

Services Area Outcomes and Assessment

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De Anza Definition of Service Area Outcomes

- Service Area Outcome (SAO) statements are overarching, clear, and assessable statements that identify and define what a student or client is able to **know, do, or feel** at the successful completion of a specific program, activity, or process.

SAO Cycle – The Basics

- Identify Outcomes

(reverse-engineer if needed)

- Assessment and data collection

- Reflection

- Enhancement

- Program Review

- Sustainability

New ACCJC Standards: Focus on Student Learning

- SAO Statement: What will students/clients be able to **know, do, or feel** after an interaction with a student or college services program?
- SAO Assessment: How do you know they **know, can do, or what they feel**?
- Are the program SAO's aligned with the **College Mission** and **Institutional Core Competencies**?
- Is the SAO/Assessment Cycle information evident in **Program Review** to improve student learning?

Premises

- Programs use Mission Statements to focus and direct the services they offer to students/clients;
- Teaching and learning take place every time a student comes in contact with a program;
- Learning acquired through these contacts is applicable to real world settings and situations;
- This learning is meaningful when the interventions are thoughtful, intentional, and purposeful.

Who is Responsible?

We are!

- We are all educators (directly or indirectly)
- We are all responsible for our accreditation
- It is why you work here instead of for a private corporation or in a factory.

SAOs and the Institutional Link

College Mission / ICCs



Program Mission Statement



Student Learning Outcomes



Assessments: Qualitative/Quantitative



Use feedback to modify

De Anza's Mission Statement

- **Mission**

Building on its tradition of excellence, De Anza College challenges students of every background to:

- develop their intellect, character and abilities;
- achieve their educational goals; and,
- serve their community in a diverse and changing world.

- **Purpose**

To accomplish its mission, De Anza College provides a quality teaching and learning environment and sound educational programs and services, accessible and responsive to the needs and interests of the people of our community.

- **Outcomes**

De Anza College fulfills its mission by fostering successful students who become:

- knowledgeable and self-directed members of the workplace,
- appreciative of the aesthetic expressions of humankind,
- vital participants in the diverse cultures of our community,
- informed and active citizens of the world, and
- lifelong learners.

De Anza's Core Competencies

- **Communication and Expression**
- **Information Literacy**
- **Physical/mental Wellness and Personal Responsibility**
- **Global, Cultural, Social and Environmental Awareness**
- **Critical Thinking**

Workshop Activity:

1. **TASK #1** - Get Started by forming an SAO Team
2. **TASK #2** – Assess where you are in the process:
 1. Identify Outcomes and Write SAO Statements, or
 2. Choose an SAO and the method of assessment, or
 3. Determine an assessment cycle timeline
3. **TASK #3** – Decide what to share with the larger group and determine what needs to be done after today

How to Get Started

- Form an **SAO TEAM**:
 - Chose a **leader** and
 - A **note taker**.

How to Identify Outcomes

- Using the post-its, write down the services your area provides.
- Dialogue and group the services into common areas.
- Select one of the groupings and begin drafting a statement that describes the main outcome of that service.

Note: if you prefer, “reverse-engineer” your SAO statement.

How to Write an SAO Statement

- Continue to dialogue and come to consensus on the concrete things that you expect students to be able to **know, do, or feel** after they interact with your area.
- Use **active verbs** that can be assessed
- Write your SAO statement

Some Criteria for Writing Good SAO Statements

- Does the SAO include **active verbs**?
- Is the SAO **measurable**?
- Is the SAO **consistent** with the program **mission**?
- Is it a **fundamental result** of your program/service?
- Does it address student **core competencies**?
- Will **students/clients understand** this SAO?

Assessment: How Do You Know?

● Evidence:

■ Quantitative or Qualitative

● “Not everything that can be counted counts and not everything that counts can be counted.” Albert Einstein

■ Representative sample

■ You need several pieces of evidence to point to a conclusion

● Document & retain your evidence!

Assessment Methods

● Tests

- Locally developed or standardized
- Pre and Post

● Skill Demonstrations

- Presentations

● Surveys

- Locally developed or standardized
- Attitudes and perceptions of students, staff, employers
- Pre and Post

Assessment Methods

● Database-Tracked Academic Behavior

- Grades, graduation rates, service usage, persistence, retention, etc.

● Embedded Assessment

- Staff and student journals, interviews, focus groups

● Cumulative

- Portfolios, Capstone projects

Assessment Tips

- Collect data from a representative sample rather than everyone in the population.
- Collect only a few well chosen pieces of data.
- Have assessment stem from the activities you already do, if possible.
- Team up with others to share assessment work.
- Design activities and outcomes with assessment in mind.

What to do with your Assessment results?

- **Reflection:** Analyze the results. What is the data telling you?
 - Do you need to make changes in your SAO's to more closely align with what students/clients are able to **know, do, or feel**?
 - Do you need to change your assessment method?
- **Enhancement:** Use what you learn to make changes to improve your programs and services.

Remember:

- It is valuable feedback when you check to see if you are effectively doing what you say you are doing.
- Use feedback to make adjustments/improvements.
- SAO's help to create consistency within a department or area.
- SAO's help us focus on what students/clients need to learn as that is our overall institutional purpose.

Workshop Activity: Your Turn!!

1. **TASK #1** - Get Started by forming an SAO Team
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Now What...

Integrate assessment results
into your Program Review



Remember:

Everyone is a learner when it
comes to assessment.

Service Area Outcomes and Assessment for Student Services

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ADDITIONAL DOCUMENTS MAY BE FOUND AT:

De Anza College SLO Website:

www.deanza.edu/slo

Center for Student Success of the Research and Planning Group:

http://css.rpgroup.org/view_case.php?CaseID=270