Improving Program Impact & Ensuring Program Relevance Through Assessment

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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
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

“Believability”

CAS

Effective Tool?
External Assessment

Pros & Cons

“Believability”

CAS

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!?!