

APA's 2017 National Planning Conference

THE ROLE OF PROFESSIONALS IN STUDENT LEARNING ASSESSMENT

SESSION FUNCTION CODE 9110203

Presenters:

Hilary Nixon, San Jose State University

Catherine Lawson, University at Albany, SUNY

Marcia Kees, University at Albany, SUNY

Eric Kelly, Ball State University

WHAT IS STUDENT LEARNING AND OUTCOMES ASSESSMENT?

AND... WHY DO WE CARE?

WHAT IS STUDENT LEARNING & OUTCOMES ASSESSMENT



- Process / techniques / tools to learn whether students are meeting the learning goals and expectations for the course (or program, or internship, etc.)

TYPICAL ASSESSMENT PROCESS

1. Define clear goals for student learning (at the program & course level for PAB)
 - Graduates of the Program will {action verb} {something}
 - ...be able to apply participatory approaches to address complex planning problems.
 - Students who have completed this course will {action verb} {something}
 - ...be able to critically evaluate the strengths and weaknesses of non-probability and probability-based sampling techniques
2. Develop effective ways to measure achievement of goals
 - Direct measures – measure actual learning/achievement, e.g. assignments, exams, capstone evaluations, internship evaluations, etc.
 - Indirect measures – assess opinions/thoughts about student achievement, e.g. student surveys, alumni surveys, etc.
3. Collect information
4. Use collected information to improve student learning

WHY DO WE CARE?

- Provides diagnostic feedback
- Helps to set standards & evaluate progress
- Motivates performance
- Graduate the best possible next generation of planners



SJSU Graduate Planning Students – the next generation of planners

PAB & INVOLVEMENT OF PRACTITIONERS IN STUDENT LEARNING ASSESSMENT

- Survey of 76 PAB-accredited programs (31 responses)
- 84% involve professionals/practitioners in assessment (formally and/or informally)

Assessment Tool	# of Institutions
Internship evaluation	10
Capstone/project jurors	8
Alumni/employer focus groups	7
Advisory council	6
Employer surveys	6
Client review of capstone projects	3
Information communication	3
Practitioner-in-residence	3

