Direct Measures:
Require students **doing something** with what they know.

Types:
- Pre/Post program tests of knowledge/skill
- Standardized tests (national, accreditation)
- Papers (rubric-scored)
- Projects, presentations or performances (rubric-scored)
- Portfolios (rubric-scored)
- Comprehensive Exams/Thesis/dissertation (rubric-scored)

Result in...
- Scores
- Ratings

How Many?
Assess the outcomes in your academic program using at least 2 direct measures.

Indirect Measures:
Capture **perceptions** of students’ work, knowledge, or competencies.

Types:
- Student surveys/questionnaires
- Interviews and focus groups
- Alumni surveys
- Employer surveys

Result in...
- Statistics (surveys)
- Summaries of comments (interviews, focus groups)

How Many?
Assess the outcomes in your academic program using at least 1 indirect measures.

---

**Presentation is everything**
- Keep findings easy to read and understand
  - Short
  - Simple
  - No jargon
- Sort the findings from highest to lowest, where appropriate
  - Present results visually
  - Rounded numbers (e.g., percentages)
  - Bulleted lists
  - Tables
  - Graphs
- Show only what the readers will find useful
  - Focus on big news
  - Drill down only if needed

---

Still have questions? Contact us:
Gabriel Rodriguez
Administrative Associate
gabrielr@email.arizona.edu
621.7337

Office of Instruction and Assessment
Manuel Pacheco Integrated Learning Center
1500 E. University Blvd. Bldg. 70
University of Arizona, Tucson, AZ 85721
Phone: 520.621.7788 Fax: 520.626.8220
http://oia.arizona.edu