

## MEASURES 101: UNIT EFFECTIVENESS PLANNING

### WHAT IS A MEASURE?

- Measures answer: What **source of evidence** will support the Unit’s work?
- Measures are the sources of evidence that capture if a Unit Objective is being met.
- Measures should be reliable data sources that are accessible to unit members.
- A unit’s effectiveness plan may feature a combination of **direct** and **indirect** measures.

#### A. Direct Measures

- Student Learning Assessment: Direct measures in primarily academic areas are employed to **demonstrate** that specific learning has taken place. Direct measures are those that measure student learning by assessing actual samples of student work.
- Administrative Assessment: Direct measures in primarily non-academic areas are designed to **demonstrate** the effectiveness of services, programs, initiatives, etc. within areas that may have outcomes that are not directly related to student learning.

DIRECT MEASURE EXAMPLES	STUDENT LEARNING ASSESSMENT	ADMINISTRATIVE ASSESSMENT
	Course-embedded assignments/standardized exams	Timeliness/Responsiveness
	Portfolios with rubrics	Revenues/Expenses
	Project evaluations	Accuracy/Error Reduction
	Presentations and Performances	Participation rates

#### B. Indirect Measures

- Student Learning Assessment: Indirect measures in primarily academic areas **imply** that learning has taken place and provide a less concrete view of student learning (e.g., student perceptions of and attitudes toward learning) but do not specifically demonstrate that learning or skill.
- Administrative Assessment: Indirect measures in primarily non-academic areas are designed to collect findings about stakeholders’ attitudes, and perceptions within areas that have unit objectives that are not directly related to student learning. They supplement direct measures by providing information about **how and why** a unit objective may or may not be achieved.

INDIRECT MEASURE EXAMPLES	STUDENT LEARNING ASSESSMENT	ADMINISTRATIVE ASSESSMENT
	Surveys and Questionnaires (collecting perception and attitudinal data primarily from students, alumni, employers, etc.)	Surveys and Questionnaires (collecting perception and attitudinal data primarily from students, alumni, employees, partners, vendors, etc.),
	Focus Groups	Focus Groups
	Interviews	Exit/Counseling Interviews