

NASPA International Assessment & Retention Conference
June 7-10, 2007
St. Louis, Missouri

Title of Session: We've Assessed, Now What?

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Presentation Summary

Representatives from Florida State University presented a session on communicating assessment results in a creative way to inform both internal and external audiences. Assessment is a vital piece of a program, but are we using the findings effectively if we do not disseminate the results? Assessment is often viewed as a waste of time since most people keep the data in a filing cabinet in the corner and don't share the findings.

Why do we collect data? Assessment, research, evaluation, marketing, communication and information sharing should all be intertwined.

What type of data do we collect?

- Departmental Level Assessment
- Program Level Assessment
- Student Satisfaction Surveys
- Student/Staff Evaluations

What information is currently communicated?

- Quantitative Data
- Reports to Individuals
- Qualitative Data
- Graphs, Charts, or Tables
- Pictures

Who needs the results?

- Internal Audiences
- Wider Campus Community
- Student Community
- External Audiences

The key is to consider the audience and then think of creative ways to share what is foreign information to most people.

Internal Audiences (Department)

- Communicate the reasons why we do the work we do.
- Make the information pertinent to continue engagement of staff.
- Can present only the research because the audience understands the background.
- Creative way to communicate results:
 - Staff Newsletters – be sure to bring out the interesting facts only.
 - Staff Retreats/Meetings to get everyone on the same page.

Campus Community (Rest of Campus Constituents)

- Chance to share important information to gain validity.
- Creative ways to communicate results:
 - Letter to faculty with important facts.
 - Gain support to change policy.

Students

- Learn information through interaction or quick information.
- Just the basics with the option to learn more.
- Creative ways to reach students with stats.
 - Question of the Week
 - Newspaper Ads in School Paper
 - Website Driven Information

External

- Need background information first along with research.
- Increase the “town-gown” relationships.
- Share ideas and achievements among peers.
- Creative ways to communicate results:
 - Snapshots (one page news letters concentrating on one area)
 - Newspaper Ads
 - Website Driven Information

How to do this?

- Consider:
 - What can you do to make it creative – stand out?
 - What resources do you currently have on campus?
 - What do you want from the end result?