WHOA! Let’s Finish our Data Analysis

Using the New and Improved Assessment Management System
Same Ease of Access * More control *
* Less headaches * A Cleaner Analysis
Managing Outcomes Assessment

A New Path to more Efficient and more Meaningful Program Improvements
Step 1: Access

1. From the MSU Texas website, go to https://mwsu.edu/institutional-research/assessment.php.

2. Scroll down in Mustangs Assessment At MSU Texas to the Whoa access link.

3. Click on the Assessment Management System Link.

4. Sign in with MSU Texas username and password. Login.
Annual Assessment Folder

Mission Statement

The mission of the Mass Communication program is to prepare Bachelor of Arts graduates for employment in the multi-discipline media arena and/or graduate education. The mission will be achieved by evolving curriculum that stresses both theoretical principles and practical application of current theory.

Assessment Narrative

Goals

1. See Outcomes Below

Project Attachments
Tale of Contents

Table of Contents

- Conveniently positioned on upper left side of the web page.
- Descriptive Map of Program Outcomes Model
- Lists mission statement, assessment narrative, outcomes, and measures in sequential order.
Mission Statement

A strong mission statement will incorporate the goals and outcomes of the program, that programs college, and ultimately should be tied to the strategic plan of the university.
The Assessment Narrative is your program’s past, present, and future story all rolled into one piece. Minimal length would be 1-2 pages. Many should find this information/data will accumulate quickly and with a light amount of effort. It includes three main components:

- **Process**
- **Positives**
- **Challenges**
Learning Outcomes

- Outcomes should be specific, clear, and measurable.
- An unmeasurable Student Learning Outcome (SLO), is an unnecessary SLO.
- Student Learning Outcomes are at the heart of purposeful and meaningful assessment in higher education.
- The more detailed and thorough a department can make learning outcomes on the front end, the better and more thorough the assessment will be on the back end.
Action Plans for Continuous Improvement

- **Important** – this was your action plan for the outcome from the previous year likely discussed in your narrative.
- Describe the action that is to be taken. Consider due dates and budgets if applicable. This is your assessment tool.
Measures

- Record the measure to be performed, then use the pull down menu to determine the type of measurement being used.
- Describe how it will be measured using either the description or the methodology sections.
- Your measures are of the actions taken to achieve the given outcomes.
The best targets will suggest a percentage of students will be able to excel at particular skill levels. Avoid scores if possible, rather tell the scores’ story.

Place your findings and then compare to the benchmarks that have been set. Performance here will likely guide your actions in the coming year.

Set high (85% and up) expectations. The status quo should never be a satisfactory mark. Continuous improvement means we are constantly striving.
Collecting Data / Findings

<table>
<thead>
<tr>
<th>Target</th>
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<tbody>
<tr>
<td><strong>1.2.1.1</strong> Average faculty rating of 3 or higher on a scale from 0 to 4. Rubric attached.</td>
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<table>
<thead>
<tr>
<th>Findings</th>
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<td>The average oral-communication score for 18 students was 3.26, down slightly from 3.29 last year (2015-2016). Next year we will evaluate on a new target, established this year (based on a recommendation from last year): 70% of students will receive a rating of 3 or higher on a scale from 0 to 4.</td>
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- Collect assignments with redacted names to use in samples.
- Collection during and at the end of each semester works best. Departments can score the data at the end of the academic year, whether that be in spring or summer.
- Insert data into your Findings and determine Benchmarks reached and improvements to be made.
Project Attachments

- Replaces the Document Management folder.
- All Rubrics, sample tests, portfolio samples, etc. can be stored here on an annual basis.
- Project Attachments do not roll forward into the next year’s folder.
- Previous academic year’s Peer Review will be stored in the current year’s folder.

<table>
<thead>
<tr>
<th>Project Attachments</th>
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<tbody>
<tr>
<td>Attachments (1)</td>
</tr>
<tr>
<td>AdminPeerForm BA Mass Communications 2016-17.pdf</td>
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Contact Us

For more assistance, contact:

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Always happy to be of service. There’s never a bad question!!