



Top Ten Barriers to Assessment & How to Overcome Them

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Agenda

- Effective Assessment – 10 Barriers.
- If there was a #11...
- EMU: Context of assessment.
- Lessons learned.



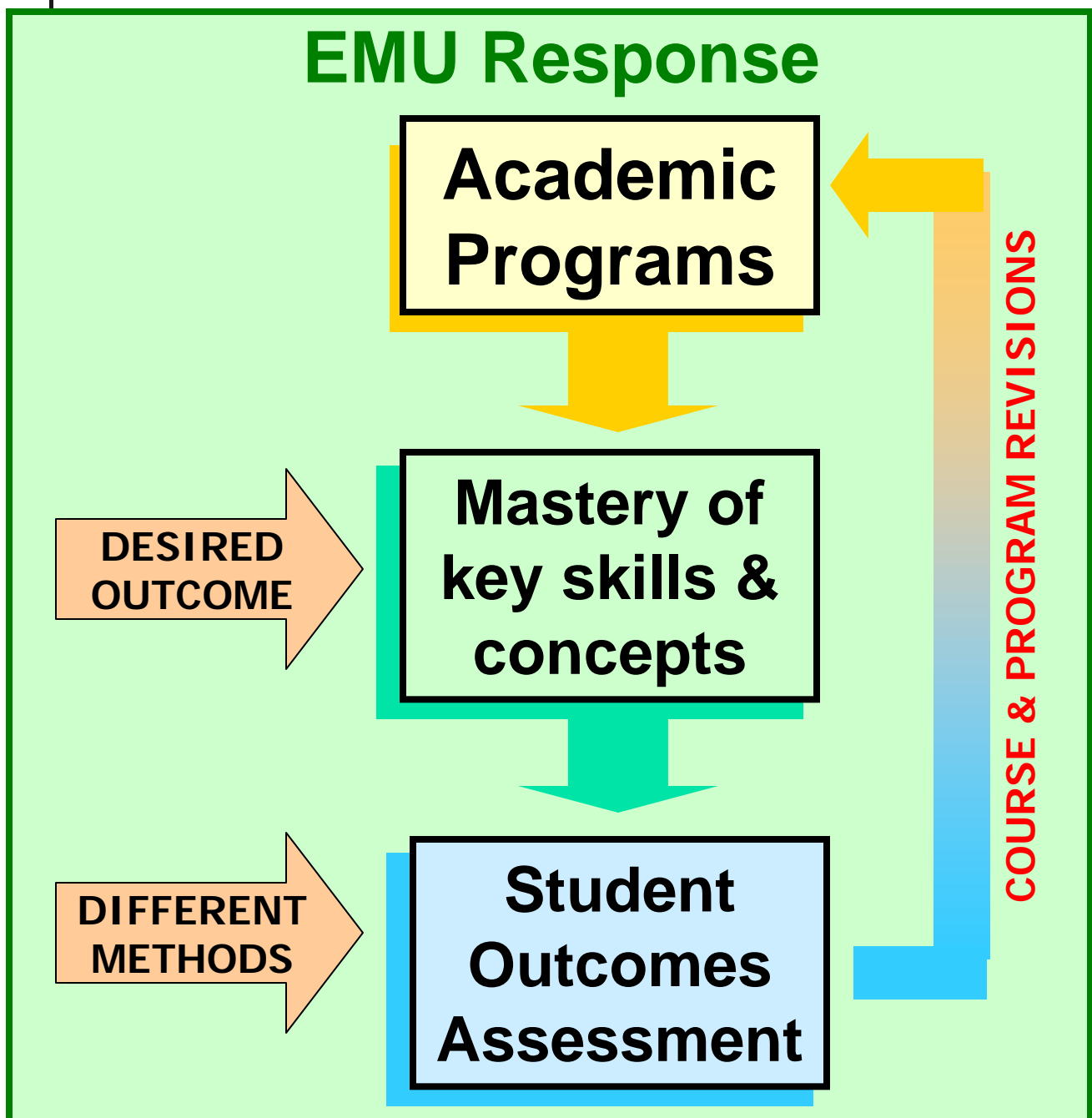
Effective Assessment

Ten barriers

- Failure to focus on key skills & concepts.
- Lack of stimulation.
- Lack of communication.
- Lack of documentation.
- Lack of funding
- Lack of continuity.
- Faculty turnover.
- Administrator turnover.
- Failure to close the assessment loop.
- Failure to validate quality.

Effective Assessment – Barrier #1

Failure to focus on key skills & concepts





Effective Assessment – Barrier #1

Key Questions

What skills & concepts should all students master before graduating from the major?

How will assessment methods determine if skills & concepts have been mastered?

Where they have not been mastered, how will program revisions better prepare students?



Effective Assessment – Barrier #2

Lack of Stimulation

EMU Response

- Pilot studies.
- Faculty sent to assessment conferences.
- All-campus assessment conferences.
- “Assessment Q&A” brochure.
- Assessment information papers.



Effective Assessment – Barrier #3 Lack of Communication

EMU Response

- “Assessment Matters”:
Monthly newsletter since
1993.
- 30+ assessment workshops.
- Annual Assessment Expo.
- Assessment chapter in 2001
NCA Self-Study Report
(46 pages.)



Effective Assessment – Barrier #4 Lack of Documentation

EMU Response

- Required annual assessment reports.
- Directory of assessment activities.
- Assessment incorporated into program review.



Effective Assessment – Barrier #5 Lack of Funding

EMU Response

- Faculty/staff conference attendance.
- Pilot project grants to departments.
- \$135-300K to departments for assessment activities.
- \$2-4K to General Education Committee.



Effective Assessment – Barrier #6 Lack of Continuity

EMU Response

- Same assessment director since 1993.
- Annual assessment reports since 1994.
- High level of funding since 1993.
- “Assessment Matters” monthly newsletter since 1993.



Effective Assessment – Barrier #7 Faculty Turnover

EMU Response

- New faculty workshops.
- New faculty newsletter.
- Continual support of veteran faculty.
- Assessment focus in program review process.



Effective Assessment – Barrier #8 Administrative Turnover

EMU Response

- Same assessment director since 1993.
- EMU Provosts:
 - Educated in importance of assessment.
 - Continually fund assessment.
- EMU Deans & Department Heads:
 - Reinforce assessment in accreditation.
 - Required to comment on assessment activities in program review.



Effective Assessment – Barrier #9 Assessment Loop

EMU Response

- Annual Assessment Reports required from programs.
- Programs must:
 - State program goals,
 - State concepts & skills mastery,
 - Show how assessment results have been used to improve programs.



Effective Assessment – Barrier #10

Validate Quality

EMU Response

- American Productivity & Quality Center's best practices.
- Regional NCA approval & specialized accreditations.
- Requests from 300+ colleges & universities for assessment materials.
- Assessment director: 30+ regional & national assessment conference presentations.
- EMU faculty & staff: 20+ regional & national assessment conference presentations.



If there was a #11...

Failure to recognize that

***GOOD ASSESSMENT
IS HARD WORK!***



EMU: Assessment Context

*“Not everything
that counts can
be counted &
not everything
that can be
counted
counts.”*

Albert Einstein



Lessons learned

- Success requires university-wide involvement & support.
- Student learning is centerpiece of successful assessment.
- Successful assessment leads to continual improvement!