

COCC Assessment Model

Mission Statement: Who do you serve and what's your purpose?		
Goal: How are you going to achieve that purpose?	Learning Outcome: Intended results of what you achieved; what you want student to know/learn/do.	Benchmark: How are you going to measure your progress?
Goal	Learning Outcome	Benchmark
Goal	Learning Outcome	Benchmark

Thoughts to Ponder: Mission

Mission

- Does it include the who, what, and why of your constituents?
- Does it align with institutional mission?
- Is it succinct, understandable and use plain speech?
- Does it provide the foundation for the work of the unit?
- Is it long-lasting?
- Is it short (25 words or less, 2 -3 sentences at most)?
- Is it realistic?

Example: We serve as student advocates and will access all possible avenues to resolve individual concerns so students can give full attention to their academic aspirations.

Thoughts to Ponder: Goals

Goals

- Are the core responsibilities of the department reflected in the goals?
- Do your goals use broad statement what the program is trying to accomplish?
- Are they clear to others outside of the unit?
- Are they long-lasting (3 -5 years)?
- Should be more than a “to do” list.

Example: Ensure that department and institutional policies support student success and remove unreasonable barriers.

Thoughts to Ponder: Learning Outcomes

Learning Outcomes

- Do they contain specific and detailed action statements?
- Are they congruent with mission and goals?
- Are they measurable or observable?
- Do they use active verbs?
- Do they talk about the end result you're trying to achieve?

Example: Review departmental and institutional policies annually.