MODULE 2: ASSESSMENT PLANNING

Checklist for Assessment Planning

Step	Considerations
1. Identify the purpose of assessment	• Who is driving this? • What is the need? • Who will be impacted?
2. Determine where to obtain information	• Are there existing campuses databases? • Are there other assessments being conducted?
3. Determine the appropriate assessment method	• Will the assessment be used to evaluate mid-program? • Will the assessment be used to evaluate a program after it is finished?
4. Determine whom to study	• What is the population of study? • Can a sample be taken?
5. Determine how data will be collected	• Can information be collected in person? • Should online methods be used to reach more people? • What resources are available to collect data?
6. Determine what instruments will be used	• Are you collecting qualitative, quantitative, or mixed data? • How large is the sample and population? • Given your campus environment, would certain instruments be less likely to succeed?
7. Determine who should collect the data	• Are you the sole person available to collect data? • Can you employ student workers or other campus staff to assist? • If conducting interviews or focus groups, who would be the most appropriate to run those taking into consideration bias and skill?
8. Determine how and who Will analyze the data	• Do you have software available to help with data analysis? • Who has advanced statistical skills to assist with analysis?
9. Determine how results will be communicated	• What audiences will be interested in the outcomes of the assessment? • How do they prefer to receive information?
10. Determine what will be done with results	• Will the results affect future programming? • Will the results impact the future of the office or department? • Will the results be publicized? • Where will the results be stored after completion of the assessment?
11. Establish a complete timeline for the assessment	• Are all parties aware of the timeline? • Is each step of the assessment process being given adequate time?