Assessment: The systematic collection, review, and use of information about educational programs undertaken for the purpose of improving student learning and development. (Palomba & Bant, 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)

Examples (not limited to): Undergraduates, First-Time Freshmen, Transfers, First-Generation, Student Athletes, Student Veterans, Underrepresented Students

Short-Term Impact
Examples Include:
- Student Experience
- Student Satisfaction
- Student Program/Service Utilization
- Student Participation
- Process Outcomes/Efficiency

Long-Term Impact
Student Success Outcomes Include:
- Graduation Rates
- Retention Rates
- Time-to-Degree
- Academic Progress/Achievement

QUESTIONS?
Contact Student Affairs Assessment & Evaluation
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