Types of Assessment Common Language

Quantitative

Benchmarking - Involves cross comparing organizations or programs relative to specific aspects of best practices.

Cost Benefit Analysis - Involves assessing the cost effectiveness of implementing or maintaining programs or services.

Mixed-Methods - A research approach that uses two or more methods, with at least one being quantitative and one being qualitative in nature.

Rubric - Scoring guide for evaluating performance, ability, or effectiveness, for a specific domain made up of definitions of quality work, well-defined criteria for measuring quality work, and scoring method (using numbers) to indicate level of performance.

Satisfaction - Assessing the degree to which a specific service or program fulfills its perceived purpose as indicated by users, participants and/or consumers (Example: student's satisfaction with programs or services).

Survey - A survey is a paper or online instrument, to gather individual responses.

Tracking - Recording use or attendance as individuals use services, programs, and facilities (Example: Sign-in sheets, clickers, headcount, card swipe, utilization rates).

Qualitative

Campus Environments - Includes taking a critical look at collective perceptions of environments and cultures in which individuals conduct their day-to-day work.

Case Study - The collection and presentation of detailed information about a particular participant or small group, frequently including data derived from the participants themselves.

Mixed-Methods - A research approach that uses two or more methods, with at least one being quantitative and one being qualitative in nature.

Needs - A systematic process to acquire an accurate, thorough picture of a system's strengths and weaknesses, in order to improve it and meet existing and future challenges.

Program Review - A collaborative process designed to provide an in-depth, comprehensive, study of a single department within Student Affairs with the purpose of aiming to improve programs and services.

Rubric - Scoring guide for evaluating performance, ability, or effectiveness, for a specific domain made up of definitions of quality work, well-defined criteria for measuring quality work, and scoring method (using descriptive language such as beginner, intermediate, advanced, etc.) to indicate level of performance.