Example of Outcome

Goal 1

1. *The University will cultivate a culture of **Advancement Excellence** to strengthen engagement among its constituencies by:*
   d. increasing awareness of university programs and strengths

(# that references its goal) Outcome: 1.1: "Whatever program" or "Students" (whichever you want to use) expand(s) awareness of "whatever the program is or whatever the strength of the program is."

Example: The <u>program name</u> will expand awareness of the <u>diverse opportunities for community involvement.</u>
OR
<u>Students</u> will expand awareness of the <u>diverse opportunities for community involvement with the program.</u>

Example of Assessment Method

Assessment Method: "Subject" (program, student, customer, employees, etc.) participating in "whatever course, project, interview, event, daily operation, etc." will be given "whatever assessment measure (survey, interview questions, project, etc.)" and "whoever is assessing the subject" will "carry out the assessment process."

Example: Employees participating in "the program" will give a <u>presentation at "a W event: Wassail, homecoming, Welcome Week, etc."</u> and <u>supervisor/director</u> will <u>evaluate the presentations using a rubric</u> to determine if achievement target was met.

{Explains: the means of assessment – presentation at some event; and the method of assessment – rubric.}

Example of Achievement Target

Achievement Target: __% *or* average of "subject" (program, student, customer, employees, etc.) assessed will "score, demonstrate, express, etc." "whatever the target measure is" using/on the "method of assessment."

Example: <u>70% of "subjects"</u> will <u>"satisfactorily" inform the public of the program's strengths</u> by <u>scoring on average a "4" on the rubric</u>.

{Explains: target measure of assessed group – 70% of "subjects"; and target measure of assessment method – scoring on average a "4" on the departmental rubric.}

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