

Creating Strong Criteria

Division Goal	Program/Unit	Outcome	Measure	Criteria
<p>Students will gain job application skills through their engagement with key offices.</p>	<p>Career Center</p>	<p>1. Students will be able to create strong and well-organized resume. (Student Learning Outcome)</p>	<p>Measure 1 - Resume (direct)</p>	<p>Measure 1 criteria - 90% of resumes submitted by students for review will get a rating of 4 (proficient) on a rubric with a 1-4 scale.</p>
		<p>2. Students will be able to analyze a position description. (Student Learning Outcome)</p>	<p>Measure 2 - Students' resume match score on Jobscan.co (indirect)</p>	<p>Measure 2 criteria - 90% of students' resume will get an 80% and above match score on Jobscan.co to a specified job description.</p>
		<p>2. Students will be able to analyze a position description. (Student Learning Outcome)</p>	<p>Measure 1 - Position description exercise in workshop (direct)</p>	<p>Measure 1 criteria - 90% of the students will be able to analyze a position description by highlighting its key components.</p>
		<p>2. Students will be able to analyze a position description. (Student Learning Outcome)</p>	<p>Measure 2 - Workshop evaluation (indirect)</p>	<p>Measure 2 criteria - 90% of students feel prepared to analyze position descriptions.</p>
		<p>3 Career Center will provide workshops for students to develop job application skills. (Success Outcome)</p>	<p>Measure 1 - Workshop Attendance (direct)</p>	<p>Measure 1 criteria - Workshop attendance will increase by 2% each academic year.</p>
		<p>3 Career Center will provide workshops for students to develop job application skills. (Success Outcome)</p>	<p>Measure 2 - Workshop sessions (direct)</p>	<p>Measure 2 criteria - Center will provide 10 workshops each academic year.</p>

Direct and Indirect Measures¹

Guiding questions to identify key measures:

- What data points are you frequently asked to share?
- What data points do you have to include in annual reports?
- What evidence do you rely on to make decisions?

Student Learning Outcomes	Success Outcomes
<p>Direct Measures</p> <ul style="list-style-type: none"> • Ratings of student skills by their supervisors • Culminating experiences such as research projects, presentations, exhibitions, and performances, scored using a rubric • Other written work - logs or reports • Observations of student behavior (such as leading a meeting or workshop), undertaken systematically and with notes recorded systematically • Summaries and assessments of electronic discussion threads • Think-alouds, which ask students to think aloud as they work on a problem or assignment • Student reflections on a topic or prompt, scored using a rubric 	<p>Direct Measures²</p> <ul style="list-style-type: none"> • Staff time • Cost • Materials or equipment • Usage numbers • Accuracy • Reduction in errors • Audit, external evaluator • Attendance • Enrollment • Training opportunities • Retention and graduation rates • Work records or logs
<p>Indirect Measures</p> <ul style="list-style-type: none"> • Retention and graduation rates • Student ratings on their knowledge and skills and reflections on what they have learned • Student, alumni, and employer satisfaction with learning, collected through surveys, exit interviews, or focus groups • Student satisfaction with co-curricular programming and initiatives collected through surveys or focus groups • Student participation/attendance rates in co-curricular programming and initiatives • Data collected from campus resources and services (e.g., reports on numbers of students accessing services) • Data on use of services and programming 	<p>Indirect Measures</p> <ul style="list-style-type: none"> • Written survey and questionnaires: <ul style="list-style-type: none"> ○ Stakeholder perception or satisfaction ○ Students ○ Administration and staff ○ Faculty • Interviews • Focus groups

¹ Suskie, L. (2009) *Assessing student learning: A common sense guide* (2nd ed). CA: Jossey-Bass.

² University of Central Florida. (2011, February). *Examples of direct and indirect measures [PowerPoint presentation]*. Retrieved from: http://oeas.ucf.edu/doc/Examples_of_direct_and_indirect_measures_Compatibility_Mode.pdf