

Types of Assessment Measures

Direct Internal Measures	Direct External Measures	Indirect Measures
Capstone experience	Performance on National Licensure, Certification or Professional Exams (passing rates do not <i>per se</i> provide direct evidence – need to supplement information about how well students did in each of the subject matter areas covered in the exam if results are to be used as an indicator of student learning)	Alumni Surveys
Portfolio Assessment	Qualitative external juried review of comprehensive “senior” projects	Employer Surveys
Standardized Tests (General Education)	Externally reviewed exhibitions and performances in the arts	Student Surveys
Locally Developed Tests	External evaluation of performance during internships based on stated program objectives	Exit interviews of graduates
Essay questions blind scored by faculty		Interviews of focus groups
Qualitative internal juried review of comprehensive “senior” projects		Retention and Transfer studies
		Length of time to degree
		Graduates rates and transfer rates
		Job placement data

Note: Direct measures of student learning yield useful information about the value added to a student’s learning by the general education program, the major, or the graduate or professional program, especially when the results from multiple measures are triangulated and are compared with (1) baseline data and/or (2) data from other measure taken over time.