

Determining Appropriate Measures

Measures are the instruments or methods we use to determine whether we are achieving our expected outcomes. Measures provide evidence that documents the progress we have made toward achieving our expected outcomes. They are the methods we use to evaluate/assess/gauge achievement.

Direct vs. Indirect Measures

Direct Measures involve actual performance or direct demonstration of learning or efficacy. Direct measures are powerful because they provide data that correlate exactly with the objective and expected outcome

Indirect measures involve a report on perceived learning or progress, rather than a direct demonstration.

IE plans should consist of a mix of direct and indirect measures.

Direct Measures	Indirect Measures
Administrative Units (Measures of Operation/Programmatic Outcomes)	
Reports on service delivery	Opinion/satisfaction surveys/questionnaires
Reports on accuracy/efficiency/completion	Workshop evaluations
Performance evaluations/appraisals	Focus group discussions
Financial reports	Observations
Count of programs/events hosted	Interviews
Average wait/service time	Entrance/exit surveys
Count of program/event participation	Complaints/suggestions provided
Number of applications/requests received/processed	Meeting discussions/minutes
Processing/turn-around time for requests	SWOT Analysis
Contact hours with clients/students	
Number of clients served	
Number of users	
Training hours provided/completed	
Dollars raised/dollars saved	
Academic Programs (Measures of Student Learning Outcomes at Program Level)	
Comprehensive/exit exams	Entrance/Exit interviews
Pass rates on certification or licensure exams	Focus groups
Publications or conference presentations	Alumni surveys
Performance evaluations/reviews	Observations
Internship/Portfolio evaluations	Student satisfaction surveys
Capstone assessment	Job/graduation placement statistics
Thesis/dissertation	Graduation and retention rates
Research project evaluations	Employer survey