

ASSESSMENT CONTINUUM

Increasing complexity and integration

Tracking usage

Needs assessment

Satisfaction studies

Climate/culture assessment

Outcomes assessment

Resource effectiveness studies

Benchmarking

- Comparators

- Standards

- Time

Program review

Strategic planning

- Tracking usage:** This is keeping track of programs, projects, students served. Examples include tracking the number of students going through a dining hall at a particular point in time or tracking how many social programs are done in the halls in a semester.
- Needs assessment:** This is trying to understand what needs are. Examples include determining the social support needs may students of color have on a predominantly white campus or understanding the academic support needs first generation college students require.
- Satisfaction studies:** These are studies that simply seek to measure satisfaction. Examples include understanding how satisfied students are with their residence hall or how satisfied parents were with parents' orientation.
- Climate/culture assessment:** These are assessments done to understand the culture and its impact. Examples include understanding the impact on a campus for women who have limited space to meet or the impact on a campus of the installation of gender-neutral housing options.
- Outcomes assessment:** This is the assessment of some type of intended outcome. Oftentimes the option is a learning or development outcome, but it can also be a program outcome. Examples include evaluating leadership skills acquired by a leadership course or the alcohol after a new alcohol policy on campus.
- Resource effectiveness studies:** These are studies that assess resources used for a variety of programs and services. Examples included reviewing the budget from student fees to campus concerts or understanding if there is enough usage of the library at early morning hours to keep it open.
- Benchmarking:** These are studies that regard comparisons such as comparisons to either other institutions, professional standards, or the institution itself over time. Examples include the Educational Benchmarking Institute study of residence life or comparison of number of student activities staff per students for institutions of comparable size or review of career services using the National Association of Colleges and Employers standards.
- Program review:** This is a review of an entire unit, not just a one-time program. Examples include a comprehensive review of a residential life office or review of a women's center. It will likely utilize many of the assessment types above.
- Strategic planning:** These include opportunities to assess the current state of affairs and determine strategic priorities for the near future. Examples include determine 5 priorities for the next 3-4 years.