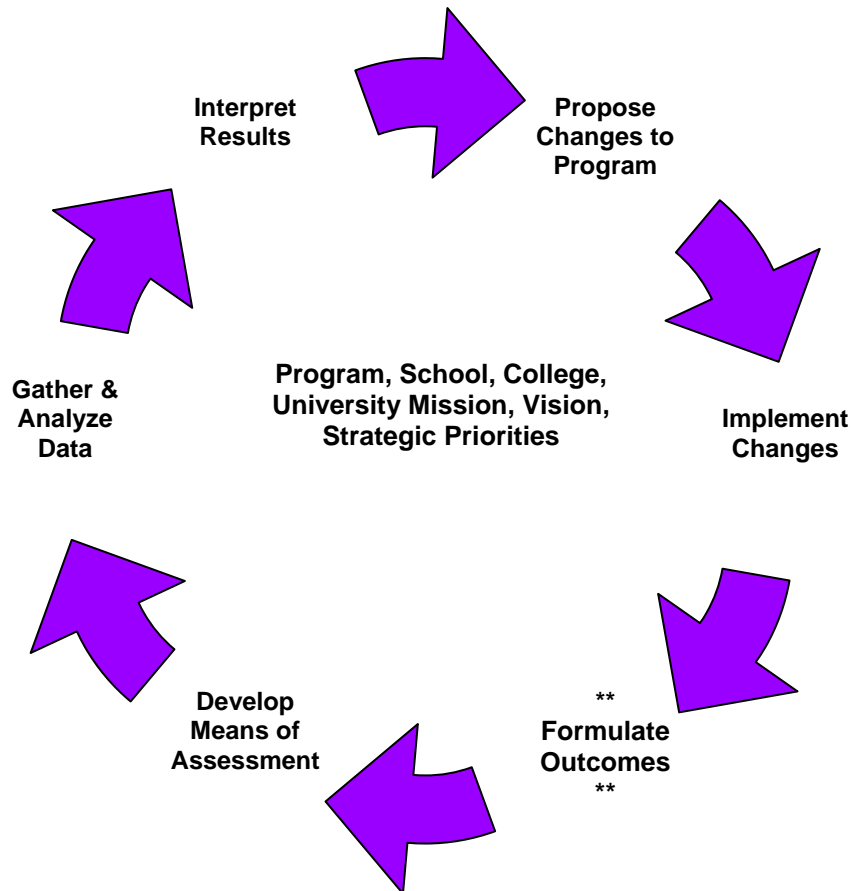


WCU Program Assessment Planning Process

Program assessment at WCU is situated in an iterative 5-year cycle that is integrated with program review and other institutional processes related to planning and budgeting. This type of iterative cycle is graphically represented below.



At the beginning of the cycle, programs are required to produce a comprehensive program assessment plan (see Appendix A) that includes the following components:

- Program mission/purpose statement
- Articulation of how the program mission/purpose aligns with the college and institutional mission and vision
- Overarching program goals/objectives
- Intended student learning outcomes (and process/performance outcomes, if applicable).

WCU Program Assessment Planning Process

- For each learning outcome, identification of courses/activities/experiences in the curriculum associated with outcome delivery. A separate template can be used (see Appendix B).
- For each learning outcome, articulation of intended method of assessment. Must include at least one direct measure of student learning. Departments will be strongly encouraged to utilize multiple measures, both direct and indirect, that incorporate evaluation of student work products, attitudes, behaviors, satisfaction and perceptions.

On an annual basis, programs are required to identify and assess at least one intended outcome. Although assessment of only one outcome per year will be required, all outcomes must be assessed prior to the program's scheduled program review. The annual assessment report (see Appendix C) will contain the following components:

- Intended outcome statement identified for assessment
- Summary of assessment methods/measures to include brief explanation of methodology, persons responsible for data collection and analysis, and a summary of assessment results.
- A description of the process used to disseminate assessment results to key stakeholders and summary of changes or improvements proposed based on assessment results.
- A brief description of the plan and timeline for implementing the proposed change(s) and any resources needed to implement the proposed change(s), using existing resources already in place, reallocating existing resources from other areas, or allocation of new funds.

Deans are required to collect all assessment plans and annual reports and provide initial feedback prior to submission to the Office of Assessment. Dean feedback is submitted to the Office of Assessment with all completed plans or reports. The Office of Assessment provides substantive feedback (see Appendix D and E) no later than 30 days after receipt of assessment plans or reports, requesting revisions as necessary. Office of Assessment also provides an annual report to the Office of the Provost summarizing institutional assessment activities and an evaluation of institutional assessment processes. For those programs undergoing program review, the Office of Assessment works with the program chair and the Associate Vice Chancellor for Academic Affairs to incorporate learning outcomes assessment as a key factor in the review document.