Certificate Program Guidelines for Assessment

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Certificate Program Standards of Quality and Expectations
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Assessment of certificate programs is in compliance with the institutional effectiveness standard 8.2.A ä Š‹• …‘•‡• ˆ”‘• ï• ”‡‰‹‘•ƒŽ ƒ……”‡†‹—‹•‰ „‘†› —Š‡ ‘——Š‡”

Question: What three things do you want your students to be able to do or know as a result of completing the certificate? What knowledge, skills, or abilities were gained as a result of the completing the certificate?

Start here: Demonstrate knowledge, skill, proficiency or understanding, learn knowledge, think critically, write well or proficiently, understand or be familiar with a particular concept, appreciate a view point.

End here: Recognize, describe, explain, solve, apply, analyze, compare, create, design, judge, critique.

Measures

Measures are the methods used to collect information and evidence of student learning. There are two kinds of measures to consider. Having multiple measures helps programs make more informed and balanced decisions.

Direct measures are tangible, visible, observable, and self-explanatory. The quality and quantity of student learning is concretely exhibited. Indirect measures are signs, high-level indicators, or perceptions of learning.

Question: What information can we provide to show evidence of student learning?

Direct Measure Examples: test grades, rubrics, portfolios of student work, capstone projects, field supervisor ratings, employer ratings, and scores and pass rates on licensure exams.

Indirect Measure Examples: course grades, surveys, focus groups, course evaluations, admission to graduate school, student self-ratings, student/alumni satisfaction with learning, as well as honors, awards, and scholarships.

Targets

Targets describe the overall achievement goals of the program. They also clarify the expectations of the programs.

Question: What standard of performance or achievement do you expect from your students? How many students should be performing at this level?

Examples
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- 100% of students will score 70% or better on each section of the final exam
- 80% of students will score 80 points or higher on each section of the licensure test