**IACBE Outcomes Assessment Plan for Certificate Programs**

**Instructions: Outcomes Assessment Plan for Certificate Programs**

*The Certificate Outcomes Assessment Plan should be completed for each Certificate program.*

1. **MISSION AND PURPOSE**

* Provide the institution’s mission statement.
* Provide the mission of the business unit.
* Provide a Statement of Purpose for each certificate program.

The Statement of Purpose (SOP) is a tightly focused statement that describes the goal and intended outcomes for student achievement upon completion of the program. Upon completion of the program, how will the student have benefited? The SOP must incorporate measurable components.

**II. ASSESSMENT MEASURES**

The outcomes assessment plan must also identify appropriate measures of student learning. Assessment measures are tools administered for collection of data regarding individual student performance. Student learning must be assessed by at least two different assessment measures, at least one of which must be a direct measure.

Direct measures of student achievement are tools that measure actual student work product, performance, or demonstration of knowledge or skills specific to the ISLOs. Direct measures are rated by subject matter experts such as instructors or internship supervisors. Student peer evaluations cannot be used as a direct assessment measure. Indirect measures of student learning are tools that measure opinions or perceptions about learning, but do not assess actual student work product, performance, or demonstration of skills. Frequently, they are self-assessments by students of their perceived achievement of learning. Student exit surveys are a common example of an indirect measure. Please note that satisfaction with a program or element of the program is *not* an achievement of an ISLO.

**Template: Outcomes Assessment Plan for Certificate Programs**

Complete each section. Refer to the above instructions for assistance.

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| INSTITUTION NAME: |  |
| ACADEMIC BUSINESS UNIT NAME: |  |
| CERTIFICATE NAME: |  |

## Mission Statements

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| Institution’s Misson Statement |
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| Academic Business Unit’s Mission Statement |
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## Statement of Purpose

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| Certificate Program’s Statement of Purpose |
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| Direct Assessment Measure |  | Performance Objective |
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| Assessment Measure | Direct or  Indirect? | Performance Objective |
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# Appendices

1. Provide copies of all the assessment instruments used to evaluate achievement of the Statement of Purpose. For example, if a case study is administered to evaluate student achievement, provide a description of the assignment. Each document should be provided as a separate file.
2. Provide blank copies of all the evaluation tools (e.g., rubrics, surveys, non-commercial exams, etc.) associated with the assessment instruments identified in Part A above. Each item should be provided as a separate file.

Note: For security and copyright reasons, if you are using a purchased exam from an external vendor as a direct measure of student learning, do not include a copy of the exam. Most vendors will provide an exam content outline that summarizes the types of questions included on the exam. Please use this content summary or an example of the data results that clearly identify the categories/subject areas being assessed.

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