

# BEYOND SURVEYS: EXPLORING ALTERNATIVE ASSESSMENT METHODS

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UCSD Student Research and Information

## Outcomes

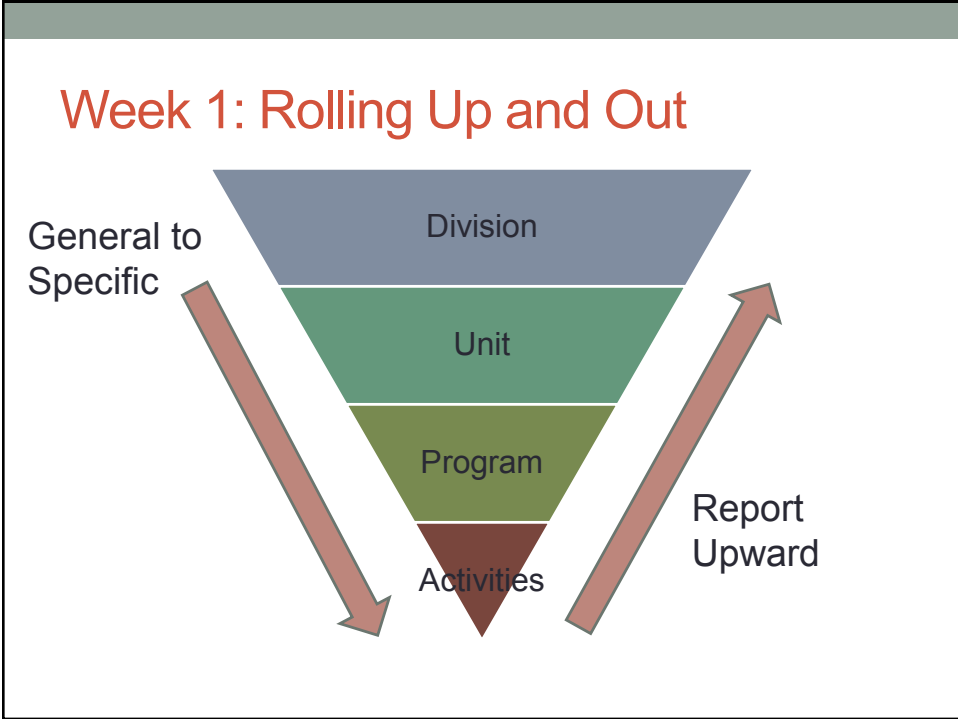
- Choose one outcome and identify an appropriate evidence collection method
- List two evidence collection methods you might try

## Purpose of Assessment



## Assessment Cycle





## Week 2: Treasure Mapping

|                | Programs/Services |                   |                   |          |
|----------------|-------------------|-------------------|-------------------|----------|
|                | Program/Service 1 | Program/Service 2 | Program/Service 3 | Measures |
| Unit Outcome 1 | X                 |                   | X                 |          |
| Unit Outcome 2 | X                 | X                 |                   |          |
| Unit Outcome 3 |                   | X                 |                   |          |

## Week 3: Treasure Hunting Tools

### What is the best evidence collection method?

- The one that measures your outcome effectively and efficiently and provides useful, actionable data.

## First things first

- Identify the outcome to be assessed
- Determine what constitutes credible evidence
- Identify where/when you can collect evidence

## Unit Outcomes Map

|           | Program 1 | Program 2 | Program 3 | Program 4 |
|-----------|-----------|-----------|-----------|-----------|
| Outcome 1 | X         |           |           |           |
| Outcome 2 | X         | X         |           | X         |
| Outcome 3 | X         |           | X         |           |
| Outcome 4 |           | X         | X         |           |

## Matching Method and Outcome

| If you want to collect evidence on...  | Consider using...   |
|--|---|
| Knowledge, understanding, or skill in application and analysis ( <b>Know</b> ) | Quiz/test, poster, paper/essay or concept map                   |
| Skills or behaviors ( <b>Do</b> )  | Performance rubric, observation check list or behavior tracking |
| Attitudes, dispositions, beliefs or habits of mind ( <b>Value</b> )            | Reflective writing, focus groups, interviews or surveys         |
| Satisfaction or perceptions  | Surveys, focus groups or interviews                             |
| Usage or levels of participation   | Tracking data   |

## Rubric

**Outcome:** *Students will be able to* \_\_\_\_\_

|             | Level       | Level       | Level       |
|-------------|-------------|-------------|-------------|
| Dimension 1 | Description | Description | Description |
| Dimension 2 | Description |             |             |
| Dimension 3 | Description |             |             |

## Rubric

### Advantages

- Clearly states standards and expectations
- Can be used as a learning and assessment tool

### Challenges

- Developing a rubric takes times
- Requires rater training

## Checklist

**Outcome:** *Students will be able to demonstrate excellent oral communication when presenting to their college council*

- Speaks in a clear voice
- Makes culturally appropriate eye contact
- Uses meaningful visual aids
- Stays within time limit

## Checklist

### Advantages

- Identifies actions or behaviors
- Quick and easy to use

### Challenges

- Only indicates existence, not any judgment
- Provides student limited feedback

## Reflective Writing

### Advantages

- Allows students to reflect on learning or experience
- Can be analyzed with a rubric or content analysis

### Challenges

- Requires a good prompt
- Can be time consuming to analyze



## Focus Groups or Interview

### Advantages

- Can be done in person or online
- Allows for follow up or clarification
- Provides rich data

### Challenges

- Collecting and analyzing data is time consuming
- Recruitment and participation can be difficult

## Quiz or Test

### Advantages

- Takes advantage of a captive audience
- Easy to grade

### Challenges

- Requires well written questions that align with outcomes

## Poster, Paper/Essay, Concept Map

### Advantages

- Multiple skills can be assessed
- Allows student to be creative

### Challenges

- Can be labor intensive for the student
- Collection and analysis of data can be labor intensive

## Choose a collection method that

- Answers your assessment question
- Provide actionable information
- Is realistic in terms of resources and logistics

## Surveys

### Advantages

- Baseline, Baseline, Baseline
- Reach many people quickly and easily

### Disadvantages

- Survey fatigue, low response rates
- Requires good questions and thoughtful analysis

## If a survey best answers your assessment question...

- Connect questions to outcomes
- Keep it short and focused
- Take the time to create a quality survey
- Take the time to analyze and use the results

## A well-chosen method

- Answers specific assessment questions
- Is feasible to carry out
- Provides meaningful and actionable information
- Provides results that are credible
- Takes advantage of existing evidence

## Thank you!

Please complete and return a workshop evaluation.

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