



Unit Assessment Plan: Assessment Method/Instrument Column 6

Assessment Method/Instrument

Assessment Method/Instrument must:

- 1) identify how the outcome in Column 3 will be measured; and
- 2) be likely to yield the data needed to properly measure the target in Column 3.

Rubric – Assessment Method/Instrument

a. Are the assessment methods and instruments clearly identified?	Yes / No
b. Are the assessment methods and instruments likely to yield the data needed to properly measure the target(s)?	Yes / No

Major Types

- Direct Measures: specific tallies of performance.
- Attitudinal Measures: satisfaction surveys conducted through questionnaires or focus groups.
- Data System Indicators: some helpful data related to objectives may be collected in the university's routine data collection efforts.
- Administrative Practice: administrative departments may collect helpful information in the process of writing annual reports or other required documentation procedures.
- Professional Standards: some administrative areas have corresponding professional associations that offer guidelines and/or external review.

Examples

- Library Circulation Statistics
- Computer Usage Statistics
- Number of Admissions Applications
- Admission Yield
- Percent of Alumni Giving
- Annual Fund Receipts

(continued)

Examples (continued)

- Net Tuition Revenue
- Lecture Series Attendance
- Number of Safe Work Days
- Questionnaires (Students, Employers, Faculty/Staff, Alumni, etc.)
- Endowment Performance
- Response Time to Requests for Service
- Campus Crime Statistics
- Homecoming Attendance Figures
- Cost-Saving Statistics
- Facility Usage Statistics
- Counts of Students Served
- Student satisfaction surveys
- Attitudinal surveys
- Retention statistics