

Elements of the WATERMARK Assessment Report

Mission Statement	Outcome <i>(verb)</i>	Measure <i>(noun)</i>	Target
<ul style="list-style-type: none"> • Concise statement outlining the purpose of the unit/program, who it serves, in what ways, and with what result. • Specific to the entity. • Connected to the division or institutional mission. 	<ul style="list-style-type: none"> • Statement that describes the desired quality of key functions and services within the administrative unit. An outcome statement can be an active verb description of specific point or task to be accomplished or reached – a desired end result. Outcome statements can also be student learning outcomes (SLOs); they can focus on the intended abilities, knowledge, values and attitudes a student should demonstrate after having used certain services or having participated in an activity. • Answers the question “What are we going to do?” • SMART = Specific, Measurable, Attainable, Realistic, Timely • A sufficient number of outcomes are identified to represent the service for the institution and/or the students. Should have at least (3) • Each SO statement describes a single, focused outcome. • Each SO is written in clear, specific language, appropriate for someone outside of the university. • Each SO uses observable, measurable action verbs. • Connection to Longwood and/or Division Strategic Plan and Institutional Priority Associations as applicable 	<ul style="list-style-type: none"> • Answers the question, what is the source of tangible evidence? • Describes how the outcome is being assessed. • Description is clear in order for the measure to be easily recognized by an outsider. • Measures are clearly aligned with outcomes and targets. 	<ul style="list-style-type: none"> • What is considered a success (percentage, deadline, etc.)? Criteria, benchmark, or value that will represent success at achieving an outcome. • All measures have identified targets. • Targets are clear and relevant to both the outcome and measure.

Results	Analysis	Action Plans	Budget Request
<ul style="list-style-type: none"> • A concise summary of the results gathered from a given assessment measure. • Indicate if the target was met or not met and provide the appropriate evidence. • Results summaries need to be relative to the target. • Just the facts please...elaborate on results in the analysis. • Where appropriate, use the results section to identify specific strengths and weaknesses (learning outcomes results). • Description of results is meaningful, concise and appropriate. • Should attach proof whenever possible (spreadsheet, project plan, meeting minutes, agendas, etc.) • <i>Ensure these files are de-identified!</i> 	<ul style="list-style-type: none"> • Analysis is the place for providing context for the results. Information about how a particular activity/external situation might have affected results could go in this section, as could comparison with past trends, or data beyond that of the assessment measure. • Why is this a good thing for your department or the University? What efficiencies will this allow for you or faculty/staff/students? 	<ul style="list-style-type: none"> • An Action is the specific, documentable course of action to be taken. • Actions to be taken to a) improve results for the specific outcome/measure, and/or b) next steps/phase for a continued outcome. • Moving forward... key areas that need to be monitored, remediated, or enhanced • Describes in detail how changes or recommendations will be implemented. • New outcomes may be derived from action plans • <i>Best practice is to develop action plans selectively; it is not necessary to have one for every single outcome.</i> 	<ul style="list-style-type: none"> • For each action you have the option to add a Budget Request. • Before utilizing this function, consider the following: • Budget requests and their associated action plans will be viewed by a range of university committees (AAC, UAC) and administrators (e.g., deans, VPs). • Budget requests are only as strong as the action plan they accompany. Is the action plan specific, time bounded, and clearly linked to assessment results? • Is the budget description specific and fine-grained?