

Dear Faculty & Staff:

Thank you for the cooperation and commitment that you exhibited during our transition from paper assessment records to the new WEAVEonline assessment management system. While the implementation of our new system has not been totally seamless, it has generally gone well. We have opened the new 2007-08 area within the WEAVEonline system, and your assessment plans from 2006-07 have rolled forward into that section. In reviewing assessment records that were entered into the WEAVE system for 2006-07, our office staff has identified three primary issues that we would like to call to your attention. Your challenge now is to upgrade and update your college, departmental, and/or program assessment plans to reflect the new cycle and the focus areas that require your attention.

The first key area of concern is the development and writing of **outcomes and objectives**. These statements should always be clear and concise with a focus on either student learning outcomes (academic) or program processes (administrative). Outcomes should be results oriented statements, and in the case of student learning outcomes, they should reflect what students know, think, or can do as a direct result of the educational experience. In writing your outcomes, some of you included template instructions as part of the outcome statement. This is unnecessary and does not lend itself to developing a concise and precise outcome statement.

Another of our emphasis areas is the **target performance level**. In the older assessment parlance, target performance level was called criteria for success. These statements should be written with as much precision as possible. This segment of the assessment record is where you establish an achievement benchmark against which you will measure your progress during the assessment cycle. Once you move to the reporting segment of the assessment record, you should also make a factual report of **findings**. The findings should be specific and mapped to the target level of achievement. Maintenance of objectivity is critical at this juncture because the findings, and the way that you ultimately put them to use, will provide the evidence that you need for decision-making and program improvement.

Ultimately, everyone will also need to incorporate an **action plan** into the WEAVEonline assessment record. Changes to policies, programs, pedagogical approaches, as well as implementation of strategies directed toward enhancement of program effectiveness, should be incorporated into the action plan component. The two components of the action plan include how you will use assessment results, as well as your plans for how you will address any partially met or unmet target performance level standards revealed by your findings. The nature and extent of what you write in this section should be greatly influenced by your relative success or failure on the target level of achievement standards.

All of these topics need your immediate attention! As you move toward completing the assessment plan by April 30, 2008, and the assessment report by October 15, 2008, you need to focus on the issues that we have raised. Again, we greatly appreciate your cooperation. Please feel free to contact the Frank Gentry (656-1078) at [fgentry@clemsion.edu](mailto:fgentry@clemsion.edu) for questions and guidance on the content of the assessment record or Julie Allison (656-6840) at [alliso2@clemsion.edu](mailto:alliso2@clemsion.edu) for questions about the WEAVEonline assessment management system. You can also visit our updated web page at [www.clemson.edu/assessment](http://www.clemson.edu/assessment) for more information about assessment practices.