**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 program name will expand awareness of the diverse opportunities for community involvement.

OR

Students will expand awareness of the diverse opportunities for community involvement with the program.

**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 presentation at “a W event: Wassail, homecoming, Welcome Week, etc.” and supervisor/director will evaluate the presentations using a rubric 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: 70% of “subjects” will “satisfactorily” inform the public of the program’s strengths by scoring on average a “4” on the rubric.

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