



- **Outcomes Assessment** involves systematically collecting and analyzing evidence to determine how well the unit is accomplishing its intended purposes and using the findings to improve performance.
- **Assessment Process**



- **Mission** drives the expected outcomes of the assessment. Unit mission is aligned with institution mission. Expected outcomes need to be clearly aligned with unit and institution mission/strategic goals.
- **Expected Outcomes** are specific statements about what should occur as a result of the core services or functions your unit performs. They should be:
  - **Measurable** – the outcome can be observed and verified with evidence
  - **Aspirational** – the outcome describes an improvement the unit intends to achieve
  - **Beneficial** – the outcome supports the mission of UNC and benefits the UNC community; if there are particular beneficiaries of your services or function – such as students or other staff – be sure to reference them
  - **Attainable** – the outcome can be accomplished given the available resources
  - **Stable** – expected outcomes are fairly stable over time, and are aligned with the mission of the unit
- **Assessment Methods** describe how you measured the achievement of the expected outcome and specific performance targets. They are **NOT** descriptions of interventions or activities.
  - **Assessment Methods** can be selected from a variety of data collection strategies. Examples:
    - Surveys of client/stakeholder perceptions
    - Analysis of error rates, processing time
    - Audit reports
    - Formal feedback from advisory groups
    - Percentage of target stakeholders served
    - Funds raised in response to outreach efforts
    - Analysis of service usage
    - Percentage of requests for services fulfilled
  - **Performance Targets** are set to establish specific goals related to the outcomes. Examples:
    - “At least 85% of the center’s grant proposals will be funded.”
    - “Over 60% of students who complete the study skills workshop series should report an improvement in their ability to manage their study time six months later.”
  - **Assessment Schedules** establish how frequently specific outcomes are measured. It is not necessary to measure all outcomes using all methods every year.

- **Results of Assessments Conducted and Analysis** involves summarizing data from the assessments conducted. When describing the results of each assessment measure:
  - Report whether or not specific performance targets were obtained.
  - Describe unexpected findings and the implications.
  - Describe your results so that someone unfamiliar with your field can understand your accomplishments. You are encouraged to use tables and graphs to clarify your results to the audience.
  - If you are summarizing results from reports or surveys, you can attach them as supplemental materials.
  
- **Descriptions of Improvements or Enhancements Made** is the most important part of the report. This section includes specific changes that have been implemented based directly on assessment findings.
  - Descriptions should be in the past tense, focusing on initiatives or additional support that were introduced in response to assessment findings. Examples:
    - “Additional workshops on study abroad opportunities have been added in response to our survey results indicating that there some students were unaware of all the different options for location and length of stay.”
    - “Since our focus groups interviews with users indicated that they preferred to access the monthly reports online, we discontinued publication of an annual report. In addition, because users requested the ability to query data independently, we designed a self-service web reporting application to serve those needs.”
  - While the focus is on what has been accomplished, feel free to report findings that are informing your planning efforts or improvement initiatives that are currently underway.
  - The goal of outcomes assessment is continuous improvement. If your assessment results confirm that you are exceeding your goals:
    - Describe what could be done to further enhance the unit’s services beyond the stated goals.
    - Illustrate how the positive assessment outcomes validate previous decisions to improve programs or services.
  
- **Continuous Improvement Efforts** include details of the action plan for improvement. The action plan may include:
  - Rationale for changes and plan to assess the impact of these changes
  - Changes made in response to external regulations, policies, or mandates
  - Progress on long-term improvement projects not included in reporting
  - Actions taken to ensure cost-effectiveness
  - Revised outcomes and performance targets the unit wants to accomplish in the next assessment cycle