Student Affairs Assessment Newsletter

April 2015

EASTERN ILLINOIS UNIVERSITY™

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, methods, 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)

"Data is meaningless if it's collected and then sits on a 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

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

Tips for Sharing and Using Data

Whichever medium you share your data through, it's important to make sure your data is appealing to read, easy to access, and has been proofread. Below are a few additional tips that can help you make sure your data and results are ready to share:

- Have a clear and consistent outline so you are not reinventing the wheel every time you have new data to share

- Remember who you are talking to—match your audience with your message

- Keep It Super Simple (KISS) and concise

- Stay objective: You may need to rethink "how it has always been done"

- Don't forget to proofread and check for accuracy

- A picture says a thousand words, include them when possible

- Ask a trusted peer for feedback before "going public"

- Look for opportunities in your current processes

How do other Universities share results?

The University of Albany (www.albany.edu/studentsuccess/assessment/)

- Annual Briefing Book
- Assessment Brown Bags
- National Benchmarking

Oregon State University (http://oregonstate.edu/studentaffairs/assessment)

- Survey Results
- Departmental Reports & Templates

University of North Carolina Greensboro (http://sa.uncg.edu/assessment/)

- NASPA Consortium Benchmarking Reports
- Newsletter: A Closer Look

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