Non-survey Methods Of Assessment

Avoiding Survey Fatigue
Learn at least three different methods of assessment other than surveys.
Learn the pros and cons of various assessment methods.
What is Assessment?

“Assessment is any effort to gather, analyze, and interpret evidence which describes institutional, departmental, divisional, or agency effectiveness...”
Why do we do assessments?

“...for the purpose of improving student learning and development.”

(Upcraft and Schuh, 2001)
Why is it important to do assessments in Student Affairs?

- Improve programs and services
- Improve student learning
- Strategic Planning
- Provide evidence of student learning
What type of data do you need to tell your story?

- Qualitative vs. Quantitative
- Formative vs. Summative
- Direct vs. Indirect
Qualitative vs. Quantitative

**QUANTITATIVE**
- Focuses on numbers/numeric values
- Information about quantities that can be measured and written down with numbers (ex: number of students who visit your office, attendance)

**QUALITATIVE**
- Focus on text/narrative from respondents
- Looks for patterns in non-numerical data that is measured with our senses (sight, smell, touch, taste and hearing)
- Ability to capture “elusive” evidence of student learning and development
## Formative vs. Summative

### FORMATIVE
- Conducted **during** the training
- **Monitors** student learning
- Purpose is to provide feedback
- Use to shape, modify or improve the program in the moment

*Examples:*
- Pop quiz
- Show of hands
- Instant student response system

### SUMMATIVE
- Conducted **after** the training
- **Evaluates** student learning
- Makes judgement on quality, worth, or compares to standard
- Can be incorporated into future plans

*Examples:*
- Final exam
- Final Paper
- Capstone portfolio
- Exit interview
When the cook tastes the soup, that’s formative; when the guests taste the soup, that’s summative.
— Robert Stake
Direct vs. Indirect

**DIRECT**

- Any process employed to gather data which requires students to display/demonstrate their knowledge, behavior, or thought processes
- Provides evidence of student learning

*Examples:*
Test/quizzes, papers, presentations

**INDIRECT**

- Any process employed to gather data which asks students to reflect upon their knowledge, behaviors, or thought processes
- Provides evidence of students’ attitudes, perceptions, and experiences

*Examples:*
Satisfaction surveys, reflections, focus groups
What’s the most common type of assessment?
SURVEY FATIGUE?
GIVE US YOUR FEEDBACK!
WWW.SURVEYFATIGUE.COM

CAN YOU SPARE A FEW MOMENTS TO ANSWER SOME QUESTIONS ABOUT SURVEY FATIGUE?

HELLO SIR, I WAS WONDERING IF YOU COULD HELP WITH OUR SURVEY ABOUT SURVEY FATIGUE...

SURVEY FATIGUE HOTLINE 1800-FATIGUE
Other forms of Assessment Methods
Interactive response systems using electronic devices such as smartphones or computers that offer instructors real-time feedback from their audiences.
Kah??t!
### Student Response Systems

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<th>Pros</th>
<th>Cons</th>
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<tr>
<td>Formative</td>
<td>May have a cost</td>
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<tr>
<td>Fast</td>
<td>Short - no specific data available</td>
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<tr>
<td>Fun</td>
<td>Plan logistics ahead</td>
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<td>Immediate feedback</td>
<td>and factor time into your presentation</td>
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Interviews
<table>
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<th>Pros</th>
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Interviews
Interviews

**Pros**
- Can gather rich data
- Is Flexible - can be in person, via phone, or videoconference

**Cons**
- Can be expensive
- Can be time-consuming
- Need to plan ahead
Rubrics

Communicates expectations
Provides both qualitative and quantitative information
Allows for timely and detailed feedback

- Can evaluate multiple achievement levels
- Can measure communication skills, performance
- Defines performance, achievement levels
- Gathers rich data
- Allows many to measure the same way
### Rubrics

- States expectations and standards
- Can be used for learning
- Provides for consistency in rating/grading
- Provides both individual and program-level feedback

### Pros

- Developing a rubric takes time
- Training of raters is needed to look for specifics
Observation

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<td>• Allows for direct and immediate feedback</td>
<td>• Need to develop a scoring guide and allow time for scoring</td>
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<td>• Can include a variety of observers (faculty, students, business</td>
<td>• Can be difficult to get observers/volunteers</td>
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<td>representatives, community members)</td>
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Portfolios include a collection of learning: reflections, photos, videos, podcasts, written work, other.
Portfolios

**Pros**
- Allows you to assess a student’s learning and development over a long period of time
- Allows you to assess a student’s growth on a certain skill (ex. writing skill)
- Provides a comprehensive overview of student achievement (assess various components)

**Cons**
- Must provide clear guidelines and expectations
- Takes planning to develop and assess content
- Time-consuming to assess many portfolios
- As the assessor, you must be organized
- Archiving and storing materials

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Other Methods - Which one is right for you?

Tests, exams, quizzes
Focus Groups
Word Clouds
Reflections/Journals

Self-assessment
Review existing data
Posters/Presentations
Checklists
Take time to reflect...

• What do you want/need to show?
• Why do you need to show it?
• Who is the source of your data?
• How will you use the data?
• Who will need to see results?
Considerations for Choosing Data Collection Methods...

- Key questions
- Assessment person/team skills
- Resources
- Timelines
- Stakeholders preferred types of data
- Instrument validity
- Reliability
- Objectivity
- Cultural considerations
Tips from the experts

• Keep it simple
• Start with your learning outcomes
• Ask if the data already exists
• Start with the ideal design for your assessment, then work backwards to what is possible
• Get feedback from colleagues and CampusLabs
Resources

UTEP Division of Student Affairs: Impact Team
https://www.utep.edu/student-affairs/assessment/

Recorded Trainings
https://training.campuslabs.com/help_center

Baseline: Assessment Methods in Baseline
https://training.campuslabs.com/recorded_training/baseline-assessment-methods-in-baseline
Questions?

Before you go...
Thank You

UTEPE Division of Student Affairs Impact Team