



Integrating Assessment into the Design of Online Programs and Courses

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Objectives

- Three perspectives
 - Course-level learning outcomes
 - Academic program outcomes
 - Program effectiveness
- Using Blackboard
- Context
 - Best practices
 - Continuous improvement

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Defining Terms

- Student assessment
 - Objective-based
 - Course-based
- Program assessment
 - Group-based
- Evaluation
 - Student/course
 - Student satisfaction
 - Student retention
 - Faculty satisfaction
 - Staff satisfaction
 - Institutional objectives

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Continuous Improvement

- Evaluation models to support continuous improvement
 - Within courses
 - For degree/certificate programs
 - For instructors
 - For overall program

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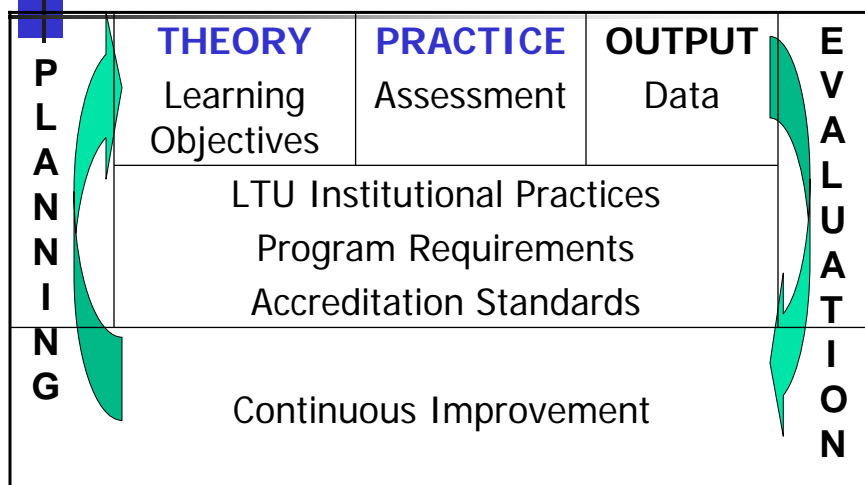
LTU Online

- LTU Online is a new online initiative
 - Incorporates outcomes assessment in
 - Design of degree programs
 - Design of individual courses
- Strategic objectives

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LTU Online Course Development



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Development Methodology

- Program Level
- Course Level
- Module Level

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Learning Assessment

- Module Level
- Course Level
- Program Level

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Evaluation

- Analysis of data reports
 - Quizzes
 - Pre/post
 - Mid-term, End-of-term evaluation
- Continuous Improvement

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Why Best Practices?

- Peer-reviewed
- Supports institutional accreditation
- Keeps language aligned
- Validates communication
 - Students
 - Faculty
 - Administration

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NCA Best Practices

- Assessment occurs at both the course and program level
- Assessment procedures insures identity and integrity of student work
- Assessment procedures insure protection of student identity

[http://www.ncahlc.org/download/Best Pract DEd.pdf](http://www.ncahlc.org/download/Best_Pract_DEd.pdf)

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NCA Best Practices

- Program effectiveness measures:
 - Student performance (program objectives & general skills)
 - Student retention and satisfaction
 - Faculty satisfaction
 - Access to previously underserved students
 - Integration of library and learning resources
 - Cost effectiveness compared to on-ground alternatives
- Continual self-evaluation and improvement
- Online program evaluation integrated with regular program evaluation

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Sloan-C Quality Framework

- Learning Effectiveness – “at least as good”
- Institutional Support & Cost Effectiveness
- Access – Choice of programs and courses
- Faculty Satisfaction
- Student Satisfaction - Learning, interaction, services

<http://www.sloan-c.org/effective/index.asp>

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Questions for Audience

- How do you conduct outcomes assessment for online programs?
- How do you conduct student course evaluations for online programs?
- What are your institutional objectives for your online programs?
- What best practice sources do you use?

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