



ARE WE SETTING THE RIGHT MEASURES?

12 one-shot sessions.
24 Students per session

Total engagement: 288!
Total learning: ???

“WHAT GETS
MEASURED GETS
IMPROVED.”

1 train-the-trainer sessions w/ TAs.
12 TA's in the session

Total engagement: 12 :-(

But wait, each TA taught a section w/ 24 students. And research skills were integrated across 3 class sessions, instead of just one.

Total impact:
288 students x 3 sessions?

Total learning: ???



S.M.A.R.T. GOALS NEED SMART METRICS

“Increase engagement with ____ dept. by 30% each academic year.”

“WHAT GETS
MEASURED GETS
IMPROVED.”

- Peter Drucker

THINGS THAT ARE
EASY TO MEASURE
AREN'T ALWAYS THE
BEST METRICS.

- Doug