Simmons College of Kentucky
Assessment Planning Checklist

Ask these questions to help identify your unit’s assessment needs:

1. **What objective are you seeking to assess?**
   - Unit productivity / output
   - Level of Satisfaction
   - Unit efficiency

2. **Why are you conducting the assessment?**
   - To enhance management effectiveness / performance
   - To improve quality (e. g. reduce error rates)
   - To track progress over time

3. **From whom will the data be collected?**
   - Incoming Students
   - Current Students
   - Students who stopped or dropped out
   - Graduating students / recent graduates
   - Alumni
   - Employers
   - Faculty
   - Staff
   - Administrators
   - Parents
   - Other institutions
   - Professional associations / organizations
4. From what sources will the data be gathered?
   - In-house surveys
   - National surveys
   - Internal unit data (documents, memos, reports, etc.)
   - Focus groups
   - Others__________________________

5. How will the data be used?
   - To improve programs or services
   - To develop a proposal
   - To improve student outcomes

6. Data collection
   - Regular / recurring
   - One-time (special purpose)