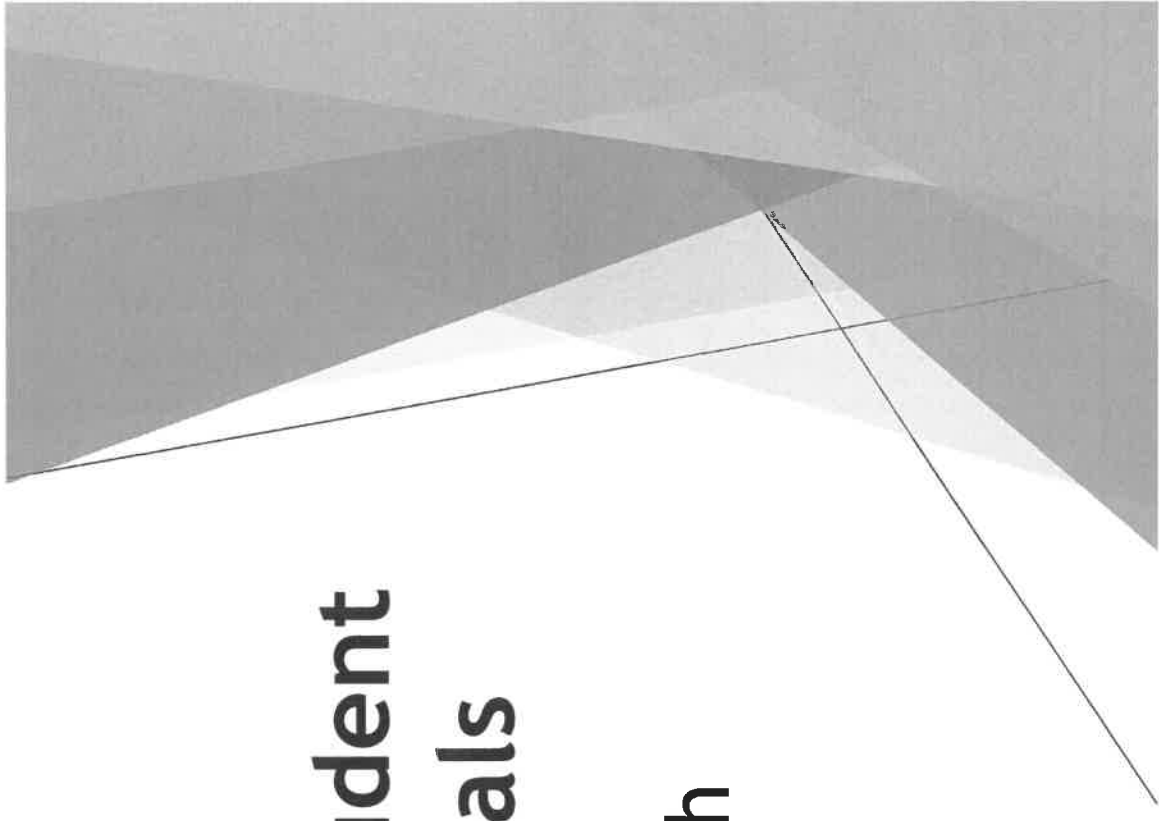


Assessing Both Student and Program Goals

A Unified Approach





Introduction

Experience has taught me:

- ▶ Education should be transformational rather than transactional.
- ▶ Assessment has changed from Goals to Objectives to Outcomes.
- ▶ Assessment requires provable data.
- ▶ Outcomes should be more than acquired information.
- ▶ Assessment is a never ending cycle.
- ▶ Assessment is not about where you are but where you're going.
- ▶ Most data will come from individual college courses.

Implementation has shown:

- ▶ Assessment is difficult but doable.
- ▶ Student and Program Goals must be reframed as Outcomes.
- ▶ Measurable outcomes trump noble goals.
- ▶ Most of your data will be generated at the course level.
- ▶ Every course should contribute to the student's development.
- ▶ Focusing on outcomes helps standardize course instruction.
- ▶ Student Outcomes can be built from the bottom up, but Program outcomes need to flow from the top down.

The Process

- ▶ Express outcomes in terms of what the student will be able to do.
- ▶ Determine where these outcomes will be assessed.
- ▶ Assign key performance indicators to specific courses.
- ▶ Expect the process to take more time than first planned.
- ▶ Provide a user friendly interface for inputting and tracking outcomes.
- ▶ Regularly review data for the purpose of improvement

Example 1 - Student Goals:

- ▶ Our school's Student Goals were rewritten. (See Student Goals)
- ▶ Faculty determined which items were addressed by their courses.
- ▶ Key performance Indicators were placed in each course using provided software. (See Course Goal Submission Form)
- ▶ Results were posted at the end of each semester based on those who passed the course.
- ▶ Results are tabulated on an ongoing basis and reviewed at the end of each year. (See bottom of Program Outcomes Matrix)

Example 2 - Program Outcomes:

- ▶ Program Goals have been rewritten as Outcomes. (See Program Outcomes)
- ▶ Courses are listed that should inform that Outcome. (See Analysis Procedure)
- ▶ Key Performance Indicators will be determined for each course.
- ▶ These indicators will be listed in the software. (See Course Goal Submission Form)
- ▶ Results will be posted at the end of each semester for those who passed the course at the same time as the Student Goal indicators.
- ▶ Program results will be tabulated at the end of each year and reviewed by Program Chairs for ongoing planning. (See Program Outcomes Matrix)

Benefits Realized

- ▶ Targets are measurable outcomes instead of hoped for goals.
- ▶ Faculty is more aware of our interdependence in preparing students.
- ▶ Program have seen the need to rewrite Program Goals as outcomes.
- ▶ Revision has prompted an examination of course offerings and sequencing.
- ▶ There is a heightened understanding of the need for course progression within programs.
- ▶ Program Outcome matrices can now be seen as relevant tools for ongoing program improvement. (See Program Outcomes Matrix)

Dr. Carl Johnson
Arlington Baptist University

cjohnson@abu.edu

Student Goals

Arlington Baptist University students can expect to achieve the following:

Biblical Competence (BC)

1. A basic understanding of Biblical facts and principles
2. An ability to inductively and methodically study Scripture
3. An understanding of the culture(s) in which the scriptures were written and the importance of context to proper understanding
4. An overt understanding of the Christian world view and its juxtaposition to other world views
5. The ability to relate Biblical principles to life situations

Spiritual Growth (SG)

1. Developing habits of personal and corporate worship
2. Exploring and developing areas of giftedness through Christian service
3. Learning the importance and power of personal and corporate prayer
4. Applying Biblical principles to real life problems

Evangelistic Application (EA)

1. Examining the historical and current methods of evangelism
2. Understanding the power of a personal testimony
3. Learning Scriptures that will help verbally articulate the Christian faith
4. Communicating the Christian message in word and deed

Academic Excellence (AE)

1. Acquiring basic knowledge in a broad base of subjects
2. Allowing for in-depth study in areas of special interest or giftedness
3. Establishing patterns of clear and logical thought that recognize the effect of unexamined presuppositions
4. Learning to effectively communicate thoughts and ideas
5. Developing methods of study and research that lead to life-long learning

Personal Development (PD)

1. Learning to recognize and apply ones unique academic, social, and spiritual gifts
2. Gaining an understanding and appreciation of the differences of others
3. Learning to lovingly and effectively communicate with those of differing world views
4. Recognizing the importance of self-discipline and service
5. Applying the knowledge gained to life ministry through targeted internships



Course Goal Submission Form

Logged In User: Carl Johnson (?manageuser=1)

Instructor:	Carl Johnson ▼
Course Section:	2017 Block B: CM1310(1): Personal Life / Evangelism (Online) ▼
Import Section	(Optional) Select Other Course Section From Which To Import ▼

Course Description:

Students will examine the principles of Christian living and how they relate to effective witnessing. Evangelism is defined and methods of evangelism are examined from their scriptural and historical foundations. Principles are sought which will make the students more effective in their witnessing.

Institutional Goals Emphasis:

(1= Min. 2=Mod. 3= Maj.)

	BC	SG	EA	AE	PD
1.	1 ▼	▼	3 ▼	▼	3 ▼
2.	▼	1 ▼	3 ▼	▼	2 ▼
3.	▼	▼	3 ▼	▼	2 ▼
4.	2 ▼	▼	3 ▼	2 ▼	1 ▼
5.	2 ▼			2 ▼	▼

Total number of students who passed this section:

7

Average number of reported Log Hours by those who passed: 60.43

Goal Indicators for Items of MAJOR Emphasis:

Goal:	Specific Objective	Success rate?
EA1	related to current and historical methods of evangelism.	77.9
EA2	personal testimonies	85.7
EA3	Students will be able to write from memory, without	100
EA4	Students will average 10 supervised visits made for the	73.6
PD1	All students will complete two Spiritual Gifts inventories	100

Program Outcomes

Business Studies – BuO The graduate of this program will **be able to:**

1. Efficiently and effectively communicate concrete and abstract ideas to a business audience.
2. Cultivate an ongoing Christian worldview as the foundation and source for business, personal, and ethical practices.
3. Sustain a core level of business acumen allowing effective engagement in for-profit and non-profit organizations
4. Influence others through effective management and leadership within varying cultural environments.
5. Use and integrate current technologies to enhance communication skills, presentations, and project deliverables.
6. Understand the impact financial and economic decisions have on open and free markets and individuals.
7. **Demonstrate developmental progress in the five basic Student Goals as elaborated in the ABC catalog.**

Analysis Procedure

The Graduate **will be able to:**

1. Efficiently and effectively communicate concrete and abstract ideas to a business audience.
 - BUS 1301 – Principles of Business
 - BUS 1303 – Business Technology
 - BUS 2302 – Principles of Economics
 - BUS 2303 – Business Finance
 - BUS 3301 – Principles of Management
 - BUS 3302 – Marketing and Sales
 - BUS 3304 – Organizational Culture and Performance
 - BUS 3307 – Business Ethics I
 - BUS 4301 – Operations Management
 - BUS 4302 – Organizational Leadership
2. Cultivate an ongoing Christian worldview as the foundation and source for business, personal, and ethical practices.
 - BUS 2303 – Business Finance
 - BUS 3301 – Principles of Management
 - BUS 3302 – Marketing and Sales
 - BUS 3304 – Organizational Culture and Performance
 - BUS 3307 – Business Ethics I
 - BUS 4302 – Organizational Leadership
 - BUS 4303 – Business Ethics II



Program Outcomes Matrix

2017 – 2018

Directions: Program Directors are to use the data collected to determine appropriate action for the coming year.

Program Title: Name of Degree Program			Program Chair: Name of Program Chair		
Outcomes	Assessments	Metrics	Standards	Data	Improvements
Upon completion of this program, the student will be able to:	To demonstrate their ability to meet this outcome, students will:	To evaluate students' success with this outcome, faculty will:	Mastery of this outcome is achieved when:	Data collected for this assessment indicate that:	In response to the data, the following will occur:
Outcome 1 (See Program Outcome 1)	complete multiple outcome assessments built into program courses which measure student success in meeting this outcome.	1. Establish and list in their syllabi outcome indicators for this stated outcome and 2. Post success rates at the completion of each course for those who have passed the course.	1. Success is based on at least three indicators. 2. Average success rate for program outcome indicators is 80% or higher.	1. There are _____ unique indicators for this outcome. 2. The average success rate to date is _____.	
Outcome 2 - X	Same as above	Same as above	Same as above	Same as above	
Outcome X + 1	1. Complete a core of courses in which at least 20 of the 23 student sub-goals are addressed at least 3 times. 2. Complete additional courses in their area of academic focus which highlight those goals most relevant to their personal calling and/or profession.	1. Input at least one goal assessment indicator in every course offered which demonstrates the partial attainment of one or more of the stated goals and then track the percentage of students who complete each assessment. 2. Calculate and post the percentage of all indicators in each course that are being met. 3. Regularly review the number of student assessments in the required courses for each program to ensure that each of the stated goals has measureable objectives which are being met.	1. Students have had multiple opportunities to demonstrate success in at least 20 of the 23 sub-goals given under the five overarching Student Goals. 2. There is an average, overall success rate of 80% on student assessment objectives in courses required to complete this program. (NOTE: This average is based on ALL students who have successfully passed any course required for a given program.)	This program has at least 3 indicators for _____ of the 23 subgoals. The average overall success rate for this program is _____.	