

TARGETS

A Target states the expected achievement level of students in the program. It describes how well students in the program should be able to demonstrate a particular knowledge or skill.

A well-written target clearly indicates the percentage of students and the expected standard of performance within the program. Targets should be realistic or aspirational rather than minimal.

How to Set Targets

Targets should address the following questions:

1. What is the expected standard of performance?
2. How many students should be able to achieve this standard of performance?

Meets Standard Criteria on Academic Assessment Rubric:

- Most target levels and performance standards for the outcome are stated and appropriate.

Here's a template to follow:

[2. target percentage of students to achieve the standard] of the students will [1. standard of performance] on the [rubric, test, survey, etc.].

Examples

Example 1: Rubric scores

[2] 80% of the students will [1] "Meets Standard" or "Exceeds Standard" on all areas of the rubric related to written communication.

Example 2: Exam pass rate

[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. Our program 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 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

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