

September 25, 2025

Welcome to Program Assessment!

Program Assessment Onboarding Training

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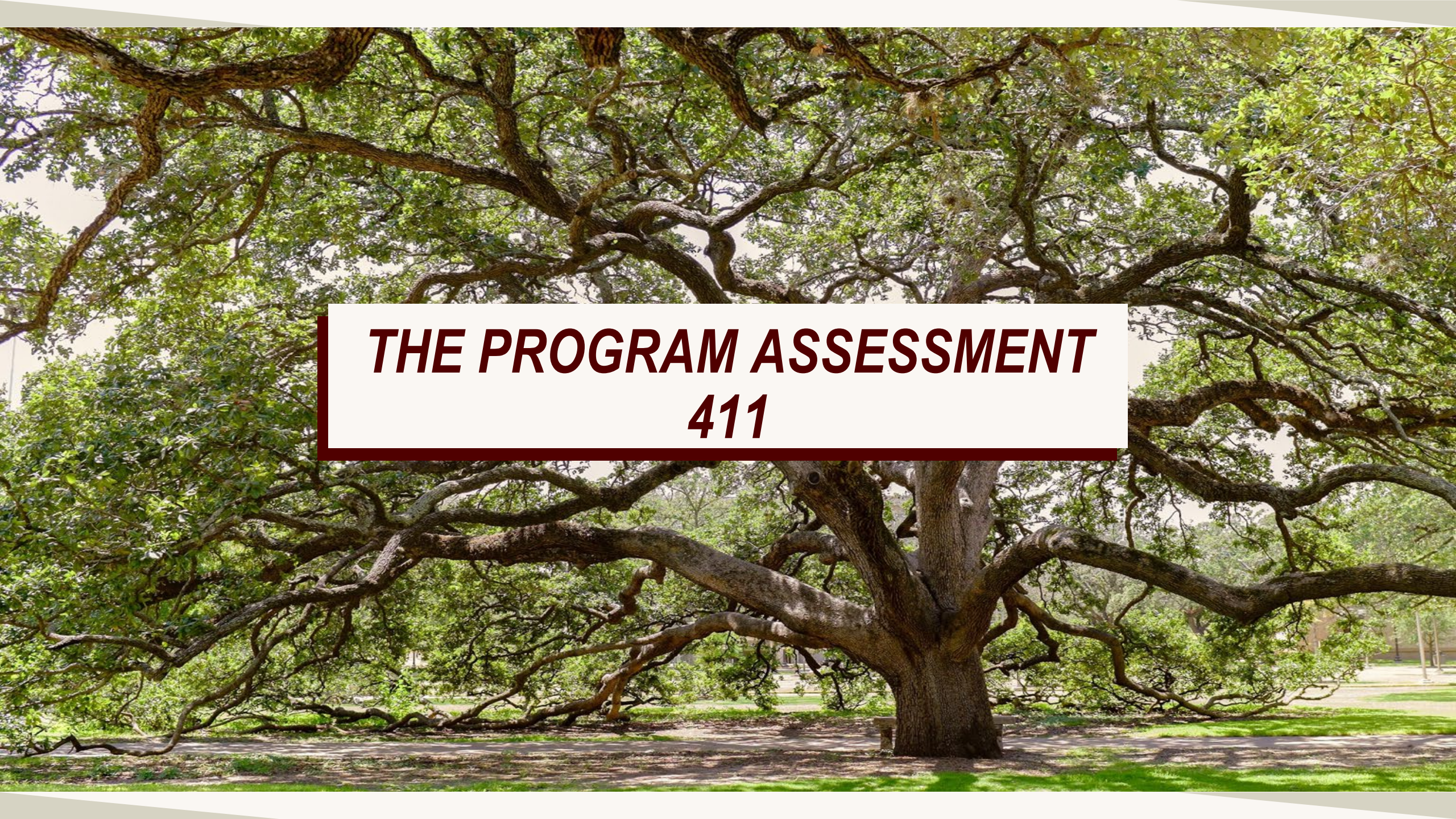
TEXAS A&M UNIVERSITY

Office of Institutional Effectiveness
& Evaluation

Today's Objectives



- **Understand the purpose and scope of program assessment.** Participants will be able to explain the role of program assessment within the broader assessment framework at Texas A&M and distinguish it from course- and institutional-level outcomes.
- **Identify and apply key components of the assessment process.** Participants will be able to describe the Plan, Data Collection, and Report phases of the assessment process and navigate core tools such as the assessment website and HelioCampus.
- **Evaluate program readiness and next steps for implementation.** Participants will leave with the knowledge to assess their program's current assessment practices and identify action items to initiate or strengthen program-level assessment efforts.



THE PROGRAM ASSESSMENT 411

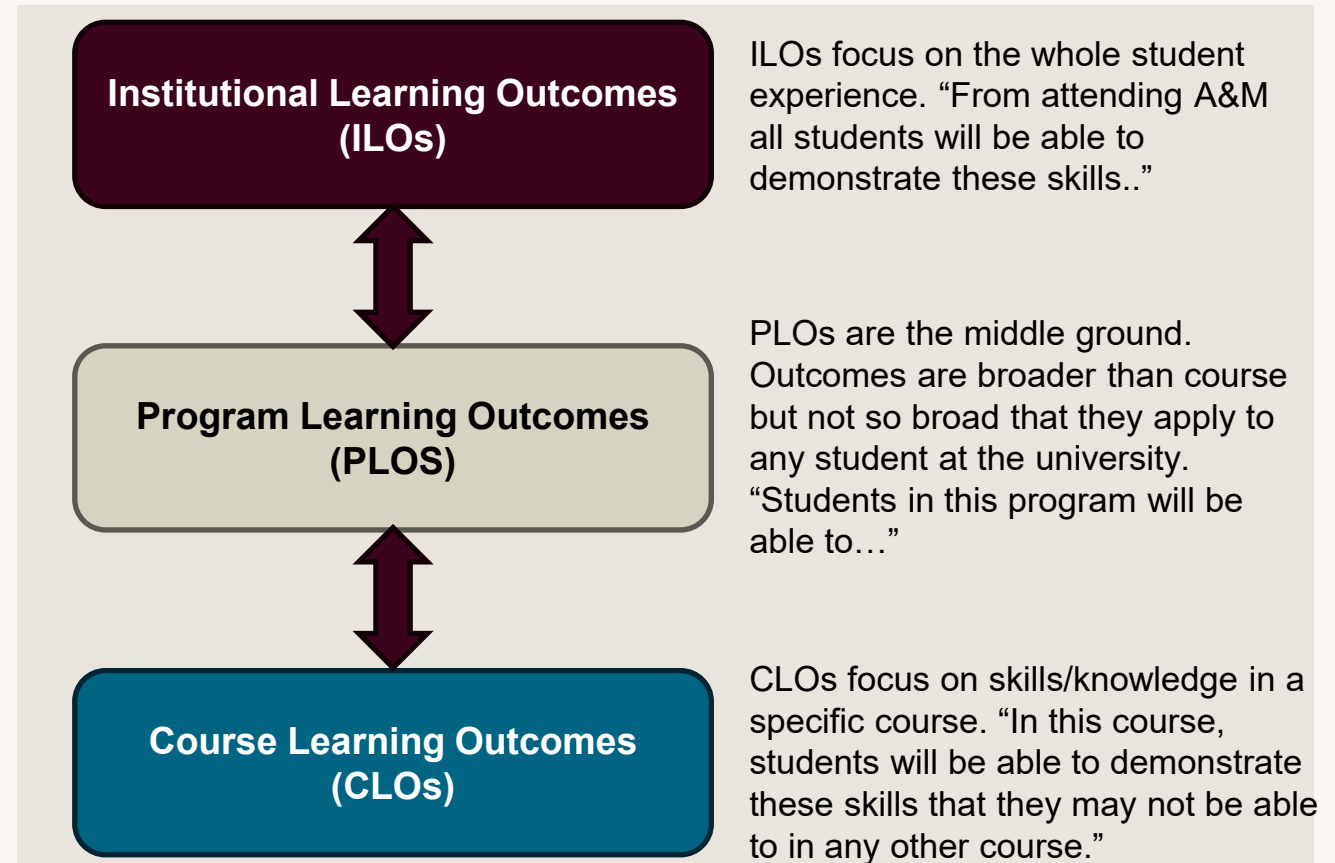
What is Program Assessment?



The process of evaluating what students know and what skills they can demonstrate within the scope of the defined Program Learning Outcomes (PLOs) of their academic program.

Three levels of outcomes:

- Institutional Learning Outcomes (ILOs)
- Program Learning Outcomes (PLOs)
- Course Learning Outcomes (CLOs)



Who Participates in Program Assessment?



- All established academic programs (undergraduate and graduate degrees)
- All standalone and degree-dependent certificates

What if our program is low-enrolled?

- Regularly low-enrolled programs are still required to submit assessment reports and should aggregate data across cycles to report findings annually
 - Undergraduate: Min. of 10 students for reporting
 - Graduate: Min. of 5 students for reporting

University Accreditation Requirement



- Required component of university accreditation by SACSCOC (Standard 8.2.a)
 - Documents and drives continuous improvement in student learning
 - Our reporting framework ensures compliance with minimum standards set by SACSCOC
 - OIEE supports programs with resources, feedback, and guidance to make the process purposeful and impactful

Common Program Assessment Terminology



- **Measure** – A term describing what data the program is collecting and analyzing for assessment; i.e., an assignment from a course, capstone project, final defense, etc.
- **Target** – A term describing the level at which the program considers the PLO to be met or achieved on a given measure; i.e., 85% of students will earn..., 3 out of 4 on each rubric category, etc.

Common Program Assessment Terminology



- **Data-Informed Action/Use of Results** – A term describing the curricular change to the program based on the assessment result findings that is designed to improve student learning; i.e., additional time on content, new assignment, course redesign, etc.
- **Continuous Improvement** – A term referring to the ongoing, coordinated effort to ensure delivery of quality education to all students; encompasses the entire program assessment process from planning to reflection
- **Closing the Loop/Status Update** – A term referencing the process of analyzing assessment data, determining and implementing a data-informed action, and reassessing the outcome to determine the effect of those changes on student learning. Documented in the “Status Update on a Previously Identified Action” section of the assessment report

Program Assessment Roles



- **Program Coordinator** – Faculty/instructors responsible for documenting and submitting Assessment Plans and Reports in HelioCampus
- **Assessment Liaisons** – College/School/Campus appointees who work with OIEE to provide support and communicate expectations to Program Coordinators in their respective college/school/campus. Provide internal feedback on assessment forms throughout the assessment cycle
- **Final Approvers** – Individuals (often Department Heads) who provide the final review of the assessment report prior to OIEE end-of-cycle comments



TAMU'S ASSESSMENT PROCESS

Phases of the Assessment Process



Plan

- Faculty select PLO(s) to assess
- Selection of direct measures to gather assessment data
- Completed in the Spring each year for newly launched cycles

*The “look ahead” of the process

Data Collection

- Faculty collect learning data as planned
- Occurs throughout the academic year
- No form due; stays in Action Items list ~ 1.5 years

*Programs are collecting data

Report

- Faculty analyze and discuss learning data
- Identification of improvements for student learning
- Completed in the Fall each year for the prior year’s results

*The “look back” of the process

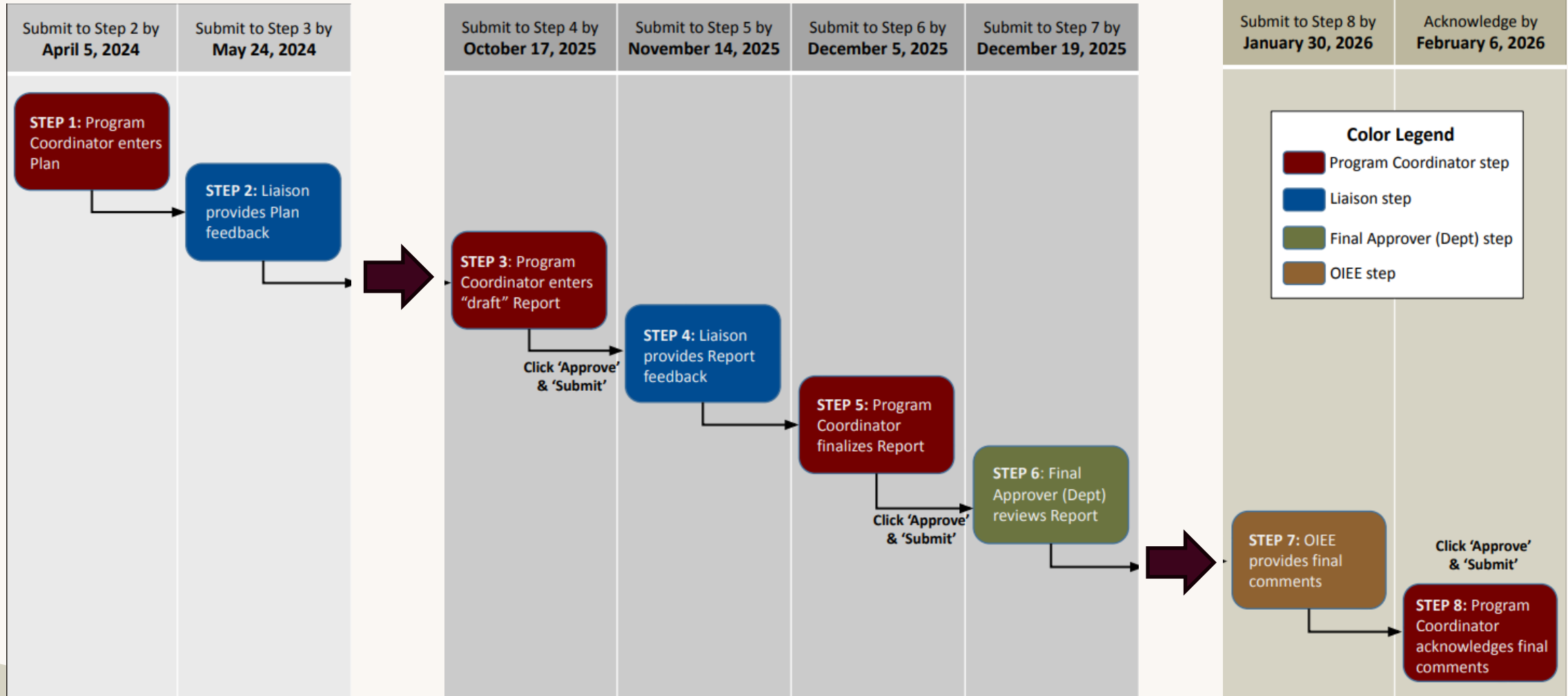
Assessment Workflow Graphic



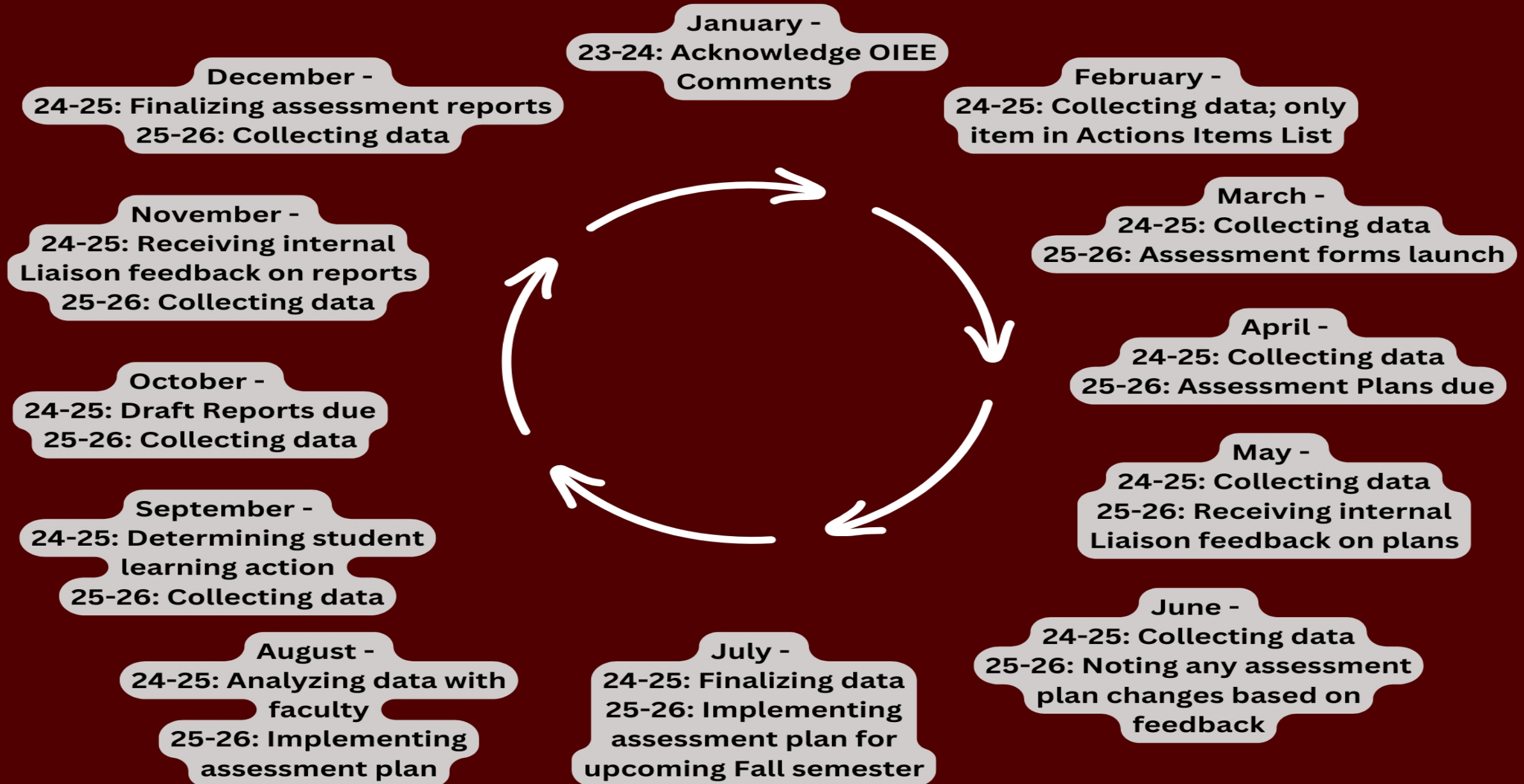
Planning Phase

Reporting Phase

Final Comments Phase



Calendar Year 2025 - Assessment Cycle by Month



A large, spreading tree with a thick trunk and many branches, casting a shadow on the ground. The tree is set against a background of green foliage and a clear sky. A white rectangular text box with a dark red border is centered over the tree's canopy.

NAVIGATING WEBSITE RESOURCES

Assessment 101 Resource Page



- **Assessment Basics**
- **Writing Learning Outcomes**
- **Measures of Student Learning**
- **Data-Informed Decision Making**

Program Coordinator Resources



General

- **Guidelines Manual**
- **New Program Coordinator Onboarding Checklist**
- **Email Notification Information**
- **Responding to Feedback**

Plan & Report Resources

- **Videos** – All plan and report sections
- **Plan Discussion Facilitation Guide**
- **Use of Results Discussion Facilitation Guide**
- **Use of Results Case Studies**
- **Example Reports** (& tips for Exemplary reports)

A large, spreading tree with a thick trunk and many branches, casting a shadow on the ground. The tree is set against a background of green foliage and a clear sky. A white rectangular box with a dark red border is centered over the tree, containing the text "HELIOCAMPUS OVERVIEW" in a dark red, italicized, serif font.

HELIOCAMPUS OVERVIEW

HelioCampus Basics

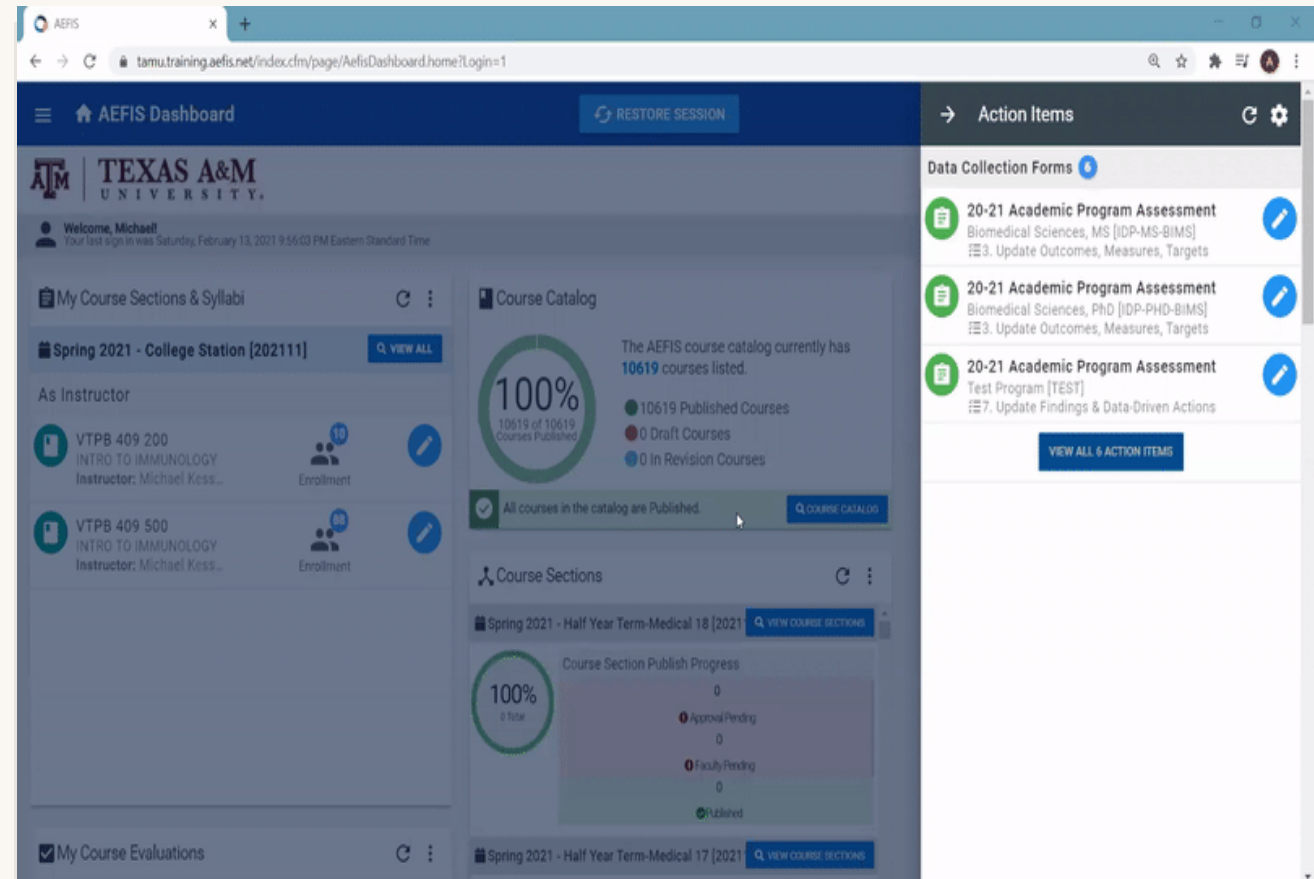


- To access **HelioCampus**, you will log in using your NetID and password
- If you are needing access to program assessment forms, you can request access **here**
- For more assistance navigating HelioCampus, we recommend starting with the **HelioCampus User Guide** and the **Accessing and Navigating Assessment Forms in HelioCampus** video
- We will also be offering a more in-depth HelioCampus training later in the Fall semester

HelioCampus – Action Items List



- After logging into HelioCampus, a list of your Action Items (i.e., assessment forms) will appear on the right side of your dashboard
- If you have more than 4 forms assigned to you, click the “VIEW ALL X ACTION ITEMS” button to view all your program assessment forms
- To edit one of your program assessment forms, click the blue pencil icon next to the corresponding item



HelioCampus – Data Collection Widget



- Program Coordinators can access current and completed assessment reports in the “My Data Collection Forms” widget on their HelioCampus dashboard
- The [How to Access Past Assessment Reports](#) resource walks you through how to locate completed assessment reports within the widget

A screenshot of the HelioCampus dashboard showing several widgets. The 'My Data Collection Forms' widget is highlighted with a yellow border. It lists three forms: '2024-2025 Student Affairs A... [2025]' (Example Unit (For Testing) [DSA-TEST], 1. Department Director Submission), '24-25 Support Unit Assessment [2025]' (GV Graduate Studies [GV-GRAD], 5. OIEE Comments), and '24-25 Support Unit Assessment [2025]' (GV Technology Services [GV-TS]). Other widgets include 'Available Forms' (No Forms), 'Faculty Portfolio' (CV is not Available), 'Course Catalog' (100% Published, 11435 of 21121 Courses Published), 'My Surveys' (PSAA 630-700 PROG EVAL IN PUB & NPROF), and 'Active Users' (No Paused and Session Tracking is Paused).



NEXT STEPS

So, Where Should I Start?



- We recommend having discussions within your program with faculty and leadership about the goals of assessment for the program
- OIEE is also here to help you through the process. We would love to hear from you!

Want to start internal conversations with others about assessment planning or how to use assessment results to improve learning? Check out these guides!

[Plan Discussion
Facilitation Guide](#)

[Use of Results
Discussion
Facilitation Guide](#)



THANK YOU

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