Improve KSU is our university-wide, continuous improvement initiative. Each administrative, operational, and student affairs unit develops an assessment plan, which includes Performance Outcomes and associated Measures.

**PERFORMANCE OUTCOME**: An area of focus for improvement efforts.
- Select an area of unit performance with a need for improvement.
- 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:
- “Improve student, customer, or staff satisfaction.”
- “Increase the number and/or variety of services provided by the department/center.”
- “Improve alignment of services with customer needs/market demand.”
- “Increase the efficiency of the ___ process.”
- “Increase marketing and/or brand recognition.”
- “Increase the participation of faculty, staff, and/or students in community engagement activities.”
- “Increase external funding from sponsored grants and/or contracts.”
- “Decrease expenditures related to ___.”
- “Increase scholarly activity of faculty and students (i.e., publications and presentations).”
- “Decrease department turnover.”
- “Improve facilities, equipment, and/or space utilization.”

**MEASURES**: Specific method used to collect evidence of the outcome.
- Measures may be quantitative (numerical data) or qualitative (lists, themes, or descriptive analyses).
- Measures may be direct or indirect. Direct measures are tangible, visible, and compelling evidence of the outcome. Indirect measures are signs or perceptions 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”).
- 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 commitment to continuous improvement at KSU.