

Assessment of Academic Advising

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Abstract

Assessment and evaluation of all components of higher education has become a major focus with accreditation agencies. In addition, with the financial restraints many institutions are facing, the issue of assessment has become even more important as all areas of the campus are competing for the same shrinking pool of resources. This general session will define the issues revolving around assessment in general, assessment specifically to advising, and will discuss the concept of developing student learning outcomes and advisor outcomes for advising. In addition, the session will provide an overview of multiple measures to be utilized for academic advising. Last, the session will utilize the discussion of the possible role of assessment in performance evaluation.

Outline

- I. What is Assessment?
 - a. Definitions of Assessment
 - b. What assessment is and what it is not
 - c. Purposes of Assessment
 - d. The Assessment Cycle: Maki

- II. Key elements of Assessment
 - a. Institutional mission
 - b. Programmatic Outcomes
 - c. Process Outcomes
 - d. Student Learning Outcomes

- III. Dimensions of Student Learning
 - a. Cognitive
 - b. Behavioral
 - c. Affective

- IV. Getting Ready to Assess
 - a. Mapping
 - b. Measurements
 - c. Advising Syllabus
 - d. Use and reporting of results
 - e. Professional Development

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Chapter 24: “Assessing Individual Advisor Effectiveness”
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Chapter 1: “The Essentials of Successful Assessment”

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Chapter 11: “*Benchmarking: Comparing Performance Across Organizations*”
Chapter 15: “*Making Assessment Work: Guiding Principles and Recommendation*”
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Chapter 2: “*Assessing the Feasibility and Likely Usefulness of Evaluation*”
Chapter 3: “*Designing and Using Process Evaluation*”
Chapter 4: “*Using Qualitative Approaches*”
Chapter 11: “*Designing and Conducting Surveys*”
Chapter 14: “*How to Use Focus Groups*”