IMPROVE KSU: Assessment Plan

Outcomes and Measures

Improve KSU is our university-wide, continuous improvement initiative. Each unit develops an Assessment Plan and collects data for the outcomes and measures specified in the plan. Below are some guidelines for defining Student Learning Outcomes, Performance Outcomes, and Measures.

Student Learning Outcomes and Measures

STUDENT LEARNING OUTCOME: An area of focus for improvement of student learning
- Select a knowledge/skill area with a need for improvement.
- Focus on one specific knowledge/skill area per outcome.
- Include at least one direct measure.
- Use clear language and action verbs.

Examples:
- “Students will communicate effectively in writing.”
- “Program graduates will be able to define and interpret methodological and statistical constructs.”
- “Students will be able to explain how key values and social practices associated with American life have evolved in distinct historical periods.”

MEASURES: Specific method used to collect evidence, direct and/or indirect, of the outcome
- Specify the course and timeframe for assessment (i.e., “ENGL 1101 - Composition I, Spring semester”).
- When using exams for assessment, specify the exam and individual items (i.e., “Final Exam, Items #3 and #7”). Attach items and scoring rubric, if applicable.
- When using projects, presentations, papers, or other assignments for assessment, please attach the assignment description and grading rubric. These are the same documents provided to students.
- Individual items on a rubric may be separate measures, but please specify the item(s) that pertain to the outcome (i.e., “Item 4, Speaking Skills, on the attached rubric”).
- Course grades and passing rates are not effective measures of Student Learning Outcomes.

Performance Outcomes and Measures

PERFORMANCE OUTCOME: An area of focus for improvement efforts
- Select an area of program or unit performance with a need for improvement.
- Measures may be direct or indirect.
- Use clear and succinct language.
- Avoid including strategies for improvement within the Outcome or Measure fields.
- Targets are not required for Improve KSU and even incremental improvement is beneficial.

Examples:
- “Increase the number of graduates of the program.”
- “Decrease the average time for program completion.”
- “Increase the number and percentage of students participating in high impact practices.”
- “Increase scholarly productivity of faculty and graduate students (i.e., publications and presentations).”
- “Improve student/customer/staff satisfaction.”
- “Increase the efficiency of the ______ process.”
- “Decrease expenditures/costs related to ______.”
- “Enhance staff professional development.”
- “Increase the participation of faculty, staff, and/or students in community engagement activities.”

MEASURES: Specific method used to collect evidence, direct and/or indirect, of the outcome
- When using surveys or focus groups for assessment, attach a copy of the survey or focus group questions and specify the items that relate to the outcome (i.e., “Items #3 and #5 on the attached survey”).
- Measures may be quantitative (i.e., “Number and percentage of students who graduate from the program”) or qualitative (i.e., “List of obstacles to timely program completion”).
- Requests for institutional data may be emailed to data@kennesaw.edu.

Additional Resources

The Improve KSU website (http://oie.kennesaw.edu/improve-ksu) provides additional resources (including an example Assessment Plan) to support your assessment efforts. Please contact the Office of Institutional Effectiveness at assessment@kennesaw.edu if you have any questions or you would like to schedule an individual or team consultation. Thank you for your active engagement with and commitment to the Improve KSU initiative.