



# ASSESSMENT MONTH

## 2016 SUMMARY

In December 2011, the Lake Land College Board of Trustees approved a resolution to declare February of each year to be recognized as Assessment Month in an effort to promote the importance of assessment as an educational activity, and as a requirement for every employee at the college. Consequently, several promotions were created for students, staff, faculty and community by the Professional Development & Assessment Facilitator.

The first full week of each February was deemed as “Assessment Week.” This event included several activities that targeted students. Assessment informational tables were on display in various locations across campus and at the Kluthe Center (see page 4 for schedule). The Professional Development & Assessment Facilitator provided educational materials (see page 5) to educate students about the different components of assessment.

Prior to Assessment Month, promotions were put in place that included: Assessment poster boards that were strategically placed in all campus buildings; press releases to area newspapers; notices in the Laker Low Down; Facebook and HUB messages; and e-mails.

Daily assessment questions were posted on the HUB. Students who entered correct answers to the questions were entered into a daily drawing for either gas or Subway gift cards. A grand prize drawing took place at the end of Assessment Week and one lucky student won a Kindle Fire HD7.

In addition, General Education Assessment occurs during the month of February. This year, approximately 500 students were assessed for one of the following general education goals: Foundational knowledge; Diversity; and Communication. Thirty-one faculty also participated in this assessment effort.

As the years progress with Assessment Month, we seem to be growing awareness of this very important aspect at the College. Because the Higher Learning Commission has placed great importance on the assessment of student academic achievement, this type of promotional event is crucial in the assessment education for our students, staff, faculty, and community.

# 2016 ASSESSMENT MONTH TIMELINE

**Assessment awareness targeting staff, faculty and students at Lake Land College**

**1 – Promotion of event – disseminate PR materials (Jan. 28-29)**

**2 – Student Assessment Week (Feb. 1-5)**

**3 – General Education Assessment (Feb. 8-29)**

**4 – Evaluation**

**1**

Posters in buildings

Flyers displayed in all academic buildings

**2**

Booth/table in various buildings across campus and Kluthe

Giveaways, educational materials, and overall awareness

HUB assessment questions with prizes for students

**3**

General Education Assessment

**4**

Compile General Education Tests

Evaluate Assessment Awareness Month

## FEBRUARY ASSESSMENT MONTH 2016

### ASSESSMENT MONTH PROJECT

<b>Promotional Materials</b>	<p>Poster boards and flyers</p> <p>Press releases – CCS – to area newspapers</p> <p>Student Life – Monthly Stall and message on digital marquee sign at the main entrance of LLC</p> <p>4Imprint items left over from past years: flash drives, lanyards and pens</p>	<input type="checkbox"/>
<b>Newsletter</b>	<p>Projected date - March</p>	<input type="checkbox"/>
<b>Community and student awareness</b>	<p><b>Facebook</b> – targeted to the community – daily messages</p> <p><b>Hub</b> – target audience – students only</p> <p>Daily assessment questions on the HUB. Students who answer the questions correctly will be placed in a drawing for gas or Subway gift cards. The grand prize is a Kindle Fire HD7.</p> <p>In addition, educational assessment information will also be available for students.</p>	<input type="checkbox"/>

# ASSESSMENT WEEK STUDENT PRIZE WINNERS

DAY OF WEEK	STUDENT NAME	PRIZE	NO. OF STUDENT ENTRIES
Monday	Craig Brummer Paige Gillmore	\$5.00 Subway gift cards	32
Tuesday	Cruzita Amill Christine Brown	\$5.00 Subway gift card \$20 gas card	24
Wednesday	Cody Bumgardner Matthew Repp	\$5.00 Subway gift cards	18
Thursday	Katie Paddock Katie Miller	\$20 gas card \$50.00 gift card	24
Friday	Marie Amill Zachary Armstrong	\$5.00 Subway gift cards	19
<b>Grand Prize Winner</b>	<b>Paige Gillmore</b>	<b>Kindle Fire HD7</b>	<b>117</b>



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# FEBRUARY 2016 ASSESSMENT MONTH



## PRIZES FOR STUDENTS TO WIN

- \$20 Gas cards
- \$5 Subway cards
- Kindle Fire HD7 Grand Prize!!!!



Resource for HUB questions:  
<http://www.lakelandcollege.edu/as/es/assessment/>

## How Do You Win These Amazing Prizes? Login to the HUB!!

- During the week of February 1-5, look for an assessment question daily on the HUB
- Each day, two winners will be drawn (correct answer only)
- Winners will be announced via LLC Facebook
- At the end of the week, all correct entries will be placed into a drawing for a Kindle Fire HD7 Grand Prize!!

## Visit the Assessment Booth (Feb. 1-5)

Monday (8:15-10:15)	Kluthe Center
Monday (11-1)	Luther Student Center
Tuesday (8-9:30)	Webb Hall
Wednesday (12-2:00)	West Building
Thursday (8:30-10:30)	Neal Hall
Thursday (1:30-3:00)	Field House
Friday (8:00-9:30)	Northwest
Friday (10-11:30)	Northeast

**\*\*Giveaways (flash drives, lanyards, pens and candy provided each day at the assessment booth!)**

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# ASSESSMENT...revolving around the student

What is assessment? The most important aspects students should know, value, or be able to do upon the completion of a unit of study, course, program, or interaction with a department. The following represent four components of assessment:

**Course Assessment:** Every course has learning outcomes. Each outcome is measured by faculty through a variety of assignments, tests, projects, evaluations, etc. The goal of course assessment is to revise and improve the student learning experience.

**Program Assessment:** Every degree, diploma, and certificate program has learning outcomes. Each learning outcome is measured by the faculty in the program through a variety of assignments, tests, projects, and licensing examinations. The goal of program assessment is to revise and improve the curriculum of the program and to insure student success.

**General Education Assessment:** Measures students' achievements in the areas of communication, critical thinking, problem solving, citizenship, diversity, and foundational knowledge. Any student enrolled in a degree program may be asked to take part in an assessment activity. What does LLC do with general education assessment results? LLC analyzes the results to find areas of weakness and consults with instructors to develop strategies for improvement.

**Institutional Assessment:** The student learning experience is the responsibility of every department of the college (i.e. Student Services, Business Services, Academic Services, etc.) and is measured by employees through a variety of methods. In other words, how does each department contribute to the student learning experience?

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