

# **Program Goals, Objectives, and Competencies, and their Outcome Measurement: A Participatory Workshop (Doctoral)**

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## **Creating a Strong Platform for Outcome Assessment**

- **Articulation of training model**
  - Clear description of major model tenets
  - Agreed upon finished “product” (what will our graduates look like and do)
  - Concrete plan for necessary learning
  - Faculty expertise that aligns w/ model
- **Careful creation of goals, objectives and competencies**

## Goals, Objectives & Competencies (GOC)

- Ensure goals are well aligned with objectives, and objectives are well aligned with competencies
- Make them
  - Measureable
  - Achievable
- Ensure they ultimately support the mission of the program and institution
- Well designed GOC form a foundation upon which the “house of data” is built

## Align Data Collection With GOC

- Measure what you say you will measure
- Design your measurement tools and approaches to offer data on each competency; data can then be compacted/combined to measure each goal and objective

## GOCs

- Examine your program GOCs
- Are they
  - Clear and concise or overstated
  - Measureable or vague
  - Achievable or over-encompassing
  - Clustered or scattered

## Types of Outcome Data

- Proximal, Distal
- Qualitative, Quantitative
- Formative, Summative
- Internal, External



**What Data Sources Do  
You Currently Have?**

**What Data Sources Do  
You Currently USE?**



## **Creating New Assessment Approaches and Instruments**

- **Common assignments**
- **Portfolio creation/analysis**
- **Grant funding/publication tracking**
- **Simulated clients**
- **Articles/professional presentations**
- **If money and time were no object, what could you do? Is there an achievable derivative of that?**

## Choosing Points of Assessment for GOC in Your Program

- Where in the program do you want to measure each GOC?
- Do you want multiple measurement points to assess the development of some of your GOC across time?
- Who will assess and what tool or technique will you use?

## Creating a Strategic Plan

- Plan Your Assessment Points Using a Program Grid to Graph Your Assessment Plan
- Create a manageable plan that balances thoughtful measurement points for objectives and competencies, that will flow up into goals...and then, ultimately, up into an institutional assessment plan (but that's another workshop)

## Actually Using Data to Improve Your Program

- **Create a process to systematically examine and use your data**
  - When will you do it?
  - Who will review it?
- **Take action based on data patterns**
- **Assess impact of action by collecting and examining more data**

## Conclusions

- **Outcome measurement can be woven smoothly into regular programmatic activities with planning**
- **Data collection can be manageable and coherent with planning**
- **Using your data to inform program revisions benefits all program stakeholders**
- **Additional comments or questions**



## **Thank you for your attendance and participation**

- **We would be glad to forward a copy of the power point presentation and/or an electronic copy of the program grid**

**Kelly Ducheny and Ed Gaughan**