

- **Unit will achieve a student satisfaction rate of 85% or higher on annual surveys of advising services (Student Satisfaction).**

- **Hegi Family Career Development Center will increase the number of students served by our career services office through expanded outreach efforts (Accessibility).**

- **Unit will offer extended hours for support services at least two evenings per week during the academic year (Accessibility).**

- **Our office will implement training programs for staff on providing inclusive and culturally responsive services across institution (DEI).**

- **Unit will reduce the average wait time for students seeking counseling services every year (Timeliness).**

- **Unit will improve the cost-effectiveness of our support services by reducing program expense annually (Resource Management).**
More Examples of Unit Objectives/Outcomes

• Student Academic Success Program will develop an early warning system for faculty to monitor student success and employ intervention strategies to support student success.

• Student Academic Success Program will increase the four- and six-year graduation rates of under-represented students.

• Athletics will be able to successfully balance priorities through engagement in athletics, community services, and personal development.

• Students will demonstrate basic information literacy skills (Library).
Measures describe the methods of collecting and evaluating assessment data to determine success.

Direct Measure Examples:
• Decrease in wait time
• Increase in counts (i.e., number of customers served)
• Growth in service capacity
• Reductions in cost of performance

Indirect Measure Examples:
• Surveys of students, alums, or employers
• Focus groups of stakeholders (e.g., students, faculty, staff, community leaders)
• Employee exit interviews
• An external review of the unit
• Staff professional development perceptions
Targets

A **target** is the level at which a unit considers their objective to be “met” on a given measure. Strong targets are clear levels of achievement.

 Targets need to be revisited annually and updated as necessary, particularly if the targets are met year after year.

**Examples:**

- 80% of OIT help tickets will be acknowledged within 24 hrs.
- At least 85% of the center’s grant proposals will be funded.
- Over 60% of students who complete the study skills workshop series should report an improvement in their ability to manage their study time six months later.
Findings & Interpretation of Results

Findings are the results from analysis of assessment data. Strong assessment reports will consistently communicate findings in a clear manner using language that aligns with the related measure and target.

Indicate whether the set target was met, not met, or partially met. Describe your results so that someone unfamiliar with your field can understand your accomplishments.

Reminder: programs are NOT penalized if their targets are not met. What is important with any target and findings is there is reflection and evidence of seeking improvement.
• All academic and student support units should disaggregate results by demographic groups when possible.

• If your unit is responsible for serving students at alternate geographic locations, you should disaggregate assessment results by location.
Use of Results for Seeking Improvement (Action Plans)

Every support unit is expected to develop a minimum of one **Action Plan** at year end, regardless of whether all targets are met.

- **IF** your unit does **not meet** or **partially meet** the target of an outcome, the action plan explains what the program plans to do in the next academic year to meet the target.
  - If any gaps are identified once results are disaggregated (e.g., between locations, identified groups, etc.), strategies for reducing these gaps should be the focus of at least one of the unit’s action plans.

- **IF** you **meet** your targets, an action plan is not necessary that year, but 2-3 years max on same target, same results.

- Action(s) should have a close, clear connection to the data collected during the assessment cycle.
Status Update on Action(s) Identified in the Previous Assessment Cycle

Support unit should provide a **status update on action(s)** identified in the previous assessment cycle.

- For any action items that have **not** yet been fully implemented, describe in detail what happened this year, where the unit is in the implementation process, and when staff expect to re-assess the targeted objective(s).

- For any **completed** action items, provide a brief summary of these actions and expand on the impact of these actions had on the unit operation. Describe any changes that have been seen in the assessment results since the action was taken.
Evidence Files

- **Evidence** files include *budget documents, year-end reports, meeting minutes, evaluation rubric, survey results, etc.*
Logging into Anthology Planning

http://smu.campuslabs.com/planning
Editing Plan Items

Step 1: Navigate to the Plans area of the site.
Editing Plan Items

Step 2: Select the appropriate Time Period and Plan.
Editing Plan Items

Step 3: Select your Program or Unit.
Editing Plan Items

Step 3: Select your Program or Unit – Plan Items.

AY 2022-2023 / SMU ADMINISTRATIVE AND ACADEMIC STUDENT SUPPORT UNITS ASSESSMENT

Budgets and Finance

Plan Items

Unit Mission Statement
Budgets and Finance
Unit Mission Statement
8/1/22 - 7/31/23

Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
Budgets and Finance
1: Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
8/1/22 - 7/31/23

Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
Budgets and Finance
2: Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
8/1/22 - 7/31/23

Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
Budgets and Finance
3: Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
8/1/22 - 7/31/23

Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
Budgets and Finance
4: Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up
8/1/22 - 7/31/23
Editing Plan Items

Step 3: Select your Program or Unit - Documents.

### Documents

Note: To relate a single document to multiple organizational units the document must be added to each organizational unit separately.

- Archived WEAVE Report 2016-2017
- Archived WEAVE Report 2017-2018
- Archived WEAVE Report 2018-2019
- Archived WEAVE Report 2019-2020
- Archived WEAVE Report 2020-2021
- Archived WEAVE Report 2021-2022
Editing Plan Items

Step 4: Click on the type of Plan Item you would like to edit.
Step 5: Editing Plan Items – required fields.
Editing Plan Items

Step 5: Editing Plan Items – auto saved.

Edit Plan Item

Template: Unit Mission Statement
Mission Short Title *
Enter a short title of your unit mission.
Unit Mission Statement

Unit Mission Statement (Full Description)
Provide a summary of the purpose and essential functions of the unit. Include the primary group(s) the unit serves (e.g., unique student populations, faculty, prospective students, etc.). If the unit only serves students at a specific geographic location (e.g., Texas, Houston, Galveston, Fort Worth, abroad sites, etc.), this should be noted. Indicate whether the unit serves students at multiple locations (e.g., distance education students or students at approved off-site locations).

Start *
08/01/2022

End *
07/31/2023

Assign Responsible Users

No responsible users have been added.

Available Users

- Adler, Michael - Administrator
- Aguillon, Charles - Administrator
- Alberts, Annamarie - Administrator
- Anderson, Caitlin - Administrator
- Baldwin, Austin - Administrator
- Balle, Nathan - Administrator
- Barnett, Laurie - Administrator
Editing Plan Items

Step 5: Editing Plan Items – number identifier.

Step 1A: Unit Objective Number *

Number your unit-level operational objective: 1, 2, 3...

1

Step 1B: Unit Objective Short Title *

Enter a short title for your unit operational objective.

Unit Objective, Measure, Target, Findings, Use of Results, and Action Plan Follow-up

Step 1C: Unit Objective Statement (Full Description)

Unit objectives are specific, measurable statements that identify the key services and operations of the unit and define what they would look like in a high functioning unit. Support unit’s objectives relate to stakeholder or customer perceptions and efficiency, effectiveness, or reach. Units that directly support students, faculty, or staff may also include objectives that are clearly related to student, faculty, and/or staff success. Units that employ student worker(s) or support student involvement in educational and campus activities may find it useful to assess student learning outcomes and are encouraged to do so.

Step 2A: Measure

Describe the measure used for assessing the unit operational objective (UO). Measures describe the methods of collecting and evaluating assessment data. A strong measure description makes the assessment strategy easy for internal stakeholders to replicate and easy to understand by an external party who is not intimately involved in the day-to-day operations of the program.
Editing Plan Items

Step 5: Editing Plan Items – follow the steps.

- **Step 1A:** Unit Objective Number *
  - Number your unit-level operational objective: 1, 2, 3...

- **Step 1B:** Unit Objective Short Title *
  - Enter a short title for your unit operational objective.

- **Step 1C:** Unit Objective Statement (Full Description)
  - Unit objectives are specific, measurable statements that identify the key services and operations of the unit and define what they would look like in a high-functioning unit. Support unit’s objectives relate to stakeholder or customer perceptions and efficiency, effectiveness, or reach. Units that directly support students, faculty, or staff may also include objectives that are clearly related to student, faculty, and/or staff success. Units that employ student worker(s) or support student involvement in educational and campus activities may find it useful to assess student learning outcomes and are encouraged to do so.

- **Step 2A:** Measure
  - Describe the measure used for assessing the unit operational objective (UO). Measures describe the methods of collecting and evaluating assessment data. A strong measure description makes the assessment strategy easy for internal stakeholders to replicate and easy to understand by an external party who is not intimately involved in the day-to-day operations of the program.
Step 5: Editing Plan Items – check all that apply.

Step 5B: Dialogue Participants (check all that apply)
Select who was or will be involved in the communication of sharing the assessment results and use of results in your unit.
- Administrator
- Committee
- Faculty
- Staff
- Student
- Other

Step 5C: Evidence of Dialogue
For email, attach an electronic copy of email correspondence. For meetings, specify the dates and attach any meeting minutes. For any communication with campus committees, please specify the committees, dates, and attach any documentation. If available, attach dialogue evidence using the ‘Linked Document,’ ‘+File,’ or ‘+Folder’ options below.
Editing Plan Items

Step 5: Editing Plan Items – drop down menu.

Step 4A: Was the target met for this Measure?

Indicate whether the set target(s) was met using one of the options defined in this section. As a reminder, units are not penalized if their target(s) are not met. What is important with any target and finding is that there is reflection. • Met: All data reported achieved the target set. • Partially Met: A portion of the data reported did not meet the target set. • Not Met: None of the data reported met the target set. • No data collected/reported this cycle: Data for this measure was not collected or reported for this assessment cycle. An explanation for selecting this status should be noted in the “Interpretation of the Results” section, and a plan to resolve the matter for the upcoming year should be included in the “Use of Results for Seeking Improvement” section.

- Met
- Partially Met
- Not Met
- No data collected/reported this cycle (provided explanation)
Editing Plan Items

Step 5: Editing Plan Items – attach files.

Step 4B: Results and Findings for this Measure
Enter the results and findings from the information collected through the measures. If using percentages or some other calculated final tally, include the numbers involved in calculating the final results (e.g., 87.9%±92.5%). Results and findings should be disaggregated by student population, geographic locations, etc., when possible. Attach data collected for assessment if available using the ‘Linked Document,’ ‘+File,’ or ‘+Folder’ options below.

Plan Item Files
There are no attachments.

Step 4C: Interpretation of Results
Use the following prompts as a guide to analyze and interpret your results. (1) What are the strengths and weaknesses of program operation in this area? How do results compare to previous years and between cohorts? Comparisons to past findings should be made, if possible, because the longitudinal pattern of findings can provide valuable information about how the unit’s outcomes have been achieved over time. If the objective is newly assessed and there are no previous results, simply provide a brief discussion about the meaning of the results. (2) If applicable, the unit should identify and reflect on the ways in which you provide support to various student populations and/or how unique student populations experience the services provided by the unit.
Editing Plan Items

Step 5: Editing Plan Items – Done.

Step 6B: Status Update on Previously Identified Action Plan(s)

Provide an update on previously identified action plan(s) from the list in this section.

Progress

Start *
08/01/2022

End *
07/31/2023

Providing Department *
Budgets and Finance

Done
Step 6: Delete a Plan Item.
Adding Plan Items

Step 7: Click + Plan Item.
Tracking Progress

Dashboard

Assessment Cycles

AY 2022-2023

Start 08/01/22  End 07/31/23

Plan  Do  Check  Act

Org Units Status
- No Data: 346
- Partial: 0
- Fulfilled: 0

X Days Remaining 138 for PLAN phase 08/01/22 - 07/31/23

Org Units 346 including selected child Org Units

View Status Details

Announcements

Welcome!
SMU Planning Users, Please note that this site is still under construction. We are working hard on the full version of the site. If you have any feedback...More

Annual Program Assessment Reports Due on July 31, 2023
All program assessment reports for AY 2022-2023 need to be completed by July 31, 2023. If you are unable to meet this deadline, please contact Institutional...More

Plans

SMU Academic Programs Assessment
The purpose of academic program assessment is for program faculty to gather information about what and how students are learning, discuss that information as a faculty group, and use it to inform continue improvement efforts within the academic program. These efforts aid in enhancing the educational experience for students, improving program student learning outcome (PLO) assessment results, further developing students' skills in the identified PLOs, and actively involving program faculty in the curricular quality improvement process.

SMU Administrative and Academic Student Support Units Assessment

My Plan Items

My Items (22)  Responsible Items (0)  Orphaned Items (0)

Unit Mission Statement
Resources

Institutional Planning and Effectiveness
Website: smu.edu/assessment
Wiki: https://wiki.smu.edu/display/AP/Anthology+Planning
Email: assessment@smu.edu

Dr. Dayna Oscherwitz oscherwi@mail.smu.edu
Dr. Yan Cooksey ycooksey@smu.edu
Dr. Brooke Guelker bguelker@mail.smu.edu
Questions?