

Banta's characteristics of effective outcomes assessment

A. Planning

B. implementation

C. improving and sustaining

A. Planning

1. Involve stakeholders from the outset
2. Begin when need is recognized, and allow sufficient time for development
3. Written plan with clear purposes related to goals that people value. Assessment is a vehicle for improvement.
4. Bases assessment on clear program outcomes

B. Implementation

5. Knowledgeable, effective leadership
6. Recognizes that assessment is essential to learning, and everyone's responsibility
7. Include faculty and staff development
8. Devolves responsibility for assessment to unit level.
9. Uses multiple measures, maximizing reliability and validity
10. Assesses both processes and outcomes.
11. Undertaken in an environment that is receptive, supporting, and enabling on a continuing basis.
12. Continuous communication with constituents about activities and findings.

C. Improving and sustaining

13. Produces credible evidence of learning and organizational effectiveness.
14. Ensures assessment data is used continuously to improve programs and services.
15. Provides a vehicle or demonstrating accountability to stakeholders.
16. Encompasses expectation that outcomes assessment will be ongoing, not episodic.
17. Incorporates ongoing evaluation and improvement of assessment process.

From: T. Banta (2002), Building Scholarship of Assessment. Jossey-Bass, ch.14

Continuous program improvement process

