



How to Close the Loop

Assessment is a learning process. Sometimes information learned from our results is directly applied to the program/activity. While other times, changes are made to the assessment plan, learning outcomes, collection of data, using a different method, or changing the data analysis used. Assessment is not a perfect process, the key is to keep going and to ask new questions based on the information you learned. *"There is no magic formula to creating a culture of assessment. What works on any campus depends on its culture, history and values" (Suskie, 2009, p.69).* In order to build a community of assessment, education is key. By providing workshops, forums, encouraging participation in webinars, attending conferences and reading newsletters, are just a few ways that can increase community knowledge. Being able to celebrate our successes of what we learned and what our results revealed is vital in the assessment process. It not only encourages others to do assessment but gets people excited about assessment!

(Successful Assessment for Student Affairs: A How-To Guide, 2013)

Do Something with Your Results

Schuh and Associates (2009) suggests four steps when sharing assessment results:

1. Identify the audience
2. Develop appropriate formats
3. Identify the components
4. Identify recommendations for practice

"Data is meaningless if it's collected and then sits on the shelf, or in cyberspace. It's disrespectful of the time students gave to take our surveys, and of our own time in developing them. You must be willing to engage in the effort to analyze the data and use it to create insight"

(Kathy Woughter, Vice President for Student Affairs, Alfred University, NY).

Ways of Sharing Results

- Websites
- Reports
- PR campaigns/posters
- Oral presentations
- Newsletters
- Brochures
- Facebook, Twitter or Email

Student Affairs April 2014

Assessment Newsletter



Profiles in Assessment

Q: What have been some of the significant findings/themes?

A: The most significant finding for us in this survey was the likes and dislikes of the participants. The participants were able to access all events and describe in detail their experiences at Family Weekend.

Q: Why does Textbook Rental Service assess student satisfaction?

A: We want the Family Weekend to be a wonderful occasion for parents, students, and families. It is very important for us to ensure the satisfaction of our clientele.

Q: How are the results/findings shared?

A: Once we are given the results of the assessment, we distribute to all areas that are involved with Family Weekend and then we meet to discuss the findings.

Q: How are results used to improve services?

A: During the meeting to discuss the findings, we go over each event and comments and look for ways to improve, change, and meet the needs of the users.

Q: What are important lessons learned through this process?

A: With the assessment, we have discovered that over time the needs of families and students have changed considerably. This survey has given us the opportunity to take these suggestions and make this weekend an event to remember

Q: How would you encourage others/other departments regarding assessment?

A: I would let other departments know that this service would give them knowledge of ways to improve services that they might not realize. You can go directly to the person and get a real feel for their experience.

-Cathy Engelkes

MLK Jr. University Union

Check us out in the web at <http://castle.eiu.edu/sa-assessment/>