



# From Measures to Findings

Turning activities into qualitative and quantitative data

The 2 types of assessment measures, direct and indirect, provide complimentary information useful for determining the strengths and weaknesses of a program. Both should play parts in your assessment process.

## Direct & Indirect Measures: Which is which?

### 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:

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