ASSESSMENT 101

Presented by
Matt Khoury
March 1, 2018
SOOOOOooooooo....... 

WHAT
IS
ASSESSMENT???????
ASSESSMENT IS

• "Any effort to gather, analyze, and interpret evidence that describes institutional, departmental, divisional, or agency effectiveness" (Upcraft & Schuh, 1996, p. 18)
WHAT CAN WE ASSESS?

WE'RE HAVING A FOCUS GROUP TO TEST WHICH QUESTIONS TO ASK IN OUR NEXT FOCUS GROUP.
WHAT CAN WE ASSESS?

- Student Satisfaction
- Who Uses Our Programs And Services
- Comparisons to Other Institutions (Benchmarking)
- Comparisons to National Standards
WHAT CAN WE ASSESS?

- Student Learning
- Student Needs
- Cost Effectiveness
- Campus Environment
KEEP IN MIND
WORLDVIEW
WORLDVIEW

• We all see the world differently
• We bring our own beliefs, values, priorities, etc.
• Worldview affects our perceptions and interpretations of situations
4 WORLDVIEWS

- POSTPOSITIVISM
  (Empirical observation and measurement, theory verification)

- TRANSFORMATIVE
  (Power and justice oriented, change oriented)

- CONSTRUCTIVISM
  (Multiple participant meanings, theory generation)

- PRAGMATISM
  (Consequences of actions, problem-oriented)
QUANTITATIVE VERSUS QUANTITATIVE

What’s the Difference?
QUAL VERSUS QUANT

Quantitative  VS  Qualitative
QUANT VERSUS QUAL

Quantitative Methods

Only one in 30 take the free ice cream. Interesting...

Qualitative Methods

What did you feel when you saw the free ice cream? Excited. A little scared.

And why was that?
QUANTITATIVE

- Methods defined before collecting data
- Large sample sizes
- Instrument-based (or pre-existing) data
- Statistically driven
QUANTITATIVE

- Survey design
- Pre test, post test
- Experimental design
- Rubric
- Tracking
- Program evaluation
QUALITATIVE

- Starts with broad questions
- Open-ended inquiry
- Small sample sizes
- Enables participants to tell their story
TYPES OF QUALITATIVE

• NARRATIVE-Collection of stories to chronicle an experience; investigate experience of those who lived through a unique event or who shared a commonality

• PHENOMENOLOGICAL-Descriptive account of phenomenon that affected multiple individuals; focus on the phenomenon, not the individuals
TYPES OF QUALITATIVE

• ETHNOGRAPHIC-Interpretation of learned patterns of behaviors, beliefs, values of a culture; prolonged field-based data

• CASE STUDY-Examination of a real world system (case), bounded by time and setting, to understand how that system works; In-depth data is gathered (documents, artifacts, interviews, etc)
EXAMPLES OF QUALITATIVE

- Interviews
- Focus groups
- Document Analysis
MIXED METHODS

• What are they?
MIXED METHODS

• Use qualitative data to explain quantitative data.
• Use quantitative data to explain qualitative data.
• Run both simultaneously.
Qualitative vs. Quantitative

Read the following examples and then decide if each statement is Qualitative (QL) or Quantitative (QNT).

1. _______ The candy was sour.
2. _______ The bug was 5 cm long.
3. _______ The flower is red.
4. _______ The mass of the beaker was 122 g.
5. _______ My fingernail is 2 cm long.
6. _______ The slug was slimy.
7. _______ The laptop is white.
8. _______ She is 150 cm tall.
9. _______ His hair is black.
10. _______ You have 3 sisters.

Use the cartoon to the right to answer below:

Make your own Quantitative Observation -

Make your own Qualitative Observation -

Inference - what is the dog thinking? Write it in the speech bubble above.
REMEMBER...

SO WHAT?

WHO CARES?
GUIDING PRINCIPLES

- A reminder: All of our work connects to our mission, vision, and values.
DIRECT AND INDIRECT

• What are direct and indirect measures?
DIRECT AND INDIRECT

• INDIRECT MEASURES ask students or others to THINK ABOUT what they learned

• DIRECT MEASURES require students to DEMONSTRATE what they learned
WHICH IS INDIRECT?

• A survey asking students to list at least 3 conflict resolution strategies
• A survey question that asks students to rate their level of confidence in their ability to resolve conflict on a scale from 1 (not at all confident) to 5 (very confident)
• A rubric rating how well a resident assistant applied strategies for resolving conflict in a role play during training
• A focus group in which peer mentors discuss the following question: What did you learn from the workshop on conflict resolution?
Percentage of Chart Which Resembles Pac–man

- Resembles Pac–man
- Does not resemble Pac–man
ASSESSMENT CYCLE

• What are the parts that comprise an assessment cycle?
QUESTIONS TO CONSIDER

1. What do you want to learn?
2. How will you figure it out?
3. What did you learn?
4. What now?

“So, as you can see, customer satisfaction is up considerably since phasing out the complaint forms.”
QUESTIONS?
MINUTE RESPONSE

• Your Thoughts Please!

Okay, one more question. On a scale of 1 to 10, How likely would you be to recommend the abduction experience to a friend or family member?