Assessment: Central to our mission & a priority in the Strategic Plan

**Mission:** Learning is preeminent at California State University, Fullerton. We aspire to combine the best qualities of teaching and research universities where actively engaged students, faculty and staff work in close collaboration to expand knowledge.

**Goal:** Develop and maintain a curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs.

**Objective:** Implement a sustainable university-wide assessment process that includes curricular and co-curricular components.

**Strategies:** Execute an assessment process that builds upon existing efforts, incorporates recently approved University Learning Outcomes, provides resources and training, supports program accreditation and emphasizes the use of assessment to improve student learning.
## Assessment ≠ Evaluation

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Formative/Ongoing</td>
<td>• Summative/Periodical</td>
</tr>
<tr>
<td>(Outcome does not change annually)</td>
<td>(Goals or criteria change annually)</td>
</tr>
<tr>
<td>• Output-focused</td>
<td>• Input-oriented</td>
</tr>
<tr>
<td>(What impact have we made)</td>
<td>(What we have done)</td>
</tr>
<tr>
<td>• Absolute</td>
<td>• Comparative</td>
</tr>
<tr>
<td>(Aim for ideal outcomes)</td>
<td>(Good vs. Bad)</td>
</tr>
<tr>
<td>• Improvement-oriented</td>
<td>• Judgment-oriented</td>
</tr>
<tr>
<td>(What can we do to improve)</td>
<td>(Reward or Punish)</td>
</tr>
<tr>
<td>• Reflective</td>
<td>• Prescriptive</td>
</tr>
<tr>
<td>(Every step is internally defined)</td>
<td>(Criteria are externally imposed)</td>
</tr>
<tr>
<td>• Flexible</td>
<td>• Fixed</td>
</tr>
<tr>
<td>(Every step can be adjusted)</td>
<td>(Process cannot be changed easily)</td>
</tr>
<tr>
<td>• Collaborative</td>
<td>• Competitive</td>
</tr>
<tr>
<td>(Team effort)</td>
<td>(Focused on individual)</td>
</tr>
</tbody>
</table>
Campus-wide Assessment Infrastructure

- Policy developed
- Process created
- Scope expanded
- Network established
- Reporting standardized
- Support provided
- Culture changed
Policy

UPS 300.022 (March 2014)
Definition
Principles
Scope

UPS 300.003 (January 2014)
Desired Learning Goals
for
CSUF Graduates
Process

1. Develop Student Learning/Program Performance Outcomes
2. Document Assessment Activities
3. Plan & Execute Improvement Actions
4. Collect & Analyze Data
5. Identify Methods & Measures
6. Determine Criteria of Success
Network of Accountability

OAEE → College/Division Assessment Liaisons → AEEC

College/Division Assessment Coordinators/Committee ↔ Department/Unit Assessment Coordinators/Committee
Support

- Internal Workshops
- Individual Program/Unit Consultation
- External Professional Development
- Customized Support
- Assessment Website
- Community Building Events
Where to Start: Develop Outcomes

- Institution
  - Institution Mission/Strategic Goals

- Division
  - Division Mission/Strategic Goals

- Unit
  - Unit Performance Outcomes (POs)/Student Learning Outcomes (SLOs)

- Stakeholders
  - Opinions & Feedback
## UA Example outcome I

*Aligned with UA Goal:* Develop a culture of philanthropy

<table>
<thead>
<tr>
<th>Step 1: Outcome</th>
<th>The university establishes a culture of philanthropy and has an adequate base of philanthropic support.</th>
</tr>
</thead>
</table>
| **Step 2: Methods & Measures** | **Methods (Strategies):**  
- Implement stewardship program to encourage donor engagement  
- Implement comprehensive annual giving strategy  
- Develop unit-based development plans  
**Measures:**  
- Track the dollar amount in philanthropic commitments  
- Track the dollar amount in Annual Fund  
- Document the number of alumni and individual donors |
| **Step 3: Criteria of Success** |  
- $15 million annually in philanthropic commitments (by the end of Strategic Plan)  
- 15% annual increase in Annual Fund  
- 5% annual increase in the number of alumni and individual donors |
# UA Example outcome 2

*Aligned with **UA Goal:** Enhance community outreach within Orange County*

<table>
<thead>
<tr>
<th>Step 1: Outcome</th>
<th>The university maintains a responsive community presence in all communities within Orange County.</th>
</tr>
</thead>
</table>
| Step 2: Methods & Measures | **Methods (Strategies):**  
- Create opportunities to introduce President Garcia to influential members of the Orange County  
- Review and improve current social media strategy  
- Implement strategies to engage diverse community stakeholders  
  
  **Measures:**  
- Document the number of events President Garcia participated  
- Track social media presence  
- Conduct focus group of stakeholders from diverse communities on CSUF outreach efforts  |
| Step 3: Criteria of Success |  
- President Garcia speaks at 1 large regional gathering, and host 2 major’s roundtables annually  
- 10% annual increase in social media presence  
- Focus group participants indicate that CSUF communication and outreach efforts are sufficient to local communities  |
### UA Example outcome 3

*Aligned with UA Goal: Strengthen alumni relations*

<table>
<thead>
<tr>
<th>Step 1: Outcome</th>
<th>CSUF Alumni are actively engaged with the university.</th>
</tr>
</thead>
</table>
| **Step 2: Methods & Measures** | **Methods (Strategies):**  
- Identify regional areas for regional programming  
- Institutionalize the Senior Gift Campaign  
- Partner with Student Affairs to increase participation in Homecoming  
| **Measures:**  
- Document the number of regional programs/events  
- Track the number of participants and the dollar amount in Senior Gift Campaign  
- Track the number of alumni that participate in Homecoming  |
| **Step 3: Criteria of Success** | - Host 3 regional programs/events annually  
- 5% annual increase in the number of participants and dollar amount in Senior Gift Campaign  
- 10% annual increase in the number of alumni that participate in Homecoming |
Reporting

Planning
Documentation
Reporting

Institution - Planning Items

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Start</th>
<th>End</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>102-002-PO-01</td>
<td>Implement 6-step process assessment framework</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
<tr>
<td>102-002-PO-02</td>
<td>Implement Compliance Assist</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
<tr>
<td>102-002-PO-03</td>
<td>Enhance assessment expertise</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
<tr>
<td>102-002-PO-04</td>
<td>Implement Annual Report process</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
<tr>
<td>102-002-PO-05</td>
<td>Implement Program Performance Review (PPR) process</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
<tr>
<td>102-002-PO-06</td>
<td>Ensure compliance-related assessment of accreditation</td>
<td>7/1/2014</td>
<td>6/30/2018</td>
<td></td>
</tr>
</tbody>
</table>
Suggested Timeline: 2015-2016

- **July**
  - Develop/Refine Division Mission/Strategic Goals

- **Aug**
  - Develop Unit Outcomes (POs/SLOs)

- **Sep**
  - Identify Methods & Measures; Determine Criteria of Success

- **Oct**

- **Nov**

- **Dec**

- **Jan**
  - Collect & Analyze Data

- **Feb**

- **Mar**

- **Apr**

- **May**

- **Jun**
  - Plan & Implement Improvement Actions

- **June**
  - Annual Assessment Reporting

- **Document in Compliance Assist**
Culture

“Assessment is ________.”

September 2014  March 2015
Contact:

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x2593
MH-136

www.fullerton.edu/assessment