Assessment Practices Feedback Rubric
Cathy Barrette, WSU Director of Assessment
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Purpose of the rubric:
This rubric is a tool for highlighting and improving the use of good practices in student learning outcomes assessment. The descriptions in the rubric lay out the components that contribute to good practices in each section of the WSU assessment plan.

Users and uses of the rubric:
Programs can use this rubric to learn about good practices, assess their own practices, inform a redesign of their assessment plan, or identify areas in which to seek professional development.

Assessment committees might use this rubric for those purposes as well, and to provide feedback to program representatives.

The University Assessment Council uses this rubric annually to review a sample of assessment plans. We use the results to:

- Invite programs to a dialogue about their assessment practices, successes, challenges, and needs
- Recognize programs with good assessment practices
- Offer support, feedback, and resources for assessment
- Inform the council’s efforts to support assessment across campus
- Provide data to the Higher Learning Commission in support of WSU’s accreditation.

Organization of the rubric:
The rubric is presented as a single table for each section of WSU’s assessment plan (mission statement, learning outcomes/program goals, curriculum map, assessment methods, results, action plans, timelines, reporting to stakeholders). Each table presents the key components of one of those sections as a checklist, followed by descriptions of three levels of assessment practice: Reflects best practices, Meets standards, and Needs development. Use the checklist to help you decide on a level and then to identify ways to improve your assessment practices or reasons to celebrate them!
### MISSION STATEMENT

Which of the following components are included in the mission statement? (Check all that apply.)

| ☐ The program’s (not the department’s) **purpose** (i.e., why the program exists and what the program does that distinguishes it from other units or programs). | ☐ The target **audience or stakeholders** (types of individuals or groups that would benefit from the program). | ☐ The mission statement was not submitted. |
| ☐ The program’s key **offerings** (opportunities, experiences, areas of study that help program participants meet program goals). | ☐ A **focus on learners** as the primary stakeholders (e.g., wording is clear to a general audience). |

Which level best describes the quantity and quality of information in the mission statement? (Select one.)

| ☐ Reflects best practices:  
  • All components are included and are well developed. | ☐ Meets standards:  
  • All or most of the components are included, but some need development. | ☐ Needs development (If any of the following apply):  
  • Few or none of the components are included.  
  • The statement is **too general** to distinguish it from other programs or it is **focused on the department** rather than the program.  
  • Most or all components are included, but are **vague, unclear, or lack coherence**.  
  • The item was **not submitted**. |

Please add any comments you’d like to share with the program’s representative(s) to celebrate or help them improve their mission statement.
## LEARNING OUTCOMES AND PROGRAM GOALS

- **Program learning outcomes** are statements of what students should know, value, or be able to do by the end of their program. They apply to academic and student services programs.
- **Program goals** are operational targets (e.g., retention rates, services rates, satisfaction levels) that should only appear in student services programs.

### Which of the following components are included in the learning outcomes or goals? (Check all that apply.)

- [ ] (For student services programs only:) An operational goal
- [ ] A focus on the results of learning or participating in the program (not on the learning process, program activities, or teaching)
- [ ] A single behavior (e.g., "analyze" vs. "analyze, interpret, and report")
- [ ] A measurable, observable behavior using an action verb (e.g., "summarize"/"compare"/"design", not "understand"/"know"/"are familiar with"/"demonstrate understanding of...") (See [Bloom’s taxonomy](https://en.wikipedia.org/wiki/Bloom%27s_taxonomy) as a useful tool.)
- [ ] A logical alignment to the mission statement
- [ ] Level-appropriate expectations (e.g., BA vs. MA students/programs)
- [ ] Program learning outcomes or goals were not submitted.

### Which level best describes the quantity and quality of information in the outcomes/goals? (Select one.)

- [ ] Reflects best practices (if both criteria apply):
  - All outcomes meet all of the criteria OR the outcomes appear to be mandated by the program’s specialized accrediting agency.
  - There are at least four outcomes in the assessment plan.
- [ ] Meets standards (if both criteria apply):
  - Most outcomes meet all of the criteria.
  - There are at least four outcomes in the assessment plan.
- [ ] Needs development (if either of the following apply):
  - Few or none of the outcomes meet all of the criteria.
  - There are fewer than four outcomes.
  - The item was not submitted.

Please add any comments you’d like to share with the program’s representative(s) to celebrate or help them improve their program learning outcomes or goals.
**CURRICULUM MAP**

Note: *Only academic programs are required to submit a curriculum map.*

If a student services program submits one, please rate it using the usual criteria. If a student services program does not submit one, please mark "not submitted" in the checklist and "Meets standards" in the ratings.

<table>
<thead>
<tr>
<th>Which of the following components are included in the curriculum map? (Check all that apply.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ All program learning outcomes are listed.</td>
</tr>
<tr>
<td>☐ Each course, learning opportunity, or relevant milestone (e.g., qualifying exams, prospectus, defense, mentored research) is listed individually.</td>
</tr>
<tr>
<td>☐ The development of learning across courses/learning opportunities is identified in each relevant course, activity, or milestone (e.g., introduction/development/mastery, 1/2/3, color-coding, but not X/present).</td>
</tr>
<tr>
<td>☐ Only one program's information is included (e.g., BA and MA should be in separate curriculum maps). (Concentrations or tracks within a program can be combined or separate.)</td>
</tr>
<tr>
<td>☐ A curriculum map was not submitted.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Which level best describes the quantity and quality of information in the curriculum map? (Select one.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Reflects best practices (if all criteria apply):</td>
</tr>
<tr>
<td>• All is information is provided in a clear format.</td>
</tr>
<tr>
<td>• The development of learning across courses/learning experiences within each outcome is clearly indicated.</td>
</tr>
<tr>
<td>• Each outcome is addressed in multiple courses, activities, or milestones.</td>
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<tr>
<td>☐ Meets standards (if any criteria apply):</td>
</tr>
<tr>
<td>• Most information is provided.</td>
</tr>
<tr>
<td>• It takes some effort to determine how each course, learning opportunity or milestone activity contributes to the development of learning in each outcome.</td>
</tr>
<tr>
<td>☐ Needs development (If any of the following apply):</td>
</tr>
<tr>
<td>• Little or none of the information is provided.</td>
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<tr>
<td>• Only a subset of outcomes is provided.</td>
</tr>
<tr>
<td>• Some of the courses, activities, or milestones are presented in groups (e.g., all 5000-level courses) rather than individually.</td>
</tr>
<tr>
<td>• The development of learning for each outcome is not clearly indicated.</td>
</tr>
<tr>
<td>• The item was not submitted.</td>
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</tbody>
</table>

Please add any comments you’d like to share with the program’s representative(s) to celebrate or help them improve their curriculum map.
METHODS
For the assessment methods section, you'll be evaluating three elements: the **description** of the methods, the **usefulness** of the data, and the **practicality** of the process. Usefulness is the most important, but is inherently supported by the description.

You'll need definitions for two terms:

- **Useful data** means that the method will lead to the collection of scores, responses, results, etc., that isolate information about individual learning outcomes at an appropriate level of detail to provide an indication about what the program should retain or change.
  - For example, collecting essays in a course and scoring them with a relevant rubric is likely to provide useful data about students' academic writing skills, whereas evaluating student videos of how to do calligraphy would not. Similarly, global scores such as course grades that combine or conflate performance on multiple outcomes are typically not useful by this definition. For example, a B in a course could mean that the student earned an A on LO1, a B on LO2, and a C on LO3, or a B on all three LOs.
- **A practical method** is one that can be implemented with existing time and resources. Most of the checklist focuses on the description of the methods, but your rating must take all three elements into account.

Which of the following components are included in the description of the assessment methods? (Check all that apply.)

- What the **data source** is (e.g., scores from specific exams or presentations, survey results, focus group responses)
- How the data are **gathered** (by whom, from whom)
- How often/when the data are gathered
- Who evaluates or scores the data
- The **criteria** for evaluating or scoring the data (e.g., accuracy of content, coding responses as criticism vs praise)
- The evaluation **scale** (e.g., 0-100%; strongly agree to strongly disagree; the proportion of criticism to compliments)
- The person or group responsible for reviewing the results
- The criteria or threshold for acceptable **performance** (e.g., an 85% pass rate; an average 75% score across all students; more praise than criticism)
- The methods are likely to produce **useful data**.
- The methods seem **practical**.
- Assessment methods were **not submitted**.
### Which level best describes the quantity and quality of information in the assessment method? (Select one.)

<table>
<thead>
<tr>
<th>Reflects best practices (if all criteria apply):</th>
<th>Meets standards:</th>
<th>Needs development (If any of the following apply):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The assessment plan includes <strong>at least two</strong> methods.</td>
<td>• The assessment plan includes <strong>at least two</strong> methods.</td>
<td>• The assessment plan has <strong>fewer than two</strong> methods.</td>
</tr>
<tr>
<td>• <strong>All or most</strong> components of the method description are provided.</td>
<td>• <strong>All or most</strong> of the points are included, but some need clarification.</td>
<td>• <strong>Little or no</strong> information is provided. Many details <strong>need clarification.</strong></td>
</tr>
<tr>
<td>• The description includes <strong>sufficient detail</strong> to easily understand whether the assessment is appropriate for measuring the target learning outcome(s).</td>
<td>• The assessment isolates <strong>useful data.</strong></td>
<td>• The assessment <strong>will not provide useful data.</strong></td>
</tr>
<tr>
<td>• The assessment isolates <strong>useful data.</strong></td>
<td>• The assessment method is <strong>practical.</strong></td>
<td>• Methods were <strong>not submitted.</strong></td>
</tr>
<tr>
<td>• The assessment method is <strong>practical.</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please add any comments you'd like to share with the program's representative(s) to celebrate or help them improve their assessment methods.
# RESULTS

Which of the following components are included in the description of the results? (Check all that apply.)

- ☐ A summary of the scores, responses, or other data, including any problems that arose.
- ☐ A data set (de-identified individual learner scores, responses, etc.), either in the description or as an attachment.
- ☐ Results were not submitted.
- ☐ A statement of whether the results met or failed to meet the threshold or criteria for acceptable performance.

Which level best describes the quantity and quality of information in the results? (Select one.)

- ☐ Reflects best practices (if all criteria apply):
  - All information is provided and is clear.
  - The data set supports the summary.
  - If applicable, results for the current year are linked to previous years' results or action plans.
- ☐ Meets standards (if all criteria apply):
  - Most information is provided.
  - The data set may or may not support the summary.
  - Some details may need clarification.
- ☐ Needs development (If any of the following apply):
  - Little or no information is provided.
  - The information is unclear.
  - The data set does not support the summary.
  - Results were not submitted.

Please add any comments you'd like to share with the program's representative(s) to celebrate or help them improve the description of their results.
**ACTION PLAN**

Action plans in response to the results can vary widely. Actions for outcomes that were met might include continued monitoring of the same outcome or a plan to assess a different outcome next year, for example. Actions for outcomes there were not met might include changes to the program’s curriculum, teaching methodology, assessment tools, etc. The key is for the actions to be a logical response to the assessment results.

Which of the following components are included in the program action plan? (Check all that apply.)

| ☐ | The plan identifies at least one area of the program or of the assessment plan that will be monitored, remediated, or enhanced. |
| ☐ | The plan identifies a person or group responsible for carrying out the steps of the action plan. |
| ☐ | A program action plan was not submitted. |

The plan states at least one logical step to improve the program in response to the results. (Changes not linked to the assessment results fall outside of this description.)

Which level best describes the quantity and quality of information in the action plan? (Select one.)

- ☐ Reflects best practices (if all criteria apply):
  - All information is provided and is clear.
  - The chosen action(s) clearly and logically relate to the results.
  - Actions focus on changes the program (not the learners) will make.

- ☐ Meets standards (if all criteria apply):
  - Most information is provided; some information may need clarification.
  - The chosen action(s) clearly and logically relate to the results.
  - Actions focus on changes the program (not the learners) will make.

- ☐ Needs development (If any of the following apply):
  - Little or no clear information is provided.
  - The chosen action(s) do not clearly or logically relate to the results.
  - Actions focus on changes learners must make rather than on changes the program will make.
  - The identified action is to make a plan at some future point.
  - A program action plan was not submitted.

Please add any comments you’d like to share with the program’s representative(s) to celebrate or help them improve their action plan.
<table>
<thead>
<tr>
<th>TIMELINE FOR IMPLEMENTATION OF THE ACTION PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which of the following components are included in the timeline? (Check all that apply.)</td>
</tr>
<tr>
<td>□ The timeline sets a specific schedule for implementing the action plan.</td>
</tr>
<tr>
<td>Which level best describes the quantity and quality of information in the timeline? (Select one.)</td>
</tr>
<tr>
<td>○ Reflects best practices:   • All parts of the action plan have specific deadlines for implementation and completion.</td>
</tr>
<tr>
<td>○ Meets standards:   • Most parts of the action plan have specific deadlines for implementation and completion.</td>
</tr>
<tr>
<td>○ Needs development (if either applies):   • Few or none of the parts of the action plan have specific deadlines for implementation or completion.</td>
</tr>
<tr>
<td>• A timeline was not submitted.</td>
</tr>
<tr>
<td>Please add any comments you’d like to share with the program's representative(s) to celebrate or help them improve their timeline.</td>
</tr>
</tbody>
</table>
### REPORTING TO STAKEHOLDERS

Which of the following components are included in the plan for reporting to stakeholders? (Check all that apply.)

- **Where/how** (e.g., program website, newsletter, meetings) the program will communicate this year's assessment process, results, and action plan to its stakeholders
- **To whom** the program's assessment activities will be communicated (i.e., which stakeholders will receive the information)
- **When** the reporting will be completed
- **A plan for reporting to stakeholders was not submitted.**

Which level best describes the quantity and quality of information in the plan for reporting to stakeholders? (Select one.)

- **Reflects best practices** (if all criteria apply):
  - All information is provided.
  - The report will be **proactively shared** with students and other stakeholders in a **timely manner**.
  - More than one venue/mode for dissemination is planned.
- **Meets standards** (if both criteria apply):
  - Most information is provided.
  - The information will be **shared** (passively or proactively) with stakeholders in a **timely manner**.
- **Needs development** (if any apply):
  - Little or no information is provided.
  - The information provided is **unclear**.
  - The information will not be **shared** with stakeholders in a **timely manner**.
  - A plan for reporting to stakeholders was **not submitted**.

Please add any comments you'd like to share with the program's representative(s) to celebrate or help them improve their plan for reporting to stakeholders.
OVERALL RATING
To help you decide on an overall rating, please review the scores you selected above for each section.

Which level best describes the overall quality of this assessment plan? (Select one.)

<table>
<thead>
<tr>
<th>Reflects best practices (if all criteria apply):</th>
<th>Meets standards (if both criteria apply):</th>
<th>Needs development (if any apply):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• All sections were submitted.</td>
<td>• At least the mission, outcomes,</td>
<td>• Not all sections were submitted</td>
</tr>
<tr>
<td>• Most sections reflect best practices, with extra</td>
<td>methods, results, action plans were</td>
<td>• Most sections were rated as &quot;needs</td>
</tr>
<tr>
<td>weight given to outcomes, methods, results,</td>
<td>submitted.</td>
<td>development&quot;. (Give extra weight</td>
</tr>
<tr>
<td>and action plans.</td>
<td></td>
<td>given to outcomes, methods, results,</td>
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<tr>
<td></td>
<td></td>
<td>and action plans.)</td>
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Please add any comments you'd like to share with the program's representative(s) about the strengths in their assessment practices and opportunities for improvement.