

The background of the slide features the official seal of the University of Texas at Austin. The seal is circular and contains a five-pointed star in the center, with a smaller five-pointed star inside it. The outer ring of the seal contains the text "THE UNIVERSITY OF TEXAS AT AUSTIN" in a serif font. The seal is rendered in a dark red color, matching the text boxes.

Improving Program Impact & Ensuring Program Relevance Through Assessment

Col (R) Ken McRae, KD McRae & Associates

Assessment You Say?



Learning Objectives

- **Understand the need for assessment**
- **Understand the types of assessment and how/when they are used**
- **Understand the importance and use of assessment goals**
- **Understand how to accomplish short and long term program goals through assessment**

The background of the slide features a large, faint watermark of the University of Illinois seal. The seal is circular and contains a central shield with a building, surrounded by a laurel wreath and the text "UNIVERSITY OF ILLINOIS".

Definitions

- **Program Assessment vs. Program Review**
- **Internal Assessment/Review**
- **External Assessment/Review**

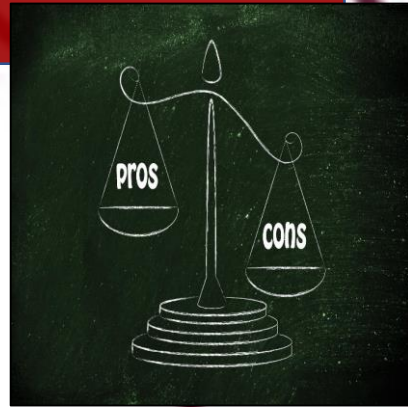
Why Assess?



- **NASPA position**
- **Produces opportunities for program expansion**
- **Determines actual program impact**

Internal Assessment

Pros & Cons



CAS



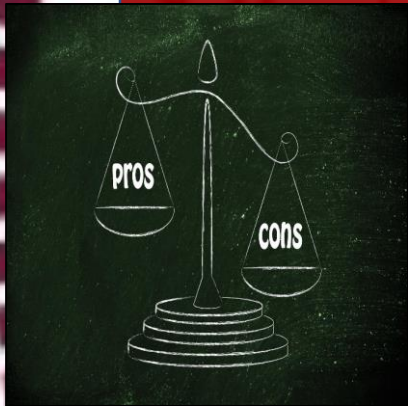
“Believability”



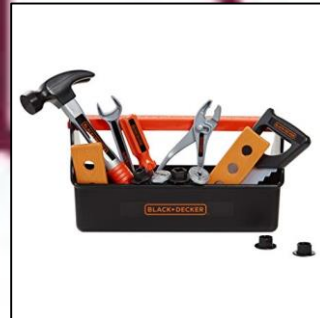
Effective Tool?

External Assessment

Pros & Cons



CAS



“Believability”

Effective Tool?

Return on Investment (ROI)

- ROI evaluates a program's efficiency
- ROIs are measured relative to each program's own
 - Mission
 - Budget
 - Institutional culture
 - Etc.

ROI Recommendations

Institution #1: Large, public 4-year, high # of programs

- Hire more personnel for existing programs
- Hire someone to monitor ROI
- Eliminate redundant and inefficient programs

Institution #2: Medium, public 4-year, limited # of programs

- Increase programming, space, and personnel
- Developed a 3 & 5-year plan with budgets

Quotes from Clients

“I found working with Ken to be very engaging and insightful from the beginning to the end of the assessment process. He was able to identify areas of opportunities and provide guidance from programming ideas to reallocating funds to help us move our community to the next level.”

-Cedric Gathings

VP of Student Affairs, Marshall University



Assessment You Say!?!

