

# Turning Requirements in Opportunities: A Short Course in Assessment for Military- Connected Offices

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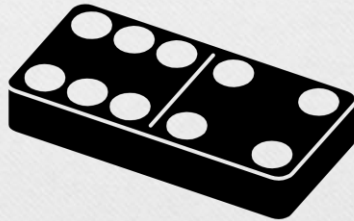
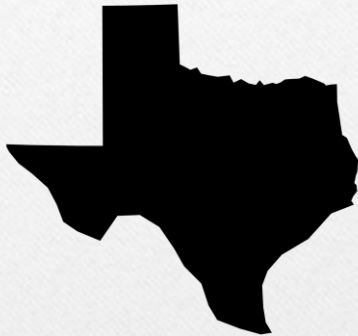
TAMU System Military-Affiliated Student Symposium

Monday, October 24, 2022

Glenn Phillips, Watermark

# Presenter

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# Learning Objectives

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- Participants will be able to identify the foundational parts of a traditional assessment cycle.
- Participants will be able to differentiate between indirect and direct measures.
- Participants will be able to differentiate between student learning and administrative outcomes.
- Participants will be able to strategize long-term assessment approaches that maximize data and minimize additional effort.

# Assessment Cycle

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# Why Assessment?

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Continuous  
improvement

Accreditation

Funding

Use case

Needs  
analysis

Data for  
stakeholders

# Practical Steps

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## Mission

Make sure that your mission is aligned with your **institutional mission** and **strategic plan**.

## Outcomes

Activate your mission by clarifying what it is you do. Identify **learning** and **administrative** outcomes.

## Measure

Create measurable and meaningful measures that have **time-restricted, quantitative** results.

# Reporting Needs

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- Mission
- Outcomes
- 3-5 measures
- A description for each measure
- A target for each measure
- Results after your predetermined cycle
- An action item that links your results to continuous improvement

# Example Measures

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- 80% of students receiving benefits will have their enrollment certified two weeks before the start of the semester.
- The 85/15 report will be completed within five days of Add/Drop.
- 90% of students will agree or strongly agree with the statement “I believe that XXXXX University cares about veterans.”
- 70% of recipients open our weekly informational email.
- We host at least 400 visitors on our website each week.
- 90% of students will agree or strongly agree with the statement “I believe that Veteran Services goes the extra mile to serve me.”



# Making Assessment Sustainable

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- Look in your own backyard
- Ask around
- Create monthly dashboards
- Partner with your institutional assessment office
- Empower graduate students or student workers to work on your assessment plan
- Build out a strategic assessment plan (you don't have to measure everything every time)
- Work with student affairs professionals to identify assessment opportunities

# Things You Should Do This Week

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01

Meet with your  
Institutional Research  
Team

02

Find out how veterans  
and military-affiliated  
students are tracked

03

Learn what resources  
your institution has to  
capture new  
information (Qualtrics,  
Aviso, etc.)

04

Make a list of what  
you know, what you'd  
like to know, and what  
you need to know

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# Contact

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