Outcomes Assessment

Each administrative and educational support unit at Emory University is responsible for (1) identifying expected outcomes, (2) assessing the extent to which it achieves these outcomes, and (3) providing evidence of improvement based on analysis of the results.

Every two years, assessment reports are collected by the Office of Planning and Administration in order to document that Emory is engaged in research-based evaluation processes that (1) result in continuing improvement in institutional quality and (2) demonstrate the institution is effectively accomplishing its mission.

The following instructions and sample report should help you complete the attached reporting template; however, if you have questions about assessment methodology or assessment reporting, or if you would like to schedule a meeting to review your unit’s assessment procedures, please contact David Jordan, Assistant Vice Provost for Academic Programs and Planning (David.M.Jordan@emory.edu).

For an in-depth guide to outcomes assessment, please consult The Department Head’s Guide to Assessment Implementation in Administrative and Educational Support Units, by Karen W. Nichols and James O. Nichols.

Assessment Report Instructions for AES Units

Use Calibri 12 font. At the top of page one, enter the name of your unit, the name and email address of the person responsible for completing the report, and the date that the report was submitted to the Office of Planning and Administration.

Section I. Mission Statement

This is a brief description of your unit and what it does. The mission statement should describe the purpose of the unit, including areas of service responsibility and clients served. It should be relatively brief in length (one-two paragraphs) and support the University’s mission and strategic goals.
Section II. Expected Outcomes

These are specific statements about what should occur as a result of the core services or functions your unit performs. An administrative unit should identify at least one expected outcome for each of its functional responsibilities. When measured appropriately, outcomes provide evidence of how well you are accomplishing your goals. Since the purpose of outcomes assessment is organizational improvement, your expected outcomes should be aspirational but not unattainable. For example:

- Alumni donations to the Foundation Fund will increase by 5%.
- The graduation rate for student athletes will equal or surpass that of the University student body.
- The number of undergraduate students who engage in research projects with faculty will increase by 10%.
- 90% of employees will receive assistance within 24 hours to resolve technical problems related to systems, networks, and desktop applications.
- 85% of University administrators will be “Satisfied” to “Very Satisfied” with the data files compiled by the IR Office.
- Reduce the average time for resolving customer service issues from 30 minutes to 20 minutes by the end of the academic year.

Note: Each unit should try to assess three outcomes per year; target those areas that can be improved using currently available resources and personnel.

Section III. Assessment Summary

Box 1:

Line 1. Outcome #1: Enter the first outcome that your unit assessed this year.

Line 2. Supports School/Division Strategic Goals: Enter the school/division strategic goals supported by Outcome 1.

Line 3. Supports University Strategic Framework: Enter the University strategic goals supported by Outcome 1. Please cut and paste goals from the following list (instead of entering numbers).
University Strategic Framework: Pillars, Aspirations, and Goals

1. Faculty Excellence

Foster a culture of eminence that attracts and inspires scholars of the highest order

- Sustain intellectual leadership across all programs and research disciplines while elevating the competitive position of targeted areas.
- Cultivate world-class faculty scholars committed to enriching and engaging the Emory community and beyond.
- Achieve excellence as an intellectual community built on diverse faculty and an inclusive culture.

2. Academic Community of Choice

Cultivate a thriving campus and a compelling student experience

- Offer the most inclusive and financially accessible higher education experience among the nation's top universities.
- Transform Emory's undergraduate campus life experience to create a connected, living, impact-oriented intellectual community.
- Become the most influential institution in our students' lives by cultivating affinity for Emory.

3. Innovation through Scholarship and Creative Expression

Harness imagination and discovery to address 21st-century challenges

- Be a top-ranked global leader in health science research to drive societal impact.
- Be the preeminent destination for innovative arts leaders.
- Become an innovative research leader in the humanities as well as natural and social sciences.

4. Atlanta as a Gateway to the World

Unleash Emory and Atlanta's shared future to mobilize change for the world

- Unlock Emory and Atlanta's shared potential as an engine for inclusive growth.
- Realize Emory as a core part of the civic fabric of Atlanta.
- Serve Atlanta and global communities by bringing to bear strengths as a top-tier research institution in partnership with dynamic and innovative Atlanta institutions.
Box 2:

**Line 1. Method of Assessment:** Describe the source of your assessment information. For example: unit records, customer satisfaction surveys, graduating student surveys, counts of program participants, reports from external agencies, etc.

**Line 2. Achievement Target:** Based on the selected means of assessment, provide an achievement target that answers the question: “If our unit is functioning the way we think it should function, what will our score be on this method of assessment?” For example, “Overall client satisfaction will remain above 4.0 on a 5.0 scale,” or “85% of grant proposals will be reviewed and processed within five days of receipt.”

**Line 3. Summary of Assessment Results:** Summarize the data you collected from your assessment activities. There should be enough data here to convince the reader that a careful assessment has been conducted. Make sure the data collected relates back to the administrative outcome described in Box 1. If you have supporting documents, please attach them as separate files when you email the report.

**Line 4. Use of Results to Improve Unit Services:** Describe how the unit used the information obtained from assessment activities to improve the unit’s services. This improvement needs to relate back to the administrative outcome stated in Box 1. If the unit fails to meet its criteria for success, then this section is used to describe what actions the unit has taken to assure that the outcome is met. Note: this is the most important information in the report, so please spend a little extra time on this section.

Complete boxes for additional methods in the same way; add or delete boxes as necessary.

**Section IV. What outcomes will your unit assess over the next two years?**

This section of the report should be used to outline assessment planning for the next two-year cycle. Units are encouraged to follow-up on previous outcomes and document longitudinal data. That said – units should remain flexible and modify assessment plans as necessary.

**Boxes 1-3**

**Line 1. Outcome 1:** Enter the first outcome that your unit will assess next year.

**Lines 2 & 3. Methods:** Describe the methods that your unit will use to assess Outcome 1.

**Achievement Targets:** Describe the achievement targets that your unit should meet for Outcome 1.

Complete boxes for additional outcomes, methods, and targets in the same way.
Section V. Supporting Documentation

Please remember to attach as separate files any supporting documentation such as surveys, questionnaires, charts, tables, and spreadsheets. If your unit has completed more detailed descriptions of assessment findings (as part of a self-study or special project), please submit those reports as separate files. If you have questions about what should or should not be included with the report, please contact the Office of Institutional Planning and Administration.

Section VI. Review Process

When your unit has completed the report, please forward it to the head of your college/school/administrative division for review and signature.

Section VII. Submission of Reports

Please email the report (as a Word file) to David Jordan, Assistant Vice Provost for Academic Programs and Planning (David.M.Jordan@emory.edu) by Friday, October 1, 2021.