

# ENGAGING STAKEHOLDERS IN THE ASSESSMENT OF STUDENT LEARNING



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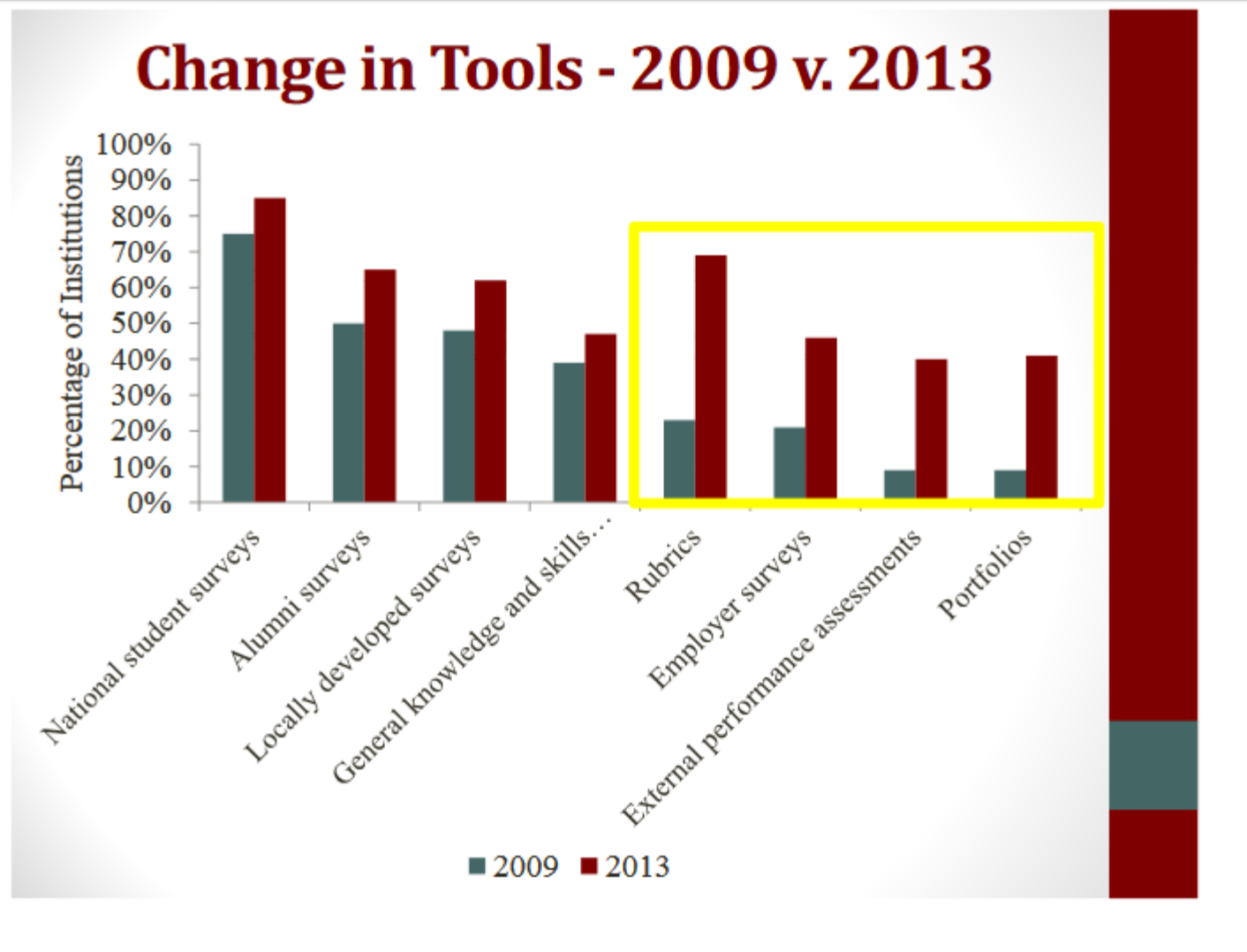
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<p><b>Engagement and Dissemination</b></p> <p>All relevant parties are meaningfully involved in the creation/revision, implementation, analysis, interpretation, and improvement processes associated with this assessment plan?</p>	<p>Limited involvement in the plan beyond the chair/director.</p>	<p>All department educators are aware and involved in the assessment process.</p>	<p>All department educators are aware and involved in the assessment process.</p> <p>Assessment results are communicated to students, alumni and employers.</p>	<p>All relevant stakeholders (students, employers, alumni) are meaningfully involved in the creation/revision, implementation, analysis, interpretation, and/or improvement processes associated with this assessment plan.</p>
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# Who are the Stakeholders?

- Anyone who has “a stake” in your educational outcomes
  - ▣ **Internal:** Department members, Students, Administrators
  - ▣ **External:** prospective students and their families, employers, alumni, national associations, the local community
- Engagement could mean you communicating OR receiving input

# Changes in Assessment Tools (NILOA)





# Examples & Benefits of Stakeholder Engagement

Type of Engagement	Potential Benefit
Involvement of all faculty/possibly even some adjuncts in assessment efforts and discussions	Greater understanding of collective efforts and how their pieces contribute to shared outcomes
Shared + and – assessment results with administrators	Improved support for resource needs and enhanced ability to communicate about the outcomes of your programs
Internship supervisor evaluation or employer survey	Feedback on strengths and weaknesses your students bring to the workplace  Enhanced tendency to innovate/be ahead of the curve re: needed skills for the workplace
Advertisement of objectives or assessment outcomes on website or an open house presentation	Improved transparency and greater understanding of the outcomes and effectiveness of our programs
Employer/alumni survey	Important information to help you evaluate your outcomes, curriculum, and how you communicate about them



# Examples

St. Olaf: involves students in the assessment process through participation on campus committees and in the analysis and presentation of results

North Carolina A&T: chancellor shares assessment results during faculty and staff meetings

Augustana College: “Stats and Their Stories” on homepage with links to assessment data

St. Olaf College: posted video of president discussing assessment efforts for friends of the college & uses several different means to disseminate assessment results to multiple audiences: students, faculty, staff

# Possible venues for sharing assessment results (from Suskie, *Assessing Student Learning*)

- Department website
- Emails (departmental, internal, possibly alumni or prospective student communication)
- Alumni magazines/newsletters
- Department memos
- Press releases to the student newspaper
- Brochures
- Presentations at relevant campus meetings (school meetings or beyond)
- Presentations at prospective student events
- Handouts, posters, etc.



# Possible venues for garnering feedback from stakeholders

- Department meetings
- Discussion of annual assessment results/annual rubric results with your dean
- Current student survey/exiting senior survey/alumni survey
- Current student focus group/focus group of student club participants
- Employer/alumni advisory board
- Discussions at open house presentations/meetings with prospective families



# Ask your Department.

- **Determine strategic purposes and desired outcomes of stakeholder engagement**
  - ▣ Provide evidence of your educational outcomes to administration (or evidence of needs and therefore resources)?
  - ▣ Build relationships with community partners and/or alums of your program?
  - ▣ Communicate clear educational outcomes to prospective families?
  - ▣ Garner feedback about industry best practices?