



**Administrative Unit Outcome Workshop
with
WCC's President's Cabinet**

September 7, 2016

Presented by: Christopher Howerton (WCC SLO Coordinator)

Purpose of Assessment

- o The four main purposes of assessment should be:
 - **To improve**-The assessment process should provide feedback to determine how the administrative unit can improved.
 - **To inform**-The assessment process should inform department heads and other decision-makers of the contributions and impact of the administrative unit to the development and growth of students.
 - **To prove**- The assessment process should encapsulate and demonstrate what the administrative unit is accomplishing to students, faculty, staff and outsiders.
 - **To support** – The assessment process should provide support for campus decision-making activities such as unit review and strategic planning, as well as external accountability activities such as accreditation.

Benefits of outcome assessment

- For Students
 - Communicate clear expectations about what's important in a course or program
 - Inform them that they will be evaluated in a consistent and transparent way
 - Reassure them that there is common core content across all sections of a course
 - Allow them to make better decisions about programs based on outcome results
- For Faculty
- For administrators

Benefits of outcome assessment

- For Students
- For Faculty
 - Help them determine what's working and what's not working in their courses or programs
 - Facilitate valuable interdisciplinary and intercampus discussions
 - Provide powerful evidence to justify needed resources to maintain or improve programs
 - Provide reassurance that all faculty teaching a particular high demand course agree to address certain core content
- For administrators

Benefits of outcome assessment

- For Students
- For Faculty
- For administrators
 - Demonstrate an institutional commitment to continually improving the academic programs and services offered by the college
 - Provide valuable data to support requests for funds from state and local government and private donors
 - Demonstrate accountability to funding sources
 - Provide valuable data for academic planning and decision-making

Characteristics of Effective Assessment*

- Effective administrative unit assessment should answer these questions.
 - What are you trying to do?
 - How well are you doing it?
 - Using the answers to the first two questions, how can you improve what you are doing?
 - What and how does an administrative unit contribute to the development and growth of students?
 - How can the student learning experience be improved?

Developing the Administrative Unit Assessment Plan

- Step 1: organize for assessment
- Step 2: Define the mission of the administrative unit
(Tie to college Mission/Strategic Goals)
- Step 3: Define the goals of the administrative unit.
- Step 4: Define the Outcomes of the administrative unit.
- Step 5: Identify performance criteria for each outcome.
- Step 6: Inventory existing and needed assessment methods.
- Step 7: Determine how assessment results will be used for administrative unit improvement.

Activity

(structure mapping administrative/management units)

- o Administrative unit assessment organization
- o Themes of Assessment?
- o Answer the “So What and What’s next?” questions.

Collect and review current administrative unit goals

- Review and existing goal statements such as those from:
 - Catalog descriptions
 - Unit review reports
 - Mission statements
 - External agencies
 - Studies done at other universities
- List five to seven of the most important goals identified above. Prioritize the goals depending on their importance to your area. Conduct open discussions and brainstorming sessions with the staff.

Definition of Outcomes

- Outcomes can be defined as statements that describe the desired quality (timeliness, accuracy, responsiveness, etc.) of key functions and services within the administrative unit.
- Operational outcomes define exactly what the services should promote (understanding, knowledge, awareness, appreciation, etc.)
- Outcomes also can be stated in terms of student learning outcomes. This is most appropriate for services that aim to increase students' knowledge or understanding of specific concerns.

Writing Outcomes

Exercise:

- o List two primary functions or goals of your office.
- o Try writing an outcome for one of those goals or functions.
- Make them **SMART** *
 - o **Specific**
 - o **Measurable**
 - o **Aggressive but Attainable/Acceptable**
 - o **Results-oriented & Realistic (Result of experience being measured)**
 - o **Time Bound & Targeted**

*WCC SLO Workshop Howerton 8-15-08

AUO Guidelines

- Administrative units should focus on critical functions, services, and processes that impact consumers of services “Clients”.
- The outcomes may include the specification of expectations of demand, quality, efficiency and effectiveness, and other gauges of productivity.

Resources at WCC Library

See attachment to this packet



Questions?