



# Assessment Fundamentals for Classified Professionals

Nancy Quam-Wickham, Ph.D.  
Coach, National Institute of Learning Outcomes Assessment  
Professor of History, CSU-Long Beach



## What Is Assessment?

Assessment is the **systematic collection and analysis** of data



## What Is Assessment?

Assessment is the **systematic collection and analysis** of data that helps us

- ✓ Determine if our efforts are successful



## What Is Assessment?

Assessment is the **systematic collection and analysis** of data that helps us

- ✓ Determine if our efforts are successful
- ✓ Prioritize our work



## What Is Assessment?

Assessment is the **systematic collection and analysis** of data that helps us

- ✓ Determine if our efforts are successful
- ✓ Prioritize our work
- ✓ Avoid doing the same ineffective thing over and over...



## What Is Assessment?

Assessment is the **systematic collection and analysis** of data that helps us

- ✓ Determine if our efforts are successful
- ✓ Prioritize our work
- ✓ Avoid doing the same ineffective thing over and over...
- ✓ Use scarce resources wisely

## What Is Assessment?

Assessment is the **systematic collection and analysis** of data that helps us

- ✓ Determine if our efforts are successful
- ✓ Prioritize our work
- ✓ Avoid doing the same ineffective thing over and over...
- ✓ Use scarce resources wisely




## Why do Assessment?

- ➔ ACCJC requires it.




## Why do Assessment?

- ▶ ACCJC requires it.
- ▶ And it helps us do our jobs better and more effectively.



## Assessment 101: What Assessment is and is Not

- ▶ Assessment is a part of the way to measure *institutional effectiveness* -- How all institutional elements (instruction, seat time, student preparation, student services, administrative services) lead to student learning
- ▶ Not an evaluation of a single student
- ▶ Not an evaluation of a single faculty member, adviser, administrative assistant, or other employee.




## On the Academic Side of the House

### Importance of Institutional Learning Outcomes

Grossmont ILOs:


- Critical and Creative Thinking
- Communication Skills
- Global and Local Perspectives
- Technology and Information Skills
- Life & Career Skills



## On the Academic Side of the House


Assessment measures whether students have met those ILOs.

Don't overthink this!



## How can Classified Professionals help improve institutional effectiveness?

- ▀ Develop unit outcomes
  - Distinct statement (“six words”)
  - Use operational verbs that show action
  - Outcomes are clearly measurable
  - Unit members understand expectations and responsibilities



## How can Classified Professionals help improve institutional effectiveness?

- ▀ Develop unit outcomes
- ▀ Example: CCSF’s Purchasing Unit Outcome --

*Expedite and simplify procurement of goods and services [for the institution]*

## How can Classified Professionals help improve institutional effectiveness?

- Develop unit outcomes
  - Example: CCSF's Purchasing Unit Outcome --  
*Expedite and simplify procurement of goods and services [for the institution]*
- Define ways to measure your outcomes

## How can Classified Professionals help improve institutional effectiveness?

- Expedite and simplify procurement of goods and services [for the institution]*
- Define ways to measure your outcomes
    - Produce and disseminate surveys periodically to gather feedback from faculty/staff/students and vendors
    - Conduct trainings internally and externally for vendors/faculty/staff
    - For new or upgraded facilities, efficiently procure furniture that is cost effective and that meets the needs of those who will be using it.  
(measurements: furniture is available and in place by time facility opens)



## How can Classified Professionals help improve institutional effectiveness?

- ❖ Develop unit outcomes
- ❖ Define ways to measure your outcomes

*Task:* One outcome, one way to measure it, one way to collect the data



## Benefits of Assessment for Classified Professionals



## Communication

Assessment activities prioritize communication within and across units at an institution

Assessment activities are process-oriented, not solely results driven

Assessment provides rich opportunities cross-unit and inter-departmental collaboration



## Empowerment

Experienced professionals know their fields

Classified professionals are integral to the effectiveness of any institution

Assessment gives you the opportunity to contribute to the institution and can help make your job easier to do



## Collegiality

Collegiality as *Shared Responsibility* (culture shift)

Integrated approach to education: We are stronger as a whole, not individually



## Collection and Reporting Out

- Variety of methods to collect data:
  - Surveys, inventories, suggestion boxes...
- Reporting out:
  - Annual unit reports, institutional effectiveness reports
- Benefits for the institution:
  - Help institution function better, helps professionals explain to others what their roles are!

## Benefits of Assessment for Classified Professionals



Thank you!