



SOUTHWESTERN UNIVERSITY

Administrative Assessment

Summer 2022

What is Administrative Assessment?

Offices collect information on practices throughout the year to reflect on whether the office is meeting its goals.



Why are we doing this?

- ▶ To evaluate effectiveness
 - ▶ *Are we meeting our operational targets? Are targets reasonable?*
- ▶ To identify strengths and weaknesses
 - ▶ *Is there something that needs more resources?*
- ▶ To develop strategies for improvement
 - ▶ *What can we do to improve the student experience?*
- ▶ As a requirement for accreditation under SACSCOC



What do YOU want to know about your office?

While published guidelines are available for the assessment process, ultimately the process is meant to be useful for YOU

- ▶ What are you interested in learning about?
 - ▶ How do you track your office's contribution to campus life?
 - ▶ Has your office taken on any new projects or responsibilities?
- ▶ Do you interact with students?
 - ▶ How many students use your office?
 - ▶ What do students think about your office?
 - ▶ What skills can students come to your office to improve?
 - ▶ What services can students come to your office to receive?
 - ▶ Are students confident in their knowledge and abilities
- ▶ How does your office contribute to SU's strategic plan?



Assessment Is a Constructive Process!

Assessment is NOT...

- An annual report
- A judgement on your abilities
- An evaluation of co-workers
- An evaluation of students

Assessment IS...

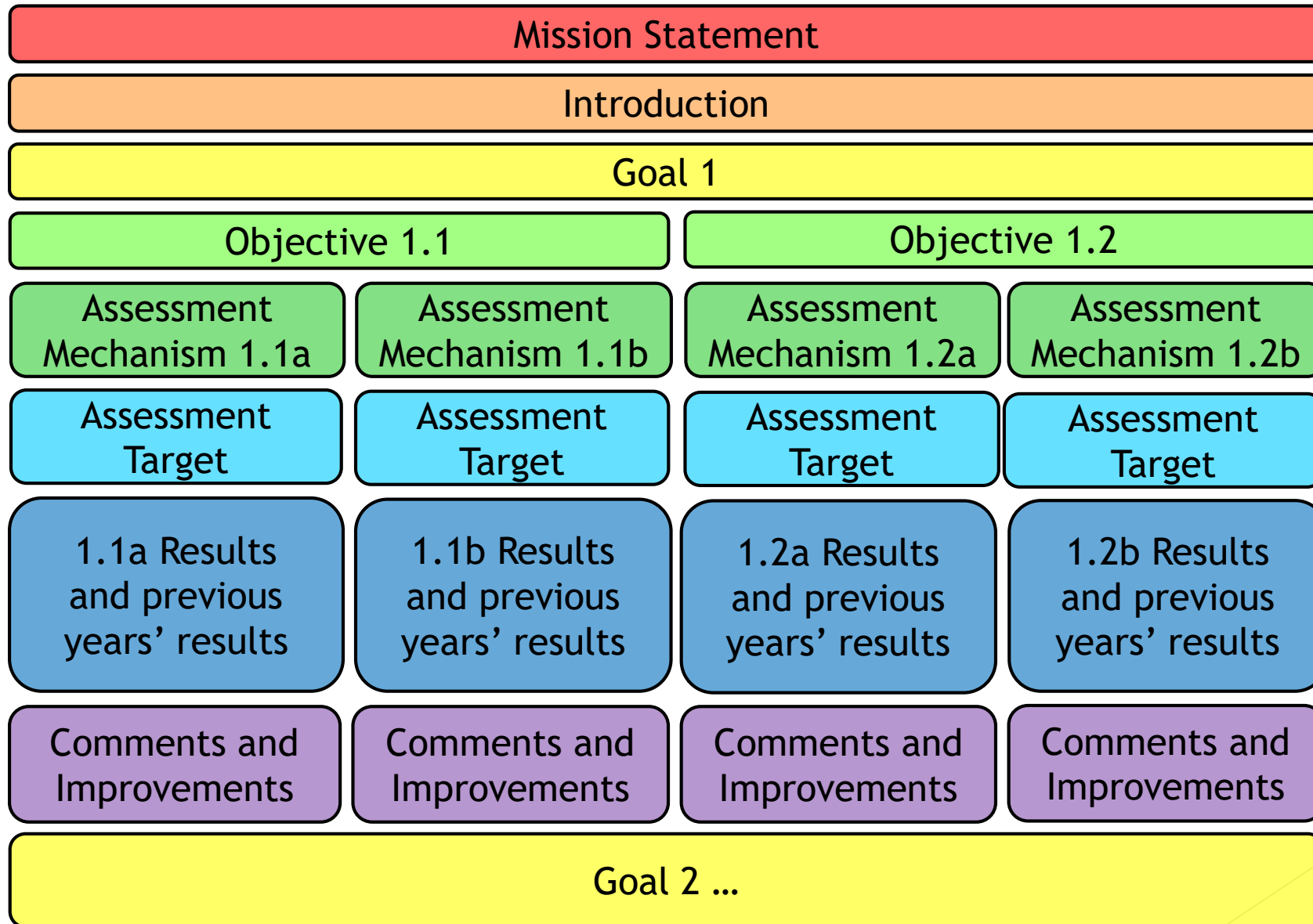
- A chance to celebrate and publish successes
- A way to regularly revisit goals
- A method of meaningful reflection for improvement



Components of an Assessment Report

How to compile an assessment report

Structure of an Assessment Report



Mission Statement

Please include the mission of your program/office.

Introduction

The introduction should be 1-2 paragraphs in length and include the following information:

- Significant changes or events since the last assessment report
- Changes made to the assessment report
- How comments from the Administrative Assessment Committee have been considered
- How results from the previous assessment report have been used to make changes or improvements

Goals

Goals are singular statements describing what your program or office would like to achieve.

- Goals do not have to be specific
- Office/program goals should coincide with the mission statement.
- A well-written goal will point the reader toward outcomes, not products or activities (save these for the outcomes)
- Please do not include compound statements in your learning goals.



Objectives (Outcomes)

Objectives describe observable signs of progress toward office/program goals.

- What should happen as a part of the goal?
- Objectives can be considered as “sub-goals” which make up each overall goal.
 - Creating SMART (specific, measurable, actionable, relevant, and time-bound) goals is an ideal method for creating assessment objectives.

Assessment Mechanisms

Assessment mechanisms are the chosen measurements for objectives.

- How do you know that an objective has been accomplished?
- This is the point of data collection for the assessment report
- Chosen measures should be directly related to the goal/outcome
- It is possible that an assessment mechanism applies to more than one goal or objective.

Assessment Target

Choose a mechanism result value that would be considered a benchmark or success for your office.

- Remember that targets may be adjusted, and are not considered for evaluation of your office.



Results and Previous Years' Results

Report out on your chosen mechanisms. What are the results for this year? Please show both percentage and count if applicable (i.e. 50% [5/10]).

- Did you meet your target? Please indicate “Target met” or “Target not met” for each assessment mechanism.
- Include three previous years' results if you have them.

Comments and Improvements

Consider the results and whether they matched your expectations.

- Are there any changes you would like to make to office operations or to the assessment plan?
- What went well? What did not go well?



EXAMPLE ASSESSMENT PLAN: OFFICE OF LEGAL AFFAIRS

Goal

Coordinate and supervise all legal services for the University

Objective

Respond to open records request as required by the Public Information Act.

Assessment Mechanism:

The Office of Legal Affairs responds to record requests promptly.

Assessment Target

100% of records requests will be fulfilled within 15 days of receiving the request.

Results and Previous Years' Results

Target Met. 100% (45/45) of records requests were filled within 15 days of receipt.

Previous years' results:

2020-2022 – 90% (45/50)

2019-2020 – 89% (50/54)

2018-2019 – 80% (32/40)

Comments and Improvements

After an upward trend in results from previous assessment reports, we are happy to report that the target was met.

Positive results are attributed to new more efficient request processing procedures in our office.

Best Practices

- ▶ use a variety of types of assessment mechanisms in your assessment plan to collect a variety of types of information
- ▶ Your target metric should match your results metric
 - ▶ Target: 50% of meetings will have 10 attendees
 - ▶ Result: 75% (15 of 20) of meetings had 10 attendees » Target Met
- ▶ In the results, include three previous years' data if available
- ▶ Include rubrics used
 - ▶ Make sure to clearly label and reference rubric lines within the report
- ▶ Please do not include specific names of students, professors, co-workers
- ▶ Connect your assessment plan to SU's strategic plan (if appropriate)



Creating Effective Assessment Mechanisms

DO

- ▶ Meeting set deadlines
- ▶ Record successful events
 - ▶ Meeting a target number
 - ▶ Outcome of the event
- ▶ Participation in training
- ▶ Surveys
- ▶ Plan ahead for data collection
- ▶ Use information that is already collected or tracked by your office

DON'T

- ▶ Check lists
- ▶ Mismatched information
- ▶ Assume that the data will be available
- ▶ Create more assessment points that can be reasonable tracked



Thinking About Targets for Assessment

- ▶ Remember, once you have chosen a target it can be changed!
- ▶ It is OKAY to not meet the target.
- ▶ Not meeting *any* of the targets? That's fine as well.
 - ▶ Is this result expected?
 - ▶ Are your targets reasonable? Should they be adjusted to better match the consistent results?
- ▶ Meeting *all* your targets? Great!
 - ▶ Maybe there's something else you want to assess?
 - ▶ If your office is consistently meeting benchmark targets, try increasing the target value for the purposes of improvement.



Administrative Assessment Committee Feedback

Feedback from the Administrative Assessment Committee comes in four parts:

- ▶ **Overall feedback**
 - ▶ Appears in the beginning paragraphs in the assessment report
 - ▶ Applies to the structure and flow of the report overall
- ▶ **Expected changes**
 - ▶ Changes that the Committee would like to see in next year's Administrative Assessment Report
- ▶ **Suggested changes**
 - ▶ Recommended changes that might increase the effectiveness of your assessment report
- ▶ **Minor Revisions**
 - ▶ Please make these changes and re-submit your assessment report before it is published

To provide more consistent and meaningful feedback on your assessment reports, the Administrative Assessment Committee will be piloting the use of an assessment rubric. Be on the lookout for a published assessment rubric next year!

Addressing Feedback from the Assessment Committee

Address upon receipt: Minor revisions

- ▶ Clarifications of ideas or jargon
- ▶ Typos or misunderstandings or content
- ▶ Incorrect data or mismatched data

Address for the next assessment cycle: Expected changes

- ▶ Poorly defined targets
- ▶ Outcomes and mechanisms don't align
- ▶ Misuse of rubrics

Consider for the next assessment cycle: Overall feedback and suggested changes

- ▶ Adjustments the committee thought might be helpful
- ▶ Remember to use your best judgement based on relevancy of suggested changes for your office/program.



Resources

- ▶ New assessment website
 - ▶ <https://www.southwestern.edu/faculty-dean/assessment/>
 - ▶ Guiding Principles
 - ▶ Assessment Training Slides
- ▶ Contact: Natasha Williams or Cheyenne Ryals

