Improve KSU is our university-wide, continuous improvement initiative. Each educational program develops an assessment plan, which includes Student Learning Outcomes and associated 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 of the outcome.

- Measures may be quantitative (numerical data) or qualitative (lists, themes, or descriptive analyses).
- For Student Learning Outcomes, include at least one direct measure. Direct measures are tangible, visible, and compelling evidence of the outcome. Indirect measures are signs or perceptions 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.

**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.