

# UNC Asheville Student Affairs Assessment Glossary

## Assessment

conceptualizing, planning, implementing, and evaluating the impact, or outcomes, of a purposeful, intentional learning event on an identified set of learners.

Keeling, Wall, Underhile & Dungy (2008)

the ongoing process of:

- Establishing clear, measurable expected outcomes of student learning.
- Ensuring that students have sufficient opportunities to achieve those outcomes.
- Systematically gathering, analyzing, and interpreting evidence to determine how well student learning matches our expectations.
- Using the resulting information to understand and improve student learning.

Suskie (2004)

## Evaluation

investigating or judging the quality or worth of a program, project, or other entity rather than student learning

Suskie (2004)

## Goals

broad statements about what you hope students will gain from participation in your programs or broad statements about things you wish to accomplish

examples:     Improve return rate of first year resident students  
                  Improve relationship between Campus Police officers and Mills Hall students

## Outcomes

specific measurable statements, they include a specific audience and specific conditions

examples:     95% of first year resident students return for their second year  
                  When surveyed, 75% of Mills Hall residents say they trust and feel comfortable talking to all Campus Police officers

This glossary is a work-in-progress. If you are looking for a definition for a term not included here, please email [John Bucher](mailto:John.Bucher@uncasheville.edu) so he can find a definition and add it to this glossary.