

Developing a Unit-Level Assessment Process to Guide New Program Development

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Overview of Presentation

- Brief definition of assessment and its purpose
- Presentation of a how-to guide for conducting unit level assessment
- Participation in some introductory assessment exercises to jumpstart the unit level assessment process

What is Unit Level Assessment?

- A separate function from educational assessment of course outcomes, objectives, and goals
- Unit level planning should be linked to the overall institutional strategic planning, institutional effectiveness, and institution-wide assessment process.
- By creating a mission and vision plan at the unit level, the department will be able to show how its operations link with the overall university mission and vision

Continuing Education Programming

“University and college continuing education enterprises are often on the cutting edge of institutional responses to economic forces, societal trends, emerging competition, innovation, and service to the community.”

(Sullivan and Richardson, 2009, p. 8).

- A unit level assessment will determine which programs will be most beneficial to your local community



SWOT Analysis

Define for your unit:

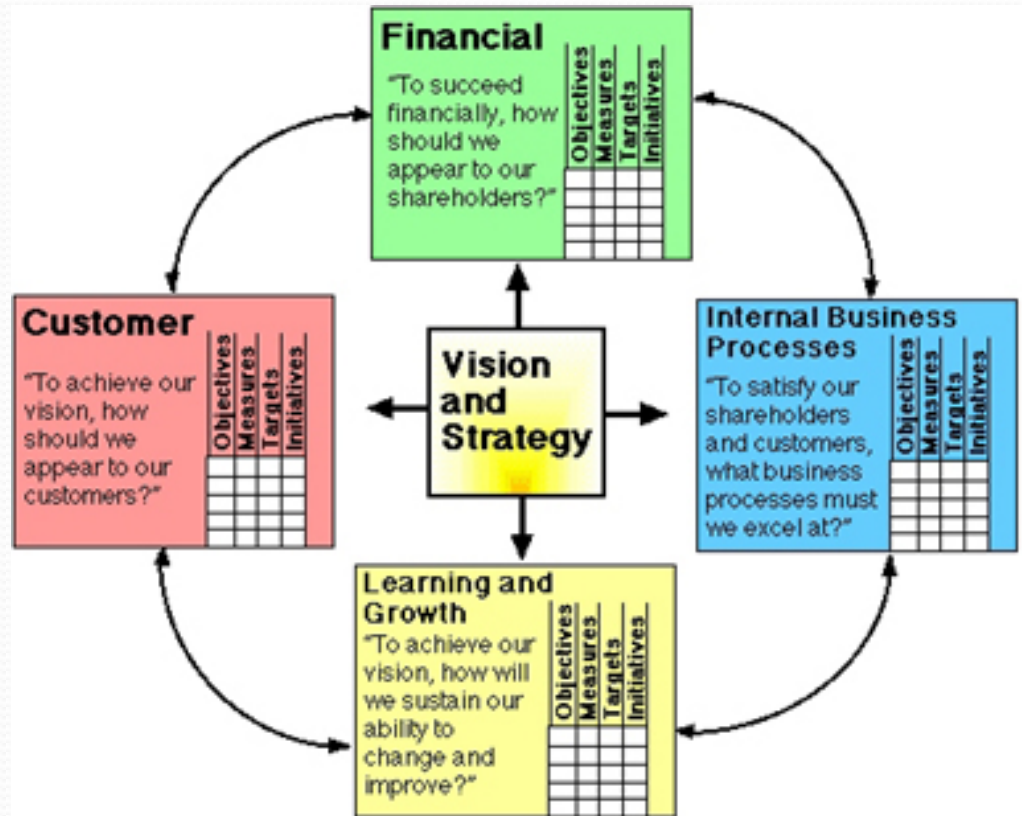
Strengths

Weaknesses

Opportunities

Threats

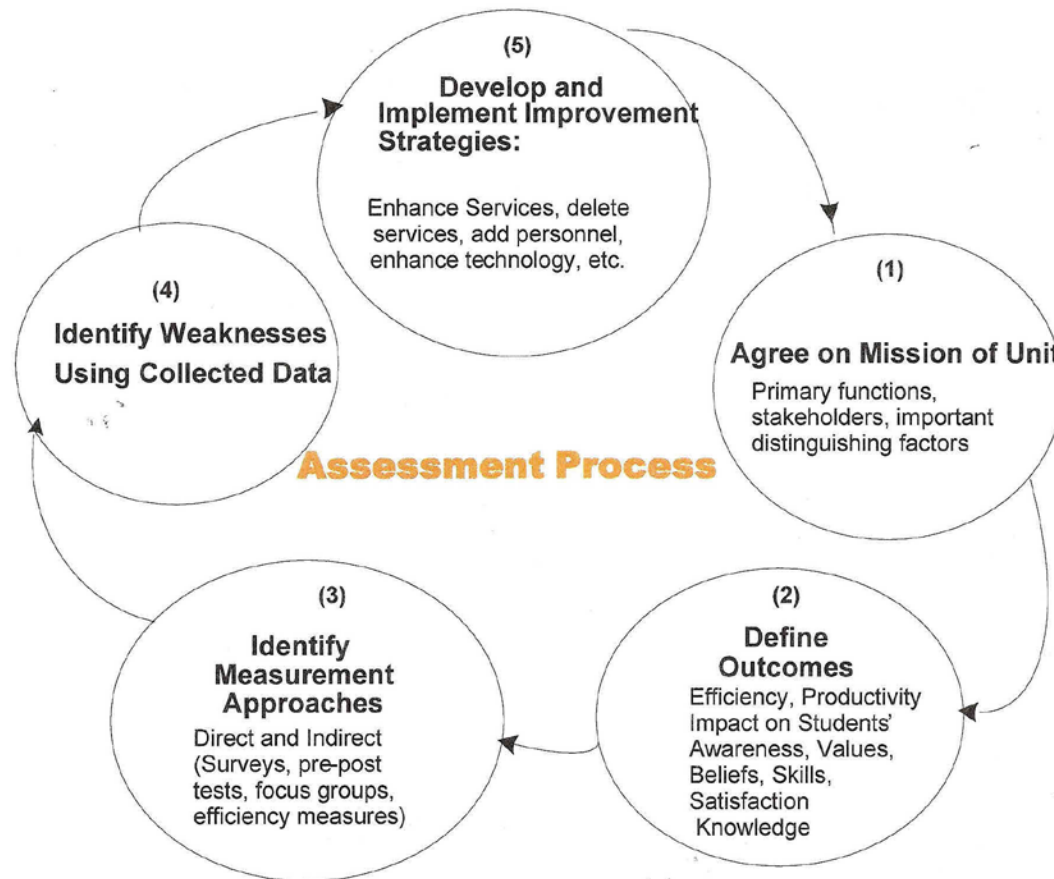
Kaplan and Norton's Balanced Scorecard Approach



Balanced Scorecard in Higher Ed

- Can address a variety of university stakeholders such as prospective students, current students, agencies/organizations, employers, governing boards, legislators, faculty, staff.
- Conduct assessment from five distinct clusters: teaching and learning, scholarship and research, service and outreach, workplace satisfaction, and financial considerations.
- Emphasize linking long-term strategy to short-term targets.

Administrative Unit Assessment from the University of Central Florida



Overview of Administrative Unit and Mission

- Briefly state the purpose of the administrative unit.
- Identify who the stakeholders are.
- What are you trying to do and why are you trying to do it?
- What are the primary functions or activities of the unit?
- What and how does this unit contribute to the development and growth of students?

Worksheet for Identifying and Defining Service Oriented Unit Goals

- Identify and list all appropriate department goals
- Describe the most important services your unit provides
- What are some of the results you do not want to happen?

Mission Statement

Mission Statement for the Continuing Education Department at Penn State Brandywine

“The mission of the Continuing Education Department at Penn State Brandywine is to provide the workforce of the local community with quality academic and professional development programs. These programs are designed to enrich the career prospects of the continuing education students, with the ultimate goal of improving the economic prosperity of our region.”



Questions? Comments?

GO FORTH AND ASSESS!