

# Assessment: Developing Effective Objectives, Measures, Targets, and Criteria



ALAMO COLLEGES DISTRICT  
St. Philip's College

Dr. Liliana Gutierrez  
Coordinator of Measurement and Evaluation  
Office of Institutional Planning, Research and Effectiveness  
May 26, 2023



Malcolm Baldrige  
National Quality Award  
2018 Award Recipient



# Assessment Requirements, Compliance, and Processes

## Regulatory Requirements

SACSCOC Criteria

QEP Requirements

THECB Core Objectives

Programmatic Accreditation

## Institution

Strategic Planning

Performance Excellence

Sustainability

Grants/Funding

Stakeholder Accountability

## Program

Instructional Unit Review

Educational Program Assessment

Operational Unit and Assessment Planning

Course – ACGM, WECM, SLOs

Student – Achievement, Persistence, Completion



# What is Academic Assessment?

- *Academic Assessment* is deciding what faculty want students to learn and making sure students learn the material.
- Assessment is part of teaching and learning.
- **General education assessment** assesses how well all undergraduates have achieved general education learning goals.
- **Program-level assessment** looks at how well all students in a program have achieved program-level learning.



# Four Steps in Assessment of Student Learning

- 1) Establish clear, observable, and expected measurable **goals** for student learning.
- 2) Ensure that students have sufficient **opportunities** to achieve those goals.
- 3) Systematically gather, analyze, and interpret **evidence** of how well student learning meets those goals.
- 4) Use the resulting information to understand how students learn the material and **improve** student learning.



# Agenda

- To provide pointers in developing effective objectives, measures, and targets that will provide useful information to improve in your programs.
- To share examples related to development of objectives that are in close alignment with college objectives and actions.



# How will we do that?

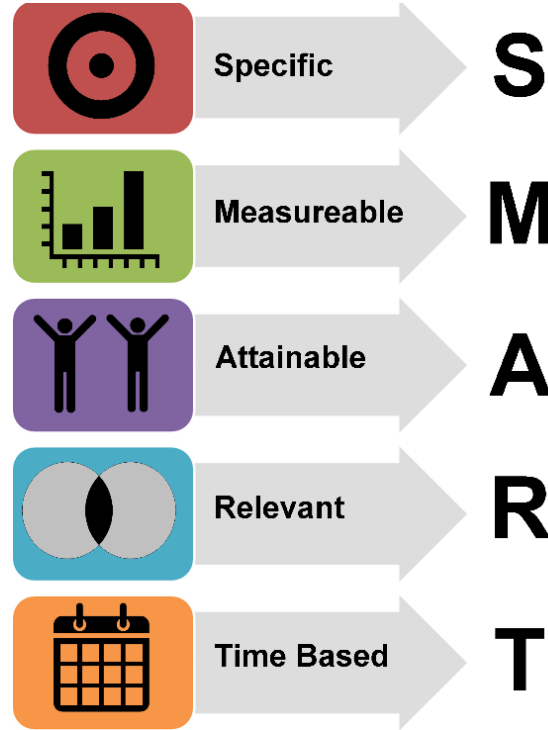
## Review Objectives, Measures, Targets, and Criteria

- Definition
- Relevant Questions
- Samples



# Objectives: Definition

- Active verb
- Description of specific point to be reached
- Desired end result
- Can be assessed  
(SMART)



# Best Practices

## ➤ Objectives

- Set at least 3-5 objectives (PSLOs) each year for program assessment (can be continued across years)
- Set at least 3 objectives each year for administrative unit assessment (can be continued across years)

## ➤ Targets

- Must be reasonable and achievable
- Must be measurable (for example, a specific number or % for pass rate)

## ➤ Develop an action plan for improvement or further improvement, even if target was met.

- Action plan should have actionable steps, describe the steps you will take.
- Is not a one-and-done process, we can always improve

## ➤ Set new higher Target (reasonable and achievable)

- New higher reasonable goal, but challenge yourself or the program





# Objectives: *Relevant Questions*

- What are the important impacts or results that should occur based on environmental scanning?
- Am I addressing evolving needs as opposed to what has always been assessed?
- Best Practice: Set at least 3-5 objectives per year



# Objective (PSLO): Sample

- Students who graduate with a certificate within the program will be able to identify any problem in workplace safety.
- *SMART, Meets Objective criteria (active verb, description, end result,*
- *Addresses evolving need (state requirements or performance excellence)*
- *Not daily operations*



# Targets: Definition

- Criterion, benchmark, or value that will represent success at achieving an outcome



# Targets: Relevant Questions

- Is a target level of achievement identified for each measure/outcome?
- Are the targets reasonable and achievable?
- Are the targets specific and measurable?



# Targets: Sample

- Increased First Time Certification Pass Rate (**80%**) (should be an increase from previous year)



# Measures: Definition

- Method used to assess outcome/ objective
- Source of evidence/information



# Measures: Relevant Questions

- Does the measure clearly link to one or more outcomes?
- Does the measure clearly link to strategic planning?
- Does the measure clearly link to KPIs?
- Is the measure and its utilization clearly described?
- Are there multiple measures to assess outcomes?



# Measures: Sample

- Student score/overall pass rate
- Source of Evidence: Professional exam





# Criteria: Definition

- The level of proficiency of skill or knowledge evaluated by the measure's source of evidence



# Criteria: Sample

- The professional standards evaluated by the exam (the student will know how to do X (exp., prevent safety hazards))
- Students who graduate with a certificate within the program will be able to identify any problem in workplace safety.
- Source of Evidence: Professional exam



# How can it be improved?

## Closing the Loop

- Use the resulting information to understand and **improve** student learning, **even if the target was met.**
  
- *Is not a one-and-done process, we can always improve.*
  
- Develop an action plan for improvement or further improvement (even if target was met)
  - Set higher goal for the following year (reasonable and achievable)
  - Strategize for developing activities or learning benchmarks to reach higher goals
  - Action plan should have actionable steps, describe the steps you will take. Do not make general statements.



# What is Administrative Unit Assessment?

- **Administrative unit assessment** assesses how well a unit or service area that serves students reaches their goal or provide services that may help enhance student learning.



# Objectives: Sample

## Objective:

- Offer Excellent Programs that Meet Employer Needs by Improving First Time Certification Pass Rate
- Best Practice: Set 3-4 objectives per year (reasonable and achievable)



# Targets: Sample

## Target:

- NBCOT practice exam given to students finals week, December 2023.
- OSHA practice exam to be given to students day before graduation, May 2024.
- Workplace Safety one day certification preparation workshop being scheduled for 100% of students beginning of June 2024 including National OSHA Certification Exam Review and & Study Guide.
- Increased First Time Certification Pass Rate by 5% over 22-23 rate.



# Measures: Sample

## Measure:

- First Time Certification Pass Rate

## Evidence:

- Exam scores



# How can it be improved?

## Closing the Loop

- Use the resulting information to understand and **improve**
- *Is not a one-and-done process, we can always improve*
- Develop an **action plan** for improvement or further improvement
  - Set higher goal for the following year (realistic and attainable)
  - Strategize for developing activities or learning benchmarks to reach higher goals.
  - Action plan should have actionable steps, describe the steps you will take.

## Findings:

- AY 2023-2024 (81%); AY 2022-2023 (75%) – Increased from previous year; closing the gap on industry standard. Continue to monitor.
  - Include **why** it increased and **specific steps** you will continue/next steps to further improve.





## Final Thoughts/Questions ?

New Assessment Email:

[spc-assessment@alamo.edu](mailto:spc-assessment@alamo.edu)

For all assessment questions and requests.

**Please complete the review/feedback form for today:**

<https://forms.office.com/r/0Fv0uBDVUk>

