



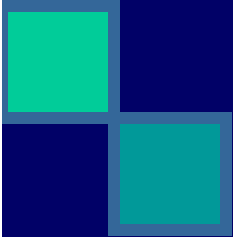

Outcomes Assessment: An Introduction



Alan Gilbert, AVP for Budget and Planning
Michael Brogan, Research/Data Analyst

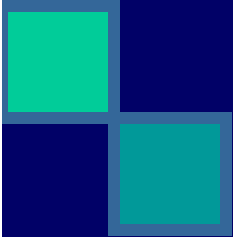



Presentation Overview

- 
- Introduction
 - What is Outcomes Assessment?
 - Principles of BC Outcomes Assessment
 - Areas for Outcomes Assessment
 - Methods of Outcomes Assessment
 - Uses of Outcomes Assessment Findings
 - Coordination of Activities
 - Conclusion
- 

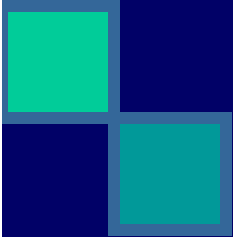


Introduction


- 
- Middle States Association of Colleges and Schools Recommendation
 - Outcomes Assessment Planning Committee
 - Submission of Plan to Middle States
- 



What is Outcomes Assessment?




Outcomes Assessment is a process of self-reflection based on the College's mission and the goals of its various departments and offices. It is not evaluation. The purpose of assessment is to use the information for improvement.






Principles of Brooklyn College Outcomes Assessment

- Improve programs and services through a continuous process of self-examination
 - Reflect the mission and character of Brooklyn College
 - Focus on courses, programs, and services --- not on individuals
- 




Principles of Brooklyn College Outcomes Assessment

- Recognize and respect differences
 - Assessment activities must be designed by those most familiar with desired outcomes
 - Use existing information and measure direct outcomes (when possible)
- 

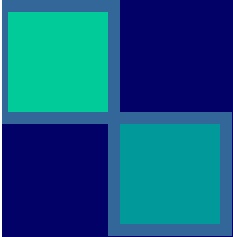



Principles of Brooklyn College Outcomes Assessment

- Use multidimensional measures
 - Yield a comprehensive understanding of impact on students and wider society
 - Be continuous
 - Involve all segments of the Brooklyn College community
- 




Areas for Outcomes Assessment

- 
- Academic Quality
 - General Education
 - Learning in the Major
 - Student-Oriented Campus
 - Model Citizen in Borough of Brooklyn
 - General Student Outcomes
 - Institutional Effectiveness
- 




Methods of Outcomes Assessment

- Articulation of Goals and Outcomes
 - Identification of Assessment Measures
 - Implementation and Ongoing Modification
- 

Continue in an ongoing cycle

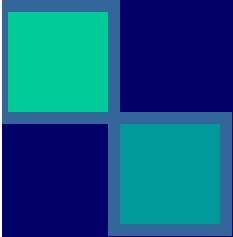



Uses of Outcomes Assessment Findings

- Assess actual performance compared to locally developed mission-related goals and objectives
 - Assess longitudinal findings to reveal the long-term relationship between performance and goals
 - Guide further study of the ways improvement can occur
- 

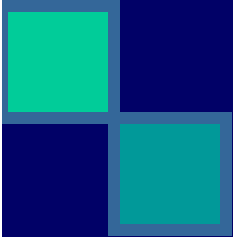


Coordination of Activities

- 
- College-wide Steering Committee (chaired by Provost Roberta Matthews)
 - Assessment Coordinator
 - Assessment Coordinating Subcommittees
- 



Conclusion

- 
- Improvement, not Evaluation
 - All areas of Brooklyn College will participate
 - Phased-in approach toward implementation
 - Integrate into existing activities
- 