

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

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

# The Purpose of...

assessment  
is to  
**INCREASE**  
quality.



evaluation  
is to **JUDGE**  
quality.

Too short and  
not enough  
leaves. C-



