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| :---: | :---: |
| TITLE | Student Outc' mes Assessment: Are We as Good as We |
|  | Think? |
| INSTITUTION | American Coll. Testing Program, Iowa City, Iowa. |
| PUB DATE | 18 Dec 92 |
| NOTE | 96p. |
| PUB TYPE | Reports - Research/Technical (143) -- |
|  | Tests/Evaluation Instruments (160) -- Statistical Data (110) |
| EDRS PRICE | MF01/PC04 Plus Postage. |
| DESCRIPTORS | Accountability; Cognitive Tests; *Community Colleges; |
|  | Cooperative Programs; $\dot{\text { E }}$ ducational Assessment; |
|  | Evaluation Methods; Longitudinal Studies; National |
|  | Surveys; *Outcomes of Education; *Participant |
|  | Satisfaction; Program Effectiveness; Program |
|  | Evaluation; Research Design; *School Effectiveness; |
|  | Student Attitudes; Student Development; Tables |
|  | (Data) ; *Test Validity; Two Year Colleges; Two Year |
|  | College Students |
| IDENTIFIERS | College Outcomes Survey; Collegiate Assessment of Academic Proficiency |

ABSTRACT
In order to evaluate the validity of outcomes assessment at two-year colleges, the American College Testing (ACT) Program developed "Project Cooperation." Institutions participating in the project administered tests and surveys to measure changes in students' cognitive abilities over time and record student feedback, and reported the data along with curricula and student transcript information to $A C T$. In addition, $A C T$ developed an achievement index and a planning/test content form to help institutions develop the best research design and match course objectives with test objectives. To measure cognitive outcomes, 78 colleges applied the Collegiate Assessment of Academic Proficiency (CAAP) test to freshmen in 1989 and 1990 and again to the same students in 1992. To gather student feedback, 72 participating institutions administered the College Outcomes Survey (COS) in spring 1992. The COS includes sections on student background, college outcomes or goals, student evaluation of the importance of each outcome/goal, student progress in all areas, and student satisfaction. While many institutions failed to achieve the minimum number of 100 matched records of students' cognitive outcomes and transcripts, results of the assessment of student feedback included the following: (1) acquiring knowledge and skills in an area of specialization ranked as the highest goal and as the area of most progress; (2) students responded positively towards colleges' general education programs; and (3) the areas of highest satisfaction were class size and response to older a:d nontraditional students. Extensive appendixes provide the CAAP planning form, principles for use of the CAAP in outcomes assessment, the COS, anc the full Project Cooperation Community College Composite of the College Outcome Survey Report. (MAB)

# Student Outcomes Assessment: Are We as Good as We Think? 

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Director of College Level Assessment \& Survey Services American College Testing

Iowa City, Iowa

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# STUDENT OUTCOMES ASSESSMENT—ARE WE AS GOOD AS WE THINK? 

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At first blush we want to answer "Yes," basing our response on our hest intuitive feelings and our beliefs that at our institution we are good. However, this answer by itself is not considered adequate. Empirical evidence as derived from valid research is required if our answer is to be accepted by extemal bodies (e.g.. the federal government, state government, accrediting agencies) demanding accountability and the various publics we serve. In addition, the issue of institutional effectiveness has been and continues to be an important one from the perspective of the American Association of Community Colleges. Further, if an institution really wants to do the best job possibie, it must document student achievement and be prepared to make changes in programs where required as a result of good research data. The important question is, how can we validly demonstrate our effectiveness?

This question was a major stimulus for a national research project-Project Cooperation-that began in 1988 as a result of an initiative from the American Association of Community Colleges. Subsequently, two major councils of AACC. the National Council for Instructional Administrators and the National Council for Student Development, and American College Testing joined efforts to cooperatively develop assessment models, both cognitive and affective, that can be emulated by other community colleges. To carry out this research. 12 institutions/systems were intially involved. These are: Midlands Technical College, Orangeburg-Calhoun Technical College. Technical College of the I.owcountry, Mass Bay Community College, Howard Community College, Macomb Community College, the St. Louis Community College System, the Metropolitan Community College System. Scottsdale Community College (Maricopa System), Riverside Community College, and Chemeketa Community College.

## Cognitive Perspective

Several models were proposed, hut most institutions agreed to pursue change-related cognitive research. This research is longitudinal, that is, incoming students are assessed to establish a baseline and these same students then are assessed upon exit near the end of the sophomore level to show change. This type of research is the same as the I-E-O Model presented by Dr. Alexander Astin in his hook, Assessment for Excellence. Entry level testing was carried out in 1989 and 1990 using ASSET (a major placement test for community colliges) and/or the Collegiate Assessment of Academic Proficiency or CAAP (an outcomes instrument designed to measure foundational skills achievement at the end of the sophomore level). It was anticipated that many of these students would have completed at ieast 45 semester credits hy the spring of 1993 when CAAP would be administered to these same students. This design would allow for a pure longitudinal study cohort using CAAP as the pretest and CAAP as the posttest. It would also provide data for change study using ASSET as the pretest and the similar but more advanced test, CAAP, as the posttest. The purpose of this second design is to establish a reliable method of assessment that reduces the need for excessive testing and its costs. This approach might positively affect student motivation as well.

In 1991 ACT staff developed an achievement index methodology that would enable institutions to infer academic change over time, based on students' periormance on two sequentially or construct-related tests. To validate this methodology, a minimum of 5000 matched test results (ASSET and CAAP) would be needed for each subject: writing skills, reading, and mathematics. Additional institutional participation was necessary if we were to obtain the required numbers of matched test results.

To address other concems related to outcomes assessment success, ACT staff designed a CAAP Planning Form and Test/Content Form (see Appendix A) to help institutions develop the best research design and to help them match course objectives with test objectives. This research will not produce the desired data unless students tested with CAAP take the related courses. Faculties at each institution were to analyze their curricula to determine the match between test content and courses. In addition, we required selected transcript information to document the courses taken hy the CAAP-tested students. See Appendix B for a detailed explanation of the overall research design.

Invitations were then sent in the fall of 1991 to several hundred community colleges across the country. Institutions invited to participate in the expanded research were on record as purciasing substantial numbers of ASSET (Forms B/C) in 1989 and 1990, assuming that many of their students would have met the minimum requirements for the design for sophomore level testing by spring of 1992. The requirements were that students took cither Form B or C of ASSET at least one year carlicr, that they had completed between 45 and 75 semester credits (although this number was later changed slightly), and that most of their credits had been eamed at the institution agreeing to participate in this research. These institutions were to administer at least two CAAP modules to a minimum of 100 students each in the spring of 1992. Each institution could select the C.AAP tests appropriate to its needs and could administer the tests in a two-weck block of time of its own choosing. Each institution was also to provide the relevant student transcript data to ACT hefore the end of the summer.

Seventy-cight institutions agreed to narticipate as Project Cooperation "Affiliates" and submitted their research plans to ACT for review. Most institutions chose to administer CAAP in classrooms rather than testing a random sample of students at a central testing site. This method was preferred by many institutions because it was viewed as the simplest way to address the motivational problem of getting students to test. On the other hand, it created problems because students selected in this manner may not be representative of all sophemores, particularly if a large portion of the students in a class do not satisfy the research criecria. This method also did not solve the problem of students doing their best on the test(s).

CAAP testing commenced in late February of 1992 and ended in Junc. Several institutions were successful in testing a substantial number of students. Many, however, fell significantly short of the required numbers with overall attrition rates (differences between the number of modules ordered and the number administered) ranging from $11 \% \cdot 10100 \%$. Student transeript information was then prepared by most of the institutions over several months, but some information was not sent to ACT until mid-Octoher. Throughout the fall. ACT staff did everything possibic to get the best match of test scores and student records. Unfortunately, the end result was that few institutions had attained the minimum of 100 matched records per subject. (a minimum of 100 students is needed to establish an
achicvement index for individual institutions to obtain meaningful information.) Thus the goal of developing an achievement index was not atained.

Matching student records for this complex research presents significant challenges, particularly with respect to collecting the data. Let me illustrate how difficult this process is. For this project, orders were placed for approximately 15,000 Writing Skills modules. Of these, 7,028 were actually administered with 1902 having preliminary matches. Final matching efforts (ASSET Forms B/C, CAAP test results, student transcript information, plus the other criteria referenced above) produced 785 matched student records. This means that only $11 \%$ of the original number tested produced complete matches for the research pertaining to documenting writing skills change. If one considers the numbers originally planned for, this number is reduced to $5 \%$. To successfully complete change research using multiple data sources, an institution should assess all students completing a program of study. This is the only way to obtain sufficient information for decisionmaking. Obviously the numbers needed to answer our question are currently too small to let us know if we are as good as we think we are from the cognitive perspective.

Because the achievement index system has already been proven for use with other ACT programs, it is conceivable that this method would work with CAAP and ASSET. However, colleges must collect more data until the required numbers are met to establish a national reference group for achievement index reporting. ACT will continue to work with institutions until this goal has been met and then will offer this service to those willing to provide the required data. Further, ACT has developed an alternative reporting method that is less complicated and allows an institution to document student achicvenent with a minimum of 100 students per subject area. (A minimum overall total of 5,000 students per subject area is not required to establish a proper reference group using this alternative approach.) This type of reporting will he available later this year when individual institutions have the data.

Before tuming to the affective perspective on this question. some observations should be made that may be helpful to institutions researching acadenic change. These ohservations are as follows.

1. Strong public commitment to improve the institution is required by the president and the chicf administrative officers.
2. Extensive faculty support is absolutely nee ssary if the research is to be successful and the results used to improve programs.
3. There must be an institution-wide public commitment to outcomes assessment.
4. Adequate lead time is critical to get the model in place and implement it successfully.
5. Detailed written plans should be prepared and agreed to before proceeding.
6. Students should be required to participate in outcomes assessment as a routine part of the collegiate experience and this requirement must be published in the college catalog and other documents.
7. Students should be fully apprised of the rationale for the assessment effort and shown that their participation and data obtained will be used by the institution for improvenent.
8. The person(s) assigned the responsibility for the assessment effort must have the authority to do the joh.
9. Multiple relevant data sources must be used to answer cach outcome question.
10. Bascline data must be obtained for all incoming students.
11. Student sampling methods must be large enough to produce the desired number of matched records.
12. The results must be used to improve programs where warranted.

If community colleges utilize these suggestions for change research, they will have a greater likelihood of successfully documenting student academic achievement and will show their constituents and external boards and agencies just how good they really are.

## Affective Perspective

The answer to the question. "Are we as good as we think?" can be more readily obtained from student opinion feedback. We were able to obtain good data from the second major component of Project Cooperation research through the College Outcomes Survey. This instrument was developed by ACT survey experts with extensive input from the National Council for Student Development and Project Cooperation institutions. This optically scanned instrument is four pages in length and takes about 30 minutes to complete. Sce Appendix C. It consists of several parts: background information, college outcomes or goals with student cvaluation of the importance of each and the progress made in attaining it, feelings about general cducation at the college. general evaluation of the college. personal growth in a number of non-academic areas with an evaluation of the college's contribution to that growth, student satisfaction with given aspects of the college. a section for the college to ask up to 30 locally-developed questions, and space for comments and suggestions.

The College Outcomes Survey was administered by 72 Project Cooperation community colleges in the spring of 1992. A report, based on 9,557 student surveys from these institutions, was prepared and published. A free copy of this report may be ordered through the author at ACT. This report provides answers to our basic question. The colleges represented in the report include many different sized irstitutions: $12 \%$ from colleges with enrollment; of over 10,$000 ; 17 \%$ from colleges with enrollments of 5.000 to 10,$000 ; 50 \%$ from colleges with enrollments of 2,000 to 5,000 ; and $21 \%$ from colleges with enrollments under 2.000. All are public community colleges located in 24 states.

Before summarizing the results. several qualifications are needed. The data are not hased on a random sample of students or colleges. The instruments were administered in different ways to different groups of students (thus the response rates varied widely). The number of cases and institutions in this report is limited. Thus comparisons based on the data must be interpreted with caution.

Background summary: Females represent $63 \%$ of the respondents. The average age is 26.43 , with about $46 \%$ being 21 or helow. Approximately $87 \%$ are Caucasian, with African-American being the largest single minoray group (6\%). Seventy-nine percent have overall college grade averages of B- or above. The current course load of these students is: $21 \%$ are taking 9 or less credits and $65 \%$ are taking $10-18$ credits. The total number of credits that will be eamed by the end of the term are as follows: $20 \%$ have under 36 credits, $21 \%$ have between 36 and 60 credits; and $32 \%$ have between 60 and 83 credits. Almost three fourths of the students have camed all their credits at the college they are currently attending. Another $14 \%$ have transferred from $1-15$ credits. The major areas of study represented oy the survey-takers in the order of most students to least students are:
health science $-26 \%$, business and management $-17 \%$, education $-6 \%$, social science $5 \%$, undecided $-5 \%$, pre-engineering $-5 \%$. community services $-5 \%$, teacher education $4 \%$. computer science $-4 \%$, business and office $-4 \%$, engineering $-4 \%$, trade and industrial $-4 \%$, ctc. Slightly more than a third plan to transfer to a four year college the next academic year. $37 \%$ plan to re-enroll in the same college, and $13 \%$ do not plan to attend college.

Several responses pertain to educational achievement and goals. About half have earned no degree or cerificate since high school and $28 \%$ have earned an associate degree. When these students enrolled the lifetime goal was an associate degree (for $27 \%$ ), a baccalaureate degrec ( $32 \%$ ), master's degree ( $18 \%$ ), and doctorate/professional degree ( $9 \%$ ). These percentages have changed since curollment in the college. They now are: associate degree ( $14 \%$ ), baccalaureate degree ( $31 \%$ ), master's degree ( $30 \%$ ), and doctorate/professional degree ( $12 \%$ ). What is significant here is that the community college experience has caused many students to raise their educational goals to a higher level. This is one of many positive outcomes reflected by the results of this survey.

The last background question pertains to students' responsibilities and time allocations. Let me highlight a few areas. Twenty-nine percent spent 21 or more hours per week in course-related activitics. Less than a quarter ( $24 \%$ ) are not working for pay; $27 \%$ are working over 30 hours; $16 \%$ are working $21-30$ hours: and $13 \%$ are working $16-20$ hours per week. Only $29 \%$ are not involved in care of family. About $27 \%$ are spending 30 or more hours caring for family; $12 \%$ spend $16-30$ hours; $18 \%$ spend only $1-5$ hours.

Importance of and progress toward attaining outcomes at this college: Avcrage ratings of each outcome statement (i.e., for each of 26 items) were ranked first in terms of the level of importance to the student of attaining the outcome, and then in terms of the amount of progress attained on each. For the importance ratings. a 3 -point scalc ranged from "Of great importance" (3.00) to "Of little or no importance to me" (1.00). For the progress ratings, a 3 -point scale ranged from "A lot of progress" (3.00) to "Little or no progress" (1.00).

On the importance scale, the following ten outcome statements received the highest average ratings: acquiring knowledge and skills in my area of specialization (2.94), acquiring knowledge and skills needed for a career (2.87). improving my ability to make better decisions (2.77), leaming to set goals and follow through to completion (2.77), Icaming to think and reason (2.72), understanding my strengths and weaknesses (2.71), improving my ability to apply new information (2.66), improving my study skills (2.64), listening to and understanding what others say (2.63), and developing problem solving skills (2.63). On the progress scale, the ten highest average ratings were as follows: acquiring knowledge and skills in my area of specialization (2.44), acquiring knowledge and skills needed for a carecr (2.41), leaming to think ard reason (2.38), leaming to set goals and follow through to completion (2.37), understanding my strengths and weaknesses (2.34), improving my ability to make hetter decisions (2.33), listening to and understanding what others say (2.32), improving my ability to apply new information (2.31), thinking ohjectively about heliefs, attitudes, and values (2.29), and developing problem solving skills (2.23).

Although the average rating for a given item on the progress scale generally fell about .5 to .4 points below the average rating for that same item on the importance scale, it is
important to remember that the two scales are different and should be interpreted in terms of the meanings associated with points on each. Nevertheless, the order of items remained relatively close to that found on the importance rankings. Bear in mind that the mid-point (2.00) on each 3-point scale represents "average or moderate" on each of the four rating scales of importance and progress here and growth and college contribution referenced in the personal growth section below. When a rating moves above the mid-point on the scale, i.e., above a "moderate or average" rating, we can assume the colleges are perceive:I by respondents as doing an above average job. By the same token, when the average rating falls below the mid-point we want to take notice. A few ratings did fall slightly below the mid-point on the rating scale. For example, three areas in which students reported the least progress on average were in increasing appreciation of art. music, literature and humanities (1.87), improving physical coordination, dexterity, and muscular or motor skills (1.87), and developing original ideas or products (1.92). The first two of these were also rated lowest in importance. but the third, developing original ideas or products, was rated somewhat above the mid-point (2.35) on the importance scale. Perhaps community colleges should take a closer look at how they are serving students who place importance on developing original ideas or products.

Feelings about this college's general education: The students were quite positive in their feelings about the college's general education program, holding that it will benefit them in their personal/professional life and that it helped them develop skills in English, math, social sciences, natural sciences, and the humanities. They do not feel that general education requirements are a waste of their time.

General agreement with statements about the college: Overall, students are satisfied with the college as a whole. They are proud of their accomplishments at the college (agreement average of 4.25 on a 5 point scale, where $5=$ strongly agrec and $1=$ strongly disagree) and would recommend the college to others (4.13). They feel that the college has helped them meet their goals (4.09). The lowest level of agreement was the item, the college welcomes and uses fecdback from students to improve the college (3.62). This rating shows that the students feel this issue falls between agree and neutral, neither agree or disagree. It should be noted that if students perceive the college does not welcome their feedback, the college will have a very difficult time getting them motivated to participate in assessment activities because they believe the college won't use the data in improve programs and services. Institutions must show students that they will use student feedback for improvement if they are to get students to participate and do their best.

Personal growth since entering college: Students were asked to relate 32 outcomes statements using two separate 3 -point scales, the first referring to the extent of personal growth they had made since entering this college, and the second referring to the extent of the college's contribution, both in and out of class, to personal growth. On the first of these two scales, the points were defined as follows: "A lot of growth" = 3; "Moderate (average) growth" $=2$; and "Little or no growth" $=1$. "Not a goal of mine" was a fourth option, hut this response was not included in the calculation of personal growth averages. On the report prepared for colleges, the average growth ratings for each item were ranked from highest to lowest, with the 10 highest average ratings being as follows: setting a direction for my life (2.52), increasing my intellectual curiosity (2.44), hecoming academically competent (2.42), implementing long-tern or life goals (2.41), taking responsibility for my own bchavior (2.41), developing self-confidence (2.41), improving my ability to relate to others (2.36), making a life-long commitment to leaming (2.35),
increasing self-understanding (2.35), and becoming more wiliing to consider opposing points of view (2.28).

The six items with the lowest average ratings were the following: becoming more aware of local, regional, and intemational issues and cvents (2.06), maintaining my physical fitness (2.02), understanding religious values differing from mine (2.01), learning the role of volunteering to support worthwhile causes (1.97), and preparing myself to participate effectively in the electoral process (1.91). It is interesting to note that students in community colleges gave only "moderate" ratings to items such as "dev:lop good physical fitness", "understanding religious values differing from my own." and "preparing myself to participate effectively in the electoral process."

On the other hand, students report above average growth in a number of areas in which one would hope for such growth. The question here is. how much has the college contributed to this growth both in and out of class'? On the 3-point college contribution scale, the top ten outcomes were as follows: becoming academically competent (2.31), increasing my intellectual curiosity (2.30), making a lifelong commitment to learning (2.18), setting a direction for my life (2.17), implementing long-term or life goals (2.16). developing self-confidence (2.14), learning to critique and judge information (2.13), improving my ability to relate to others (2.11), become more willing to consider opposing points of view (2.05), and becoming an effective team or group member (2.05). All in all, community colleges are doing a good job in many areas where they should be expected to contribute to student growth-both academically and in the affective domain.

Sutisfaction with given aspects of this college: Finally students were asked to evaluate how satisfied they are with a variety of aspects of the college. On a 5 -point scale where $5=v e r y$ satisfied and $1=v e r y$ dissatisfied, greatest satisfaction is found in the following: class size (4.11), college response to older/nontraditional students (4.08), quality of my program of study (4.05), quality of instruction (4.05). freedom from harassment on campus (4.03). college response to students with special needs (3.94). library/learning resources center services (3.93), faculty respect for students (3.92), student access to computer scrvices and facilitics (3.90), and availability of faculty for office appointments (3.86). Most of these outcomes are related to the quality of the academic programs and the commitment of the faculty to teaching.

Even in the areas of least satisfaction, students tended to he satisfied (i.c., their average ratings were well above the neutral rating of 3.00 ). For example, the aspects with the lowest satisfaction ratings were the following: student health/wellness services (3.50), personal counseling services (3.50), language development services for students whose first language is not English (3.49), recreational and intramural programs (3.47). job placement services (3.47), veterans services (3.39), mental health services (3.31), residence hall services and programs (3.30), support services for victims of crime and harassment (3.26). These are areas that community colleges might investigate to determine how students' needs can be served better. It is possible that many of these services have been affected in recent years because of shrinking budgets. It is also possible that these are areas that have traditionally been of lower priority at community colleges. Gencrally speaking. community colleges are doing a good joh overall in meeting students' needs from the perspective of uleir students.

It is apparent from the above summary, based on the data obtairied from students completing the College Outcomes Survey, that community colleges overall are doing a good job. They are positively affecting student outcomes that should be expected from the mission and objectives of community colleges. Nevertheless, there are many areas that are not as good as they should or could be. These areas are readily apparent when one looks at the data from individual colleges. The College Outcomes Survey is sensitive to these shortcomings and readily shows where problems may exit. We need to investigate these further, considering data from several sources, and then reach conclusions regarding what must be changed.

## Conclusion

Student outcomes assessment is a valuable method to determine how effective community colleges really are. To benefit from this approach a strong institution-wide commitment is required. Once this commitment is evident, students will be motivated and will give us the data we need. We then can document how much we really help our students achieve their academic and other goals. We can show that we really are as good as we think.

December 18, 1992

## CAAF Outcomes Assessment Planning Form

Thorough and precise planning is essential for effective outcomes assessmer. By considering carefully issues such as the correspondence between course comtent and test content, the selection of students for testing, student motivation, and test administration, an institution can be more confident of obtaining meaningtul assessment resuits, and of optimally utilizing staff time and financial resources.

This form is designed to assist you in planning your outcomes assessment. Although elaborate or detailed responses are not necassary, we encourage you to respond thoughtully. We aise encourage you to read the document entitled "Principles for Effective Use of CAAP in Outcomes Assessment" before completing the form.


Instructions:

1. Please complete Parts I and II.
2. Send your completed form to ACT as far in advance of testrig as possible so that ACT staff can review it and make suggestions if necessary. The form should be sent to AC7 CAAP Operatlons, P. O. Box 168, lowa Clty, IA 52243.

If you have questions or need assistance, please contact either of the following individuals:
David A. Lutz, Ph.D.
Director
College Level Assessment Services
319/337-1051
Jeft Schiel, Ph.D.
Research Associate
Research and Statistical Services
319/337-1076

Part :.
Please fill in the information below.
Your name $\qquad$
Title $\qquad$
Institution $\qquad$
Address $\qquad$
$\qquad$
$\qquad$
Telephone $\qquad$ Extension $\qquad$
Best tims to
be conracted $\qquad$


## Part II.

个. Please list the assessment questlons that are of interest to your institution, and the data sources that you believe can help provide answers to these questions. An example of an assessment question might be: "Does our general education core curriculum contribute to an increase in the skills and knowiedge that we want our students to acquire?" Examples of relevant data sources could include courses taken, course grades and GPAs, and CAAP test scores.
2. Please describe how you plan to use the results of your outcomes assessment study. What actions will you take, depending on the results?
3. Please describe the principal foundational skills your institution seeks to develop in its general education core program. Then, next to each skill, list the principal core course or courses in which these skills are developed. Finally, indicate the CAAP test(s) you intend to use to assess students' achievement in these skills.

CAAP may not be appropriate for measuring all of your institution's foundational'skills. If it is not appropriate, please indicate this as well.

Here are some examples of foundational skills, courses, and CAAP tests:
You may uae thim approech or the Teaticontent
Form at the ond of thie plancing dooumerk.
Examplas

| Stull | Course(s) | CAAP teats) |
| :---: | :---: | :---: |
| Demonstrate conventional apalicabion of punctuation. grammar, and sentence strucure. Denowstate the ability to organize idaas. | English Compostion (ENG 100) | Writing Skills tesi |
| Demonstrate an understanding of the scientific method and the capseity to svaluate compeming hypochesiss. | Seientric Inquiry (SC 120) | Science Reasoning test |
| Ownenstrate the ability to prasemt a well-organized verbel repert andor sposect. | Public Soarking (PS 100) | (not asproprate) |

The contents of the CAAP tests are described briefly in an attachment to this document. Please read the attachment before completing this question. If you would like more detaled information on the test contents, please see the CAAP Tecinical Manuai.
4. Please describe the students who will be the focus of this study (the "reterence group"), and how they relate to the general education core program. (Many institutions dafine the reference group as students who have earned between 45 and 60 credits at the begitining of the semester in which they are tested.)
5. Please describe any subgroups of the mair reference group that you want to study separaiely. (Examples: Engineering majors Hispanic students, non-traditional age students.)
3. (continued)

Skill
Course(s)
CAAP test(s)
(Please attach additional pages if needed.)
6. Please state below whether you plan to test the entire reterence group, or whether you intend to test a represeniative sample from it. If you plan to test a representative sample, please describe how you will select the sample. (Examples of acceptable methods of sampling are provided in the "Principles" document. ACT recommends a minimum sample size of 100 students per reference group.)
7. If you plan to study a special subgroup, state whether you plan to test all students in it, or whether you intend to test a representative sample. If you plan to test a representative sample, please describe how you will select the sampie. Note: Selecting members of a special subgroup from a representative sample of the entire reference group may not result in sufficient data for analysis.
8. Please describe your plans to inform your faculty and to enlist their support for the study.
9. Please describe how you plan to motivate students to participate in ine study and to do their best when taking the CAAP. (Suggestions for motivating students are prrivided in the "Principles" documert.)
10. Briefly describe your plans for adminis ${ }^{\dagger}$ aring the CAAP, including test dates.

## A Brief Summary of the

 Contents of the CAAP Tests- Wrtting Skills Test-Measures students' comprehension of punctuation, grammar, sentence structure, and other elements necessary for effective written Engilish.
- Reading Test-Measures reading comprehension by requiring exansinees to refer to explicit statements and then reason, draw conctusions, and generalize beyond the written materiai.
- Mathematics Test-Measures mathematical skills in content areas ranging from pre-algebra to introductory calculus.
- Critical Thinking Test-Measures students' skils in classifying and analyzing the elements of an argument, and in evaluating and extending an argument.
- Science Reasoning Test-Measures scientific reasoning skills, but does not empnasize factual knowiedge. Students are required to interpret graphs, tables, and scatter plots, analyze experimental results, and compare alternative hypotheses or viewpoints.
- Witting (Essay) Test-Measures students' skilis in formulating and supporting assertions uut a given issue, and in organizing and connecting major ideas.

For more cetalled information regarding the contents of the CAAP tests, please see the CAAP Technical Manual.

## CAAP Test Content Form

An important step in ensuring that assessment results will be meaningful is for an institution to identify logical relationships among its goals for developing students' fundamental skills and knowledge, the contents of the courses in its general education core curriculum, and the contents of the CAAP tests.

For example, if the institution wishes to ensure that all of its graduates are proficient in writing grammatically correct and logically coherent essays, then the requisite skills and knowledge must be taught through specific courses in the core curriculum (e.g., freshman English composition). The institution could then consider measuring these skills and knowledge with relevant CAAP tests; in this instance, the Writing Skills and Writing Essay tests would be appropriate.

This form is designed to help institutions identify relationships among general education goals, core courses, and the contents of the CAAP tests. Because a single individinal is unlikely to be familiar with his or her institution's entire general education curriculum, ACT recommends that several faculty members, or pertaps a general education committee, collaborate when completing this form. Mathematics faculty, for example, are familiar with the contents of core courses in mathematics, and could therefore determine whether the CAAP Mathematics test will measure the skills and knowledge taught in these courses. They may not, however, be familiar with the contents of core courses in English.

The principal use of this form, for most institutions, will likely be to identify CAAP tests that are appropriate for measuring students' fundamental academic skills and knowledge. It is possible, however, for the form to serve additional purposes. For example, the form may initiate discussions of general education goals in relation to the core courses currently being taught. Collaborating faculty then could determine that a general education goal might be achieved more readily by consolidating certain courses or by adding other courses to the core curriculum.

Instructions: 1. Please fill in Sections A, B, and (if applicable) Section C.<br>2. Mail the completed form to: College Level Assessment Services<br>American College Testing<br>P. O. Box 168<br>lowa City, IA 52243

Section A.

1.     - The contents of the CAAP tests are briefly described in the left column of this table. Please indicate in the middle columns the extent io which mastering hese skill and knowledge areas is important to your institution's general education goals. Then, list in the right column the course(s) in which the skills and knowledge are tainght.
If there are skills and knowledge that are important in your institution's core curriculum, but that are nol measured by the CAAP tests, please describe them on Section C of this form (beginning on p .18 ).

| Contents of the CAAP tests | Importance in our general education curriculum (Check one) |  |  | General education course(s) in which these skills and knowledge are taught. (Please indicate course number(s).) |
| :---: | :---: | :---: | :---: | :---: |
|  | High | Medium' | Low |  |
| Writing Skilis Test <br> The Writing Skills Test measures students' understanding of the tollowing conventions of standard written English: |  |  |  |  |
| Purictuation. Itenis in this category test the use and placement of commas, colons, semicolons, dashes, parentheses, apostrophes. and quotation, question, and exclamation marks. |  |  |  |  |
| Grammar. Items in this category examilie the use of adjeclives, adverbs, and conjunctions, and test the agreement between subject and verb, and between pronouns and their antecedents. |  |  |  |  |


| Contents of the CAAP tests | Importance in our general education curriculum (Check one) |  |  | Genaral education course(s) in which these skills and knowledge are taught. (Piease indicale course number(s).) |
| :---: | :---: | :---: | :---: | :---: |
|  | High | Medium | Low |  |
| Writling Skills Test (cont'd) <br> Sentence structure. Items in this category test relationships between/among clauses, the placement of modifiers, and shifts in construction. |  |  |  |  |
| Organization. Items in this category test the organization of ideas and the relevance of statements in context (order, coherence. unity). |  |  |  |  |
| Strategy. Items in this category examine the appropriateness of expression in retation to audience and purpose, the strengthening of writing with appropriate supporting material, and the effective choice of slatements of theme and purpose. |  |  |  |  |
| Style. Items in this category test precision and appropriateness in the choice of words and images, rhelorically effective management of sentence elements, avoidance of ambiguous pronoun reterences, and economy in wriling. |  |  |  |  |


| Contents of the CAAP tests | Importance in our general education curriculum (Check one) |  |  | General education course(s) in which these skills and knowledge are taught. (Please indicate course number(s).) |
| :---: | :---: | :---: | :---: | :---: |
|  | High | Medium ${ }^{\text {' }}$ | Low |  |
| Mathematics Test <br> The Mathematics Test measures students' mathematical reasoning abilities. It emphasizes quantitative reasoning rather than the memorization of formulas. The content areas tested include: |  |  |  |  |
| Pre-algebra and elementary algebra. Hems in this category are based on integers and algebraic expressions. Students may be required to solve lear equations. |  |  |  |  |
| Intermediate algebra and coordinate geometry. Hems in this category are based on graphing in the slandard coordinate plane. or may involve operations with integer exponents, radical and rational expressions, the quadratic formula, linear inequalities in one variable, and systems of two linear equations in two variables. |  |  |  |  |
| Advanced algebra. Items in this category are based on rational exponents, exponential and logarithmic functions, complex numbers, matrices, inverses of lunctions, and domains and ranges. |  |  |  |  |
|  |  |  |  |  |
| (conlinued) $?^{3}$ ? |  |  |  |  |
|  |  |  |  |  |  |



| Contents of the CAAP tests | Importance in our general education curriculum (Check one) |  |  | General education course(s) in which these skills and knowledge are taught. (Please indicate course number(s).) |
| :---: | :---: | :---: | :---: | :---: |
|  | High | Medium | Low |  |
| Reading Test <br> The Reading Test measures reading comprehension as a product of skill in relerring, reasoning, and generalizing. The test consists of passages selected from tiction, the humanities, and the social and natural sciences. Student are required to derive meaning from the passages by: |  |  |  |  |
| Referring to what is explicitly stated. |  |  |  |  |
| Reasoning to determine implicit meanings. |  |  |  |  |
| Drawing conclusions, comparis $s$, and generalizations beyond the text. |  |  |  |  |

3
(continued)


| Contents of the CAAP tests | importance in our general education curriculum (Check one) |  |  | General education course(s) in which these skills and knowledge are taught. (Please indicate course number(s).) |
| :---: | :---: | :---: | :---: | :---: |
|  | High | Medium | Low |  |
| Sclence Reasoning Test <br> The Science Reasoning Test measures scientific reasoning skills rather than recall ol scientific content, or a high level of skill in mathematics or reading proticiency. The test presents stimuli in three different formats: |  |  |  |  |
| Data representation format. Students are presented with graphic and tabular material similar to that found in science journals and texts. The items associated with this format measure skills such as graph reading, interpretation of scatterplots, and interpretation of information presented in tables, diagrams, and tigures. |  |  |  |  |
| Research summaries format. Students are provided with a description of one experiment or ol several related experiments. Hems in this format focus upon the design of experiments and the interpretation of experimental resulls. |  |  |  |  |
| Conflicting viewpoints format. Surients are presented with several hypotheses or viewpoints that are mutually inconsisient owing to different premises, ircomplete or disputed data, or differing interpretations of data. Hems in this formal measure students' skills in understanding, analyzing, and comparing, alternalive hypotheses or viewpoints. |  |  |  |  |

Importance in our general
education curriculum
(Check one)
knowledge are taught. (Please indicate course number(s).)
General education course(s) in which these skills and

| Writing Essay Test <br> The Writing Essay Test requires students to demonstrate <br> skills in the following areas: |
| :--- | :--- | :--- | :--- | :--- |
| Formulating an assertion abour a given issue. |

2. Please indicate below which of the general education courses in the preceding section, if any, are developmental courses.
Section B. OPTIONAL
For future reference, it would be helpful to indicate the faculiy/commitee mernber(s) responsible for providing information on each of the content areas in Section A. ACT may refer to this chart for research purposes, or to request additional information. In requesting additional information, ACT staff will first contact the individual whose name appears in Part 1. The faculty/committee members listed below will not be contacted directly without this individual's permission.

| Content area | Faculty/committee member(s) responsible | Departizent | Title |
| :--- | :--- | :--- | :--- |
| Writing Skills |  |  |  |
|  |  |  |  |
| Mathematics |  |  |  |
|  |  |  |  |
| Reading |  |  |  |
| Critical Thinking |  |  |  |
| Science Reasoning |  |  |  |
|  |  |  |  |
|  |  |  |  |

Section C.

1. Please describe any skills and knowledge that are important in your general education curriculum, but that are not measured by the CAAP tests.

| Skills and knowledge taught in our general <br> education curriculum | Importance <br> (Check one) |  | General education course(s) in which these skills and knowledge <br> are traght. (Please indicate course number(s).) |
| :--- | :---: | :---: | :---: |
|  |  |  |  |
|  | Medium |  |  |
| Mathematics |  |  |  |
| Critical Thinking |  |  |  |
| Science |  |  |  |

[^0]Postsecondary institutions are being asked, with increasing frequency, to provide evidence of the effectiveness of their oducational programs to logislatures, state boards, and other goveming and funding bodies. There is a demand for institutions to demonstrate that students gain skills and knowledge by participating in posisecondary edueation. The resutts of such outcomes assessment efforts often receive considerable attention, and it is not uncommon for the results to be tied to program development and even to funding decisions.

Instiutions themselves often conduct self-studies, irrespective of extemal accountability requirements. The resuits of such studies can be important in making decisions about program development, continuation, or enlargement, in detecting and ameliorating problems, and in how the institution perceives itseif.

To initiate assessment studies, institutions must address several issues. They will need, for example, to develop formal plans, identify participants among administrators, faculty, and students, and select appropriate research designs. Outcomes assessment can be a large task invoiving substantial numbers of staff and students, and the investment of considerable resources.

Because of the importance attached to the results of outcomes assessment studies, and the effort required to both initiate and complete them, it is crucial that institutions conduct thorough and precise outcomes assessment research. This document is intended to provide guidance in designing effective outcomes assessment research involving the CAAP. Following the procedures described here will significantly increase the likelihood of obtaining accurate and meaningful results.

## Some General Considerations in Using Test Scores

## Justification for Using Test Scores

Outcomes assessment describes the results of students' experiences in a postsecondary educational institution. In general, outcomes assessment encompasses atfective characteristics (such as students' interests and satisfaction) as well as academic characteristics. On the academic side, one of the goals of outcomes assessment is to provide information that will be helptul in improving the academic performance of students and facuity.

Before deciding to use test scores in outcomes assessment, institutions must determine whether test scores will provide them with the information they are seeking. Test scores can be useful in outcomes assessment, provided that they are appropriate measures of the outcomes of interest. For example, if an institution is interested in measuring students' performance in mathematics, then there should be a sufficient match between the content of the mathematics curriculum and the content of the selected test.
One way in which test scores may be used in outcomes assessment is to measure the relative academic performance of students. For example, test scores could be used to measure the academic performance of students in a particular college or university relative to criterion descriptions of performance, or compared to nomss for a relevant reference group. If, for instance, the average test score for sophomores at University A is lower than the average test score for sophomores in similar programs at other comparable universities, then this may be an indication that University A's sophomores have not reached similar levels of academic proficiency. A group's level oi academic proficiency, however, will usually depend on its level of academic preparation on entering the program, as well as on other characteristics.

Another example of how test scores may be used in outcomes assessment is to measure the average amount of change occurring over time for students in a given program or department. (Note that the
emphasis here is on group change; ACT does not recommend using CAAP to measure individual change.) The average change is assumed to reflect the effectiveness of postsecondary instruction. For example, it the average test score of students who have completed an institution's core curriculum of general education courses is higher than the average test score of a comparable group who have had no exposure to the core curriculum, then this could be considered evidence of that program's effectiveness in educating tivem. The amount of gain may, of course, depend on the level of academic preparation students itisd on entering a program, as well as on other student characteristics.

## Using Test Scores Property

Test scores should not be the soie determinant for making decisions for inproving curriculum effectiveness. Instead, they should be used in conjunction with other types of data, such as retention and graduation rates, course grades, and opinion survey responses.

Decisions regarding the allocation of resources or funds within institutions, and decisions regarding the hiring, promotion, or retention of staff are of particular importance, and require the use of other types of data in conjunction with test scores. It would be inappropriate, for example, to allocate funds to a particular department solely on the basis of its students' pre- and postest scores. Likewise, the English department chair, for instance, should not feel that his or her department's position will be jeopardized solely because of a low average test score eamed by its students.

In addition, low test scores are appropriately used only as indicators that further investigation should be condiscted. By themselves, such scores are not indisputable evidence of a problem with a certain curriculum or program, nor do they constitute a complete or effective outcomes assessment.

## Developing Formal Plans

It is important for institutions to develop formal pians for outcomes assessment. Formal plans allow an institution, among other things, to avoid wasting financial resources and staff time. In the planning stage, an institution engages in numerous activities. It will, for example, want to determine the assessment questions to be investigated (e.g., "Does our general education curriculum contribute to an increase in the skilis and knowledge we want our students to acquire?"), and review any assessment data that have been coilected previously by various campus departments and offices. These are only a few examples of activities involved in outcomes assessment planning; for more information, see College Assessment Planning (1990b).

Another activity inctuded in planning an assessment is the selection of appropriate measures of the outcomes of interest. If an institution wants to determine the suitabiity of CAAP scores for its outcomes assessment, then the following suggestions may be helptul:

1. Develop an explicit description of the institution's goals for developing students' foundational skills. For example, an institution may want all of its students to demonstrate proficiency in intermediate algebra by the time they have completed their sophomore year.
2. Develop a listing and description of the courses in the core academic program being evaluated. There should be a logical relationship between the institution's goals for developing fundamental skills and the contents of the courses in its core academic program. For example, for sophomores to demonstrate proficiency in intermediate algebra, they must take course work in algebra, as part of the core academic program, that will enable them to sufficiently develop the requisite mathematical skills.
3. Review the content speciications for all of the CAAP tests to determine whether the institution's evaluation goais are likely to be met by using CAAP tests. This will help to avoid potential difficulties after the assessment is underway. For example, programs lasting less than one year may be too short to be property studied with the CAAP.

To assist institutions in idertifying the match between test content and courses, ACT can fumish a specially developed form. The form describes the content of each of the CAAP tests; next to each description could be listed potential courses in the core program for which this test is viewed as appropriate.

## Devaloping a Testing Pian

Once an outcomes assessment plan has been adopted that includes the use of CAAP tests, the institution should develop a testing plan. The testing plan should include:

1. An explicit specification of the reference group(s) to be tested, and how they relate to the core program being evaluated. For exaryiple, you might specify that you will test end-of-year sophomores who have nearty completed your institution's general education core curriculum. (See the following section.)
2. A description of the sampling method, if any, to be employed. (See the section on below selecting and recruiting a sample.)
3. The steps to be taken to inform and motivate faculty and students about the testing. (Information on motivating students is provided in a separate section below.)
4. The CAAP modules to be administered and a description of how the tests are relevant to the programs being evaluated.
5. The date(s) on which CAAP will be administered.
6. A description of what testing facilities will be provided (e.g., our testing will take place in certain classrooms, we will have no more than 50 students per classroom, our faculty will serve as proctors, etc.).

ACT has a checklist available for institutions to use in developing their plans.
As part of the testing plan, the institution should develop a description of other instruments or indicators it plans to use in its outcomes assessment. Retention rates, courses taken and grades earned, graduation rates, or responses to an opinion questionnaire are examples of indicators that might be used. This description should include consideration of how these indicators might be linked or integrated to draw conclusions and make decisions about a program.

The institution should also state the general kinds of decisions that will be made based on the results of the outcomes assessment. For exarnple, if the results indicate that students' average performance in mathematics is unchanged from the freshman to the sophomore year, then the institution could plan to form a committee to investigate the content of certain mathematics courses.

It may also be helpful to speculate about actions that might be triggered by results of various kinds. in the above example, the Mathematics Department faculty may becoms defensive or feel threatened by the disappointing results. It, during the planning stage of the outcomes assessment, it is explained to them (and to other relevant departments) that results will be used only to initiate further discussion, and not to find fault with a given program, then their ankiety may be lessened.

ACT strongly encourages all institutions to follow these protocois and docurtient their testing plans in writing to ACT in advarce of anticipated testing. As part of our outcomes assessment service, ACT staff will then review the plans and, if necessary, offer suggestions to help maximize the value of research findings.

## Selecting a Reference Group for Testing

The reference group is the (sub)population of your sturdents that you wish to study, and about which inferences will be made. A reference group can be any one of a number of intact groups that are logically related to an institution's goats for general education. One exampie of a commonly selected reference group is all sophomores who have completed the general ectucation requirements at a particular institution. By testing these students, an institution could coilect data pertaining io the overall effectiveness of its general education core curriculum.

Other examples of reference groups include: all sophomores with at least 60 semester hours of credit, or all sophomores enroiled in an institution's engineering program, or all students majoring in English who have completed at least 15 semester hours of English course work.

The reference group selected must be logically related to the core program being evaluated. Further, the reference group and the core program must be compatible with the institutions' goals for developing fundamental skiils. For example, if an institution wishes to ensure that all of its graduates can write grammatically correct, and rogically coherent essays (a fundamental academic skill) then it might benefit most from evaiuating its required courses in English composition taken by all students curing either the freshman or sophomore year. In this case, the reference group must consist of students who had recently completed, or nearty completed, the required courses in English composition.

The selection of a test is closely related to the selection of a reference group; the cest that is ultimately chosen must be appropriate for the reference group and the program being evaluated. An institution may find its assessment efforts wasted if the selected test is not congruent with the institution's core academic program and goals for developing students' basic academic skills. Selecting the CAAP Mathematics test to evaluate sophomores who have nearly completed the general education curriculum, for example, might be illogical if the institution does not have a minimum proficiency in mathematics as one of its developmemal goals for students, and does not require students to take course work in mathematics. On the other hand, an institution might wish to determine whether it should add proficiency in mathematics as an academic goal. One kind of information that would be useful in making this decision would be data comparing the institution's students' mathematics skills with those of students at other institutions.

## Generallzability of Outcomes Assessment Results

The selection of a reference group has implications for the ways in which the results of an outcomes assessment can be used. The results of an outcomes assessment apply only to the reterence group, and cannot be generalized to other reference groups. For example, if it is found that completing certain coursework in mathematics increases the performance of engineering students on the CAAP Mathematics test, then this result is applicable only for engineering students; it may or may not be true that the CAAP Mathematics performance of sociology majors would be enhanced if they were to complete the same certain mathematics courses.

## Seleciling and Recrulting an Af, opriate Sample of Students

## Testing a ropulation

When poss ible, it is best for an institution to test all members of a reference group population. This method is less time-consuming than randomly selecting a sample of students, and it reduces the problems sometimes encountered when attempting to generalize findings from a sampie to a larger reference group population. When selecting students in this manner, it is important that all or nearly all of the reference group population actually take the CAAP. If only part of the population takes the CAAF, then the resulting subpopulation can be considered a nonrandom sample. Administering the CAAP to nonrandom samples could have serious implications for the results of an outcomes assessment; in some cases, the results will be uninterpretable.

Sometimes, based on economic or other considerations, an institution will decide not to test all members of a reference population, but instead to sample from the population. Of the many considerations involved in conducting an outcomes assessment, few are as important as the selection of an appropriate sample. Following are some examples of acceptable and unacceptable methods of sampling.

## Acceptable Methods of Sampling

One of the ways an institution can obtain an appropriate sample is by randomly sampling individual students. For example, one student could be selected at random from the first $N$ students listed on a roster of all students. The selection of this first student could be perfic.med in several ways; one possible method relies on a table of random rumbers. A number K between 1 and N is chosen from the table (e.g., the table is opened to any page and the firse number between 1 and $N$ is selected). The Kth student is selected, and every Nth student is selected thereafter, until a sufficient number of students is obtained.

A potential difficulty in randomly selecting students is that sometimes they cannot be conveniently assembled for testing. For example, an institution located in an urban setting may select a sample that includes a significant proportion of commuter students. Because these students are not often on campus, relative to other students, it may be difficult to test the entire sample during a time that is convenient for everyone. If, as a matter of comvenience, the commuter students are not included in the testing, then the sample will be biased and the outcomes assessment resutts will be applicable only to those students living on campus.

A more practical method of sampling may be to select entire classrooms in which members of the reference population are enrolled, and to administer the CAAP to all students in the class. For example, if two English courses in the general education curriculum are being evaluated, and they each have six different sections, then two sections from each course might provide a sample of sufficient size. The random selection of sections could also be performed using a table of random numbers. All students within the two selected sections would then be tested.

As noted previously, after a sample of students has been randomly selected, it is important that all or nearty all of them actually take the CAAP. If the CAAP instead is taken by only a small proportion of the sampie, then the examinees may not be representative of all students in the programs or courses being evaluated. This can occur whether or not the initial sample was representative. For example, let us say that College $X$ randomly selected 100 of its 1,000 sophomores to take the CAAP. The testing, however, was not mandatory and only 20 sophomores chose to take the test. The group of 20 could be considered volumteers, and might differ from the typical College $X$ sophomore (e.g., they might be more motivated). For this reason, those students who actually iook the CAAP at College $X$ ( $n=20$ ) may not be representative
of all College $X$ sophomores ( $\mathrm{N}=1,000$ ), even though they were randominy selected as part of the initial sample ( $n=100$ ).

## Unacceptable Methods of Sampling

One mistake sometimes made when sampling is to select students simply on the basis of convenience. Let us say that, during the process of selecting a random sample of students, ar. institutional researcher finds that he or she has access to a list of sophomores who live in dormitories. Should the researcher sslect the sample based on this incomplete list of students, or should he or she wait until a complete list becomes available? Obviousty, to select students from an incompiete list could prevent the findings from being generalizable beyond the study, and for this reason should not be done.

Samples of students can be selected in other temptingly corvenient (but eq. Iy unacceptable) ways. For instance, it would be inappropriate to select a convenient sample of students rom one academic major or program (e.g., nursing majors) if other programs were als? being evaluated.

A totally unacceptable method of sampling is simply to ask for volunteers from the reference population. This method is appealing because it typically requires less effort than random sampling. Its main shortcoming is that volunteers will often differ from nonvolunteers with respect to important characteristics (e.g., motivation), thereby preventing the results of the study from being generalizabla to all students in the reíerence population.

## Additional Considerations in Salecting a Sample

The sample size needed for accurate inferences about a reference group will depend on many factors that cannot be contrelled in advance, such as the size and academic skills of the reference group being studied and the analyses being done on the resulting test scores. Therefore, it is not possible to specity a general rule for sample size that will be appropriate for all situations.

ACT recomments as a "rule of thumb" a minimum sample size of 100 students per reference group. Because the CAAP is modular, (i.e., one or more of the five different objective tests and the essay test can be administered, rather than the entire test battery) this sample size recommendation must be followed for each CAAP test that is administered. For example, an institution will likely have sufficient data if it administers the entire CAAP battery, or 1 or more of the CAAP tests to each student in a sample of 100 students from a given program. On the other hand, if each of 5 different groups of 20 students in this program takes a different CAAP objective test (which still results in a sample of 100 students being tested) then sample sizes (per test) will be too small to be useful.

Institutions with small enroliments cannot ahways select a sample of 100 students per reterence group. If an institution's reference group contains between 50 and 100 students, the institution should consider testing the entire reference group. If the reference group contains tewer than 50 students, then the institution should test students over a period of several years, until a pooled sample of sufficient size can be obtained.

Selecting an appropriate sample of students is a crucial aspect of any outcomes assessment. Prior to receiving CAAP testing materials, each instlution will be asked to provide ACT with a brief written description of its selection method and expected sample size. If you have questions about selecting a sample, or obtaining a sufficient sample size, please contact ACT.

## Motivating Students


#### Abstract

After an appropriate sample has been selected, another important task in the outcomes assessment process is to motivate students. Students must not only be motivated to take the CAAP, but be motivated to perform their best as well. Each institution can best decide what is most effective in motivating its students. Following are some suggestions.


## Methods Associated With Student and institutional Beneftis

Students may be motivated to take the test and do their best if the benefits of the assessment, for students and the institution, are clearty communicated. Students' motivation could be enhanced, for instance, by emphasizing that the assessment study provides a way to obtain information about the quality of the education students have received. For this method to be most effective, an institution should clearty and consistently communicate to the students its commitment to outcomes assessment, and should make available to the students the overail resuits of the study. In addition, it may be helpful if students' participation in the assessment is made to appear as a normal, routine part of attending the institution, rather than a special project requiring extra effort.

Another way to improve student motivation is to inform students that their participation will benefit future students through program improvement. Moreover, such improvement could lead to an increase in the value of students' degrees.

## Methods Associated With Rewarding Students

Directly rewarding students can be an effective method of motivation. Examples oi substantive privileges that can be given to students on the basis of their participation and/or performance include:

1. Parking in desirable locations on or off campus.
2. Receiving early course registration privileges. Avoiding long registration lines, or having relatively easy access to certain very popular courses may be incentives to some students.
3. Having first chance at buying tickets to concerts, athietic events, etc.
4. Moving to the top of the waitling list for a room in a desirable residence hall.

Meaningtul financial incentives, awarded to students on the basis of their participation and/or performance, can also serve to increase student motivation. Examples inctude:

1. Reduction in tuition.
2. Gift certificate from the college or university bookstore.
3. Tickets to a popular event that will be held on campus in the near future (e.g., a concert).

After an institution has ciosen the iype of award it will use, plans can be made regarding the method for selecting recipients of the award(s). For example, awards could be made to all students who score at or above a given cutoff. Another possibility is to enter the names of students scoring above a particular score into a lottery system, whereupon several winners will receive awards such as those listed above.

Rewarding students for increases in test performance may also be an effective form of motivation. For example, an award could be made if a student's CAAP score obtained at the completion of a program is high relative to a related test score obtained before any exposure to the program. This method is an option only for those instikutions that perform longitudinal testing of students or that will, in the future, use students' ACT Assessment or ASSET scores obtained $z^{t}$ entry in conjunction with students' end-ot-sophomore year CAAP scores to arrive at an estimate of change (ACT is currently designing such a system). ACT can assist institutions in implementing a method of rewarding students for score increases.
it is possible to reward students merely for their participation in the outcomes assessment, independent of their performance on the CAAF, but this may fail to motivate them to perform their best. For example, an institution may offer tree $t$-shirts to students it they complete the test. If students are interested only in turning in a completed answer sheet to obtain the award, and not interested in attempting to achieve the best possible scores, then the results of the test will be less valic.

## Mandatory Testing

Another method for motivating students is to make the testing mandatory. For mandatory testing to be effective, however, it is important that students try to do their best on the CAAP, rather than simply being present for the testing. If students are not sincere in their efforts, then their scores will not be valid for use in outcomes assessment.

One suggestion for encouraging students to periorm well during a mandatory administration of CAAP is to require them to achieve a certain minirnum score or higher in order to register for any future courses. The minimum score could be set low enough so that only those studer:- who deliberately put forth no effort (e.g., marking answer " 8 " for every test question) would be penalized. In a more stringent application, cutoff scores could be set high enough so that only students who have high estimated chances of success would be permitted to take upper-tevel course work. If cutoft scores are to be used in this tashion, then it is important that the institution conduct a local validity study to make certain that its selected minimum score is appropriate, and that students are not penalized unnecessarily. All students, moreover, should be given the opportunity to take the test again and improve their scores.

Another suggestion is to make students' CAAP scores a permanent part of their academic recorc. One potential disadvantage of this method is that it may be perceived by high-scoring students as rewarding, but be perceived by low-scoring students as threatening.

## Some Additional Considerations <br> In Administering the CAAP

The concept of the validity of test scores applies not onty to the uses made of them, but to the entire testing process as well, including the administration and scoring of the test. If the test is improperty administered, then the test scores cannot be valk. Consider, for example, what would happen if the test were administered under nonstandardized conditions to students in different programs, depariments, or institutions. Any comparisons of mean scores among such groups, or comparison with other groups who took the test under standardized conditions, would be inappropriate. An institution would find it difficult to justify, for instance, the comparison of average scores between two departments, one of which administered the test in a quiet classroom under standardized conditions, while the other tested studerits in a crowded cafeteria and used a test supervisor who neglected to read part of the instructions for the test.

To ensure that the best quality data are being obtained, and that valid uses can be made of the test scores, ACT requires that instititions strictly follow the standardized test administration proceccures described in the CAAP Test Supervisor's Mamual (1990a). In addition, we advise using at least one proctor for every

25 students tested. Proctors, like the test supervisor, should be familiar with the contents of the manual prior to the administration of CAAP.

Test supervisors are sometimes the first to identify problems with students' answer sheets. Before sending completed answer sheets to ACT, it is a good idea for the test supervisor to examine them for patterns. An unmotivated examinee may, for example, use the circles on the answer sheet to create objects, designs, or messages. It patterned answer sheets are found, ACT recommends that the test supervisor copy from them the students' names, SSNs, and test booklet numbers. This information can be recorded on a separate page, and attached to the completed Irregularity Report. ACT will not score these answer sheets.

## Conclusion

The purpose of this document is to offer suggestions for designing and conducting effective outcomes assessment research involving the CAAP. By adhering to the preceding conventions, institutions will greatly increase their chances of obtaining accurate and useful results.

We hope that the information presented in this document will be helpful in you, outcomes assessment. If you have questions, or need additional guidance, please contact ACT. Our staff will be happy to assist you.

## References

The American College Testing Program (1990a). CAAP Test Supervisor's Manual. Iowa Civ, Iowa: Author.

The American College Testing Program (1990b). College Assessment Planning. Iowa City, Iowa: Author.

For assistance with CAAP, contact
Dr. David A. Lutz
Director, College Level Assessment and Survey Services
American College Testing
P.O. Box 168

Iowa City, IA 52243
Tel. 319/337-1051
OR
Dr. Jeff Schiel
Research Associate
Tel. 319/337-1076

## COLLEGE OUTCOMES SURVEY

DIRECTIONS: The information y supply on this questionnare will be kept confidential Please use a soft-lead (No. 1 or 2) penc:i to fill in ovals indicating your responses If an item Your name. white collected for resfarch purposes. will not be individually listed on any report

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PRELIMINARY COMPARATIVE DATA FOR THE ACT COLLEGE OUTCOMES SURVEY

## NATURE OF THE SAMPLE FOR 2-YEAR COMMUNITY COLLEGES

This normative report is based on 9,557 student records Several important qualifications are necessary with respect to the data presented in this report. First, the data are not based on a random sample of students and colleges. The colleges are primarily those that participated in Project Cooperation, a national research effort sponsored by two major councils of the American Association of Community Colleges.- the National Council for Student Development and the National Council of Instructional Administrators--and ACT. Second, the survey instruments were administered in different ways to different groups of studerits from the various institutions represented in this report; consequently, the response rates obtained by the institutions using the survey varied widely. The effects of these varying administration modes and response rates on the normative data are unknown.

Finally, the number of cases and institutions represented in this report is limited, and therefore, comparisons based on the data must be interpreted with caution.

In addition to the normative data for the total sample of 9557 students, data are also presented for various subgroups of students. The same subgroups listed as illustrations on Cover Page III are used in this report.

## ACT COLLEGE OUTCOMES SURVEY

(PRELIMINARY VERSION OF THE SURVEY ADMINISTERED AND SCORED PRIOR TO AUGUST 31, 1992)


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COMMUNITY COLLEGE COMPOSITE

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ACT COLLEGE OUTCOMES SURVEY REPORT
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ACT COLLEGE OUTCOMES SURVEY REPORT


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# ACT Evaluation／Survey Service Oscler soma 

（Prices effective September 1，1992－－Subject to change without notice）
To order ESS materials．you must use this form even if you submit a purchase order．Place your order at least three weeks before you need the materials．Materials will be shipped by UPS or comparable method．Please print or type．

| Description | Quantity | Price | Total |
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Normative Data Reperts (Each report contains comparative data based on student records from colleges that administered the particular survey instrument(s).)

1. Adult Learner Needs Assessment Survey Normative Data Report

2. Withdrawing/Nonreturning Student Survey (Short Form) N.D.R.

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(California residents add 678 sales tax.)
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If total is less than $\$ 15.00$. please enclose payment with order. Postage and shipping charges will be added to all invoices.

## ACT Scoring/Reporting Service

As part of the standard ESS program, ACT will optically score your institution's completed survey instruments and prepare a summary report of the results. (Scoring/reporting prices: $\$ 80.00$ reportinghandling fee or $\$ 100.00$ reporting/handling fee for a laser printed report plus $\$ .60$ per student record processed.) The sumruary report is based on up to 15 student subgroups of your choice and provides extensive frequency data for all items on the particular survey. Institutions that use the Scoring/Reporting Service may also cibtain copies of their student data on magnetic tape or IBM compatible PC diskette.

If you plan to administer an ESS instrument, do you also plan to use the ACT Scoring/Reporting Service?


Ship Materials To:
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    Department

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    Ficsitite (319)339.3020

