

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)