December 12, 2016

STUDENT AFFAIRS
A&E LEARNING COMMUNITY
What is assessment?

“The systematic collection, review, and use of information about educational programs undertaken for the purpose of improving student learning and development.” Palomba & Banta (1999)

“Assessment provides feedback on knowledge, skills, attitudes, and work products for the purpose of elevating future performances and learning outcomes.” Baehr (2005)
What is evaluation?

“Evaluation determines the merit, worth, or value of things.” Scriven (1991)

“Evaluation is the systematic process of gathering, analyzing, and using information from multiple sources to judge the merit or worth of a program, project or entity.” Rossi, Lipsey, & Freedman (2004)
## Assessment vs Evaluation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Assessment</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timing &amp; Purpose</td>
<td>Ongoing, to improvement</td>
<td>Final, to gauge quality and impact</td>
</tr>
<tr>
<td>Orientation</td>
<td>How learning is going</td>
<td>What’s been learned</td>
</tr>
<tr>
<td>Depth of Analysis</td>
<td>Thorough analysis by answering questions such as why and how to improve future performance</td>
<td>Calibrate against a standard</td>
</tr>
<tr>
<td>Use of Findings</td>
<td>Identify areas for celebration &amp;/or improvement</td>
<td>Arrive at an overall impact/score</td>
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</table>
The Purpose of...

assessment is to **INCREASE** quality.

evaluation is to **JUDGE** quality.

Too short and not enough leaves. C-
Assessment: The systematic collection, review, and use of information about educational programs undertaken for the purpose of improving student learning and development. (Palomba & Banta, 1999)

Evaluation: The systematic process of gathering, analyzing, and using information from multiple sources to judge the merit or worth of a program, project or entity. (Rossi, Lipsey & Freeman, 2004)