

The Goal of Assessment = Continuous Quality Improvement not Proof of Perfection

Data say:

As we prepare our self-study for affirmation of ASU's accreditation with the Higher Learning Commission, it is important that we consider the assessment cycle as part of continuous quality improvement. According to HLC guidelines, it is better to collect data to identify potential problems, work together to devise an intervention, implement the intervention, reassess, and of course, document than it is to deny or conceal the wart. The Office of Student Learning Outcomes took a one hour walk across campus at midday (spring, 2011) and asked passers-by, "Excuse me; could you please tell me the mission statement of ASU?" Here's what we found:

Of 39 students, faculty, staff, and visitors,

37 did not know the mission statement

2 correctly recited the mission of ASU

1 told us where we might be able to go to garner that information

Interesting qualitative analyses revealed that many respondents laughed when asked the question. Another group spokesperson said, "We don't know, and we don't care; we're mad." As the interviewer walked away, one member of the party joked, "Is that helpful to you?" Yes, that is helpful to each of us as we seek to fulfill the mission of ASU.

So What?

Everything we do revolves around our mission. What about you? Do you know the mission of ASU?

How we Changed:

- Academic Affairs and Student Affairs highlighted the mission statement on their advertising materials and on their websites
- Employees of ASU included the mission statement in the footer of emails
- Student incentives with the e3 logo were distributed on campus