

**2015 NACADA Assessment Institute
Plenary 4: Identifying and Using Multiple Measures**

Abstract

The use of multiple measures to gather evidence about your desired outcomes is paramount. A single measure – whether a survey, a focus group, observed behavior, etc. – may or may not be a valid measure. Further, there is no way to understand its validity without comparison data. Therefore, for any given desired outcome, multiple measures are necessary. This presentation offers examples of types of measures, and includes participants' identification of multiple measures for their developed student learning outcomes. An introduction to the use technology (such as a learning management system) to gather, maintain, and analyze data is included.

Outline

- I. Initial Considerations: The Importance of Multiple Measures
- II. Types of Outcome Measurement Data
- III. Examples of Additional Resources
- IV. Dangers of Satisfaction Surveys
- V. Importance of Institutional Data
- VI. Examples of Completed Outcome Assessment Matrices
- VII. Group Exercises
- VIII. Use of Technology

Participant Learning Outcomes

As a result of attending this Plenary, participants will:

Cognitive

- Understand the importance of using multiple measurements for any single desired Student Learning Outcome (SLO)
- Understand why one single measure for any desired SLO may not result in valid data
- Understand the importance of using multiple measurements for any single desired Process/Delivery outcome (PDO)
- Understand why one single measure for any desired PDO may not result in valid data
- Understand the issues regarding relying on student perception surveys on which to base decisions
- Understand how a learning management system (LMS) can assist in the collection of outcome data
- Understand how a LMS can provide outcome analytics

Behavioral

- Identify multiple measures for at least one of your identified SLOs
- Complete the measurement columns of the assessment matrix for at least one of your SLOs

Affective

- Appreciate the need for multiple outcome measures for a desired PDO
- Appreciate the need for multiple outcome measures for a desired PDO
- Value the need for valid data to determine whether a desired outcome has been met
- Appreciate the role of technology in gathering outcome data
- Appreciate the role of technology in providing/reporting outcome data

Selected References

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