ENGAGING STAKEHOLDERS IN THE ASSESSMENT OF STUDENT LEARNING
| Engagement and Dissemination | Limited involvement in the plan beyond the chair/director. | All department educators are aware and involved in the assessment process. | All department educators are aware and involved in the assessment process.  
Assessment results are communicated to students, alumni and employers. | 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. |
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

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

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

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

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

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