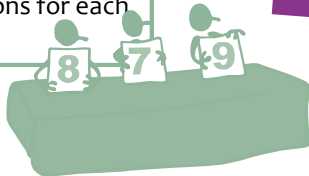


# Tools for Assessment Data Collection

## Rating Scales

Survey results are useful *indirect* measures of learning outcomes. Summarize the ratings in tables identifying the questions and the proportion of students' or employer's selections for each rating.



## Responses to Open-Ended Questions

Focus groups, interviews, and open-ended survey questions are useful data collection tools in assessment. These tools can be used to *indirectly* measure learning outcomes. Summarize common responses with percentages, if possible.

## Item Scores from Exams

Final grades and exam grades are not good data for assessment of student learning outcomes in your program. The grades by themselves say little about what a student knows or is able to do.

However, scores on subsets of questions, from existing exams, can be used IF the subset of questions actually measures a student learning outcome in the program.

When done correctly, this is a *direct* measure of learning outcomes.

## Rubrics

Rubrics are tools for scoring complex student work. A rubric:

- ▶ is used to *directly* measure students' knowledge/abilities in assessment activities such as research papers, projects, performances, or presentations.
- ▶ provides feedback on areas in which students demonstrate excellence or need improvement.
- ▶ can change a qualitative judgment into a quantitative score.
- ▶ is built from student learning criteria that the faculty values in the assessment activity.
- ▶ is used to measure learning outcomes in an assessment activity; 1 activity = one rubric.
- ▶ measures one or more student learning outcomes.
- ▶ AAC&U VALUE Rubrics (<http://assessment.arizona.edu/tools>)

## More Resources

Here are some great resources for assessment:

- ▶ Assessment Clear and Simple: A Practical Guide for Institutions, Departments and General Education by Barbara E. Walvoord, (Jossey-Bass, 2nd ed., 2010)
- ▶ <http://assessment.arizona.edu/tools>
- ▶ Office of Instruction and Assessment Integrated Learning Center  
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Phone: 520.621.7788 Fax: 520.626.8220  
<http://oia.arizona.edu>

