Unit 1: Welcome, Introduction, and Effective Reporting

After research design, data collection, and analysis, institutional researchers need to report their findings in an effective manner. Otherwise, our efforts will have been wasted. We discussed Effective Reporting in the Foundations course, but this lesson also reviews some best practices for reporting research results to diverse audiences, including written, visual, and verbal presentations.

Reading Assignments

*From Textbooks:*


Unit 2: The Assessment Context: Accreditation, Accountability, and Performance

Upon completion of this lesson, students will be able to:

- Understand the tensions arising within colleges and universities in regard to accountability and performance evaluation.
- Become familiar with some of the key trends in accountability and accreditation.
- Understand the drivers for assessment that serve as foundations for the knowledge examined throughout the course.

Reading Assignments From textbook


From the Electronic Reserve or Internet:


http://www.learningoutcomeassessment.org/NILOAsurveyresults09.htm

http://www.learningoutcomeassessment.org/documents/Provezis.pdf


Unit 3: A Model of Institutional Effectiveness
Upon completion of this lesson, students will be able to understand the five-step model of institutional effectiveness, which provides the foundation for the other topics in this course.

Reading Assignments

From Textbooks:


From the Electronic Reserve:


Unit 4: Institutional Effectiveness - Academic Program Evaluation
Upon completion of this lesson, students will:

- understand the importance of academic program evaluation and how it can be used to demonstrate goal attainment, educational quality, and institutional effectiveness.
- know the basic steps in the most common program review process and see the points at which institutional research is able to contribute.
- develop an appreciation for some of the most prominent evaluation models and program review practices that are implemented by institutions, state agencies, and regional or national accreditors.

Reading Assignments

*From the Electronic Reserve or Internet:*


Unit 5 and 6: Overview of Student Outcomes Assessment I & II

Upon completion of this two-week lesson, students will:
• Learn about definitional, methodological, educational, and organizational issues in assessing student outcomes.
• Understand the connections among the WHY, WHO, WHAT, and HOW of student outcomes assessment.
• Become familiar with existing outcomes models and methods used by institutional researchers in their assessment practices.

Reading Assignment

From Textbooks:


From the Electronic Reserve or Internet:
http://learningoutcomesassessment.org/documents/AlternativesforAssessment.pdf


Go to the AIR Website and click on the "Measuring Quality" button. Explore the inventory of assessment instruments compiled there by AIR and NILOA. This online resource replaces the 2001 publication by Borden and Owens.

Go to the NILOA Website and explore the Occasional Paper Series.
http://www.learningoutcomeassessment.org/occasionalpapers.htm

Unit 7: Basic Skills
Upon completion of this lesson, students will:
• Understand the foundations and purposes of basics skills assessment.
• Understand the process of assessing basic skills.
• To become acquainted with various instruments for assessing basic skills.

Reading Assignment
From Textbooks:


From the Electronic Reserve or Internet:


Go to the AIR Website and click on the "Measuring Quality" button. Explore the inventory of Basic Skills assessment instruments compiled there by AIR and NILOA.

**Unit 8: Personal-Social Growth- Optional**

This lesson is optional for extra credit. It contains a quick overview of material that is covered in greater depth in our on-line course HiEd 598C/830- Studies of Students and Student Affairs Programs.

**Upon completion of this lesson, students will be able to:**
- Understand social and personal development theories
- Become familiar with what non-cognitive outcomes are important to student success in college and beyond
- Become familiar with assessment instruments that measure personal-social growth

**Reading Assignment From Textbooks:**


From the Electronic Reserve or Internet:


Go to the AIR Website and click on the "Measuring Quality" button. Explore the inventory of assessment instruments measuring attitudes, values, and personal growth compiled there by AIR and NILOA.

Units 9 & 10: General Education and Liberal Learning I & II
Upon completion of this two-week lesson, students will be able to:
- Understand the foundations of general education.
- Understand general education issues and challenges.
- Summarize a process for general education assessment.
- Identify general education assessment methods, measures, and instruments.

Reading Assignment
From Textbooks:


Unit 11: Attainment in the Major Field of Study

Upon completion of this lesson, students will be able to:

- Understand the foundations of assessing attainment in the major field of study.
- Understand the process of assessing attainment in the major field of study.
- Be acquainted with the instruments and strategies used for assessing attainment in the major field.

Reading Assignments

From Textbooks:


From the Electronic Reserve or Internet:

Go to the AIR Website and click on the "Measuring Quality" button. Explore the inventory of assessment instruments compiled there by AIR and NILOA.

**Unit 12: Alumni Studies**
This lesson examines the dual purposes of alumni research—to demonstrate institutional effectiveness (usually within the context of maintaining accreditation) and to enhance alumni giving (usually within the context of attaining financial goals). The lesson describes the value of alumni studies within an overall effectiveness strategy; reviews the relevant alumni outcomes identified in various studies; considers the advantages and disadvantages of locally designed vs. published survey instruments; and shares ideas for enhancing institutional effectiveness and fund-raising via alumni research.

**Reading Assignment from Textbook**

**From the Electronic Reserve:**


Unit 13: Measurement Issues in Assessment

This lesson provides a brief overview of the following selected issues in assessment:

- Institutional Review Boards (IRBs)
- The inadequacy of course grades
- Standardized Testing
- Self-reported measures
- Missing Data
- Weighting Data
- Conditional Effects
- Hierarchical Linear Modeling (HLM) versus Ordinary Least Squares (OLS)
- Causation and Correlation

Reading Assignment

From Textbooks:


From the Electronic Reserve:


