Creating an Effective Academic Assessment Plan

 Targets

A Target is an established achievement level that states how well students in the program should overall be able to demonstrate a particular knowledge or skill.

A well-written target clearly establishes a performance level that the program would like to (and could realistically or potentially) achieve. That is, targets should be aspirational, rather than minimal.

Targets should answer the following questions:

1. What is the standard level of performance expected? That is, how well are students expected to perform? (Note: this information may be incorporated in the Measure category – ex. Rubric scale scores that indicate “Meets Standard”)
2. How many students should be able to achieve this standard level of performance? Or, what is the expected composite score for students in the program as a group?

 Meets Standard Criteria:

Target performance level for the program is stated

Example 1: Exam Pass Rate

In order to be licensed in Virginia, IDS-TP teacher candidates must pass the Virginia Communication and Literacy Assessment (VCLA). [1] A composite score of 470 and scores of 235 on both the Reading and Writing sections is required in order to pass the VCLA. IDS-TP targets a [2] 90% pass rate overall (470 composite score) as well as a 90% pass rate (235 section score) on each section of the VCLA (Reading and Writing).

Example 2: Rubric Scores


Example 3: Satisfaction Ratings

[2] At least 80% of our students who respond to the Senior Student Satisfaction Survey will report being [1] “satisfied” or “very satisfied” with their experience in the major.

For more information, please contact the Office of Institutional Effectiveness and Assessment:

http://www.odu.edu/assessment
assess@odu.edu
(757) 683-3322