Strategies for Collecting Program Data

Fall Assessment Workshops

November 8, 2019

Outline

- Workshop Goals!
- Learning Outcomes: ILOs, PLOs…
- The Assessment Cycle
- Methods of Assessment
- Qualtrics
- Canvas: Outcomes, Commons & Mastery Gradebook
- Q&A: Oweynn P. Lancaster, Canvas Expert

Workshop Goals

- As a result of this workshop, you will be able to:
  - Use **Qualtrics** to collect surveys and responses.
  - Use the **Canvas Outcomes** feature to add learning outcomes and rubrics.
  - Share signature assignments in the **Canvas Commons** for other department faculty to input into their courses.
  - Access outcomes scores from the **Canvas Mastery Gradebook**.

Learning Outcomes

- **Program learning outcomes (PLOs)** should also be aligned with the Institutional Mission and Learning Outcomes

- Make sure all **Institutional Learning Outcomes (ILOs),** including the **5 core competencies** (critical thinking, written communication, etc.) can be found within the language of your PLOs

WASC Senior College and University Commission

- In the *2013 Handbook of Accreditation*, Criteria for Review 2.2a states:
  - Baccalaureate programs engage students in an integrated course of study of sufficient breadth and depth to prepare them for work, citizenship, and life-long learning. These programs ensure the development of core competencies including, but not limited to, **written and oral communication, quantitative reasoning, information literacy, and critical thinking.**

- Institutions are **free to define each core competency** in a way that makes sense for the institution, its mission, its values, and the needs of its student body.

Institutional Learning Outcomes (ILOs) at Cal State LA

- **Knowledge: Mastery of content and processes of inquiry**
- **Proficiency: Intellectual skills**
- **Place and Community: Urban and global mission**
- **Transformation: Integrative learning**

For details please see Handout

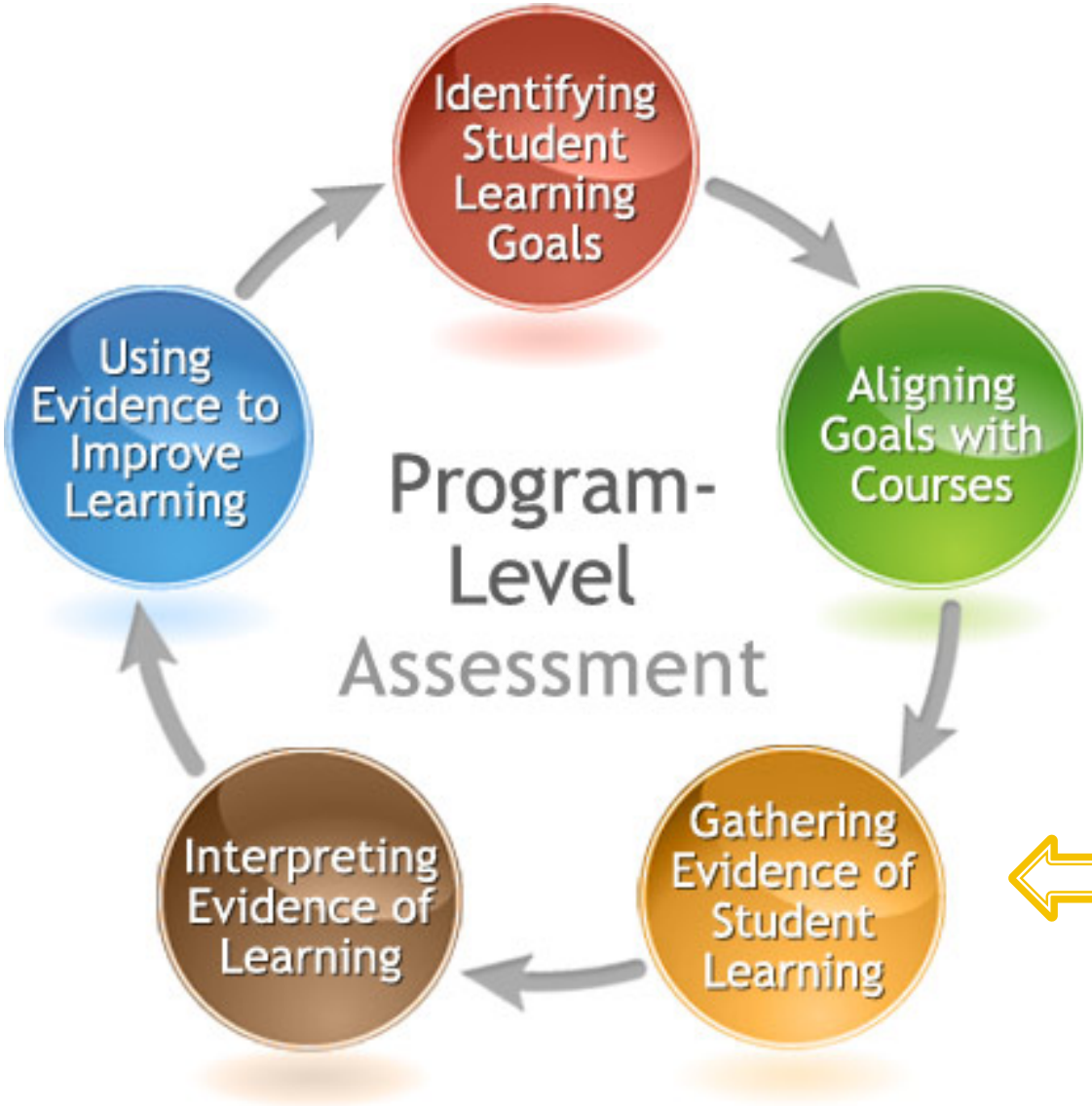
The Big Five Core Competencies as defined by WASC

1. **Critical Thinking**
2. **Quantitative Reasoning**
3. **Oral Communication**
4. **Written Communication**
5. **Information Literacy**

Please visit our website for all PLOs and other resources http://www.calstatela.edu/apra/learning-outcomes

For details please see Handout

The Assessment Cycle

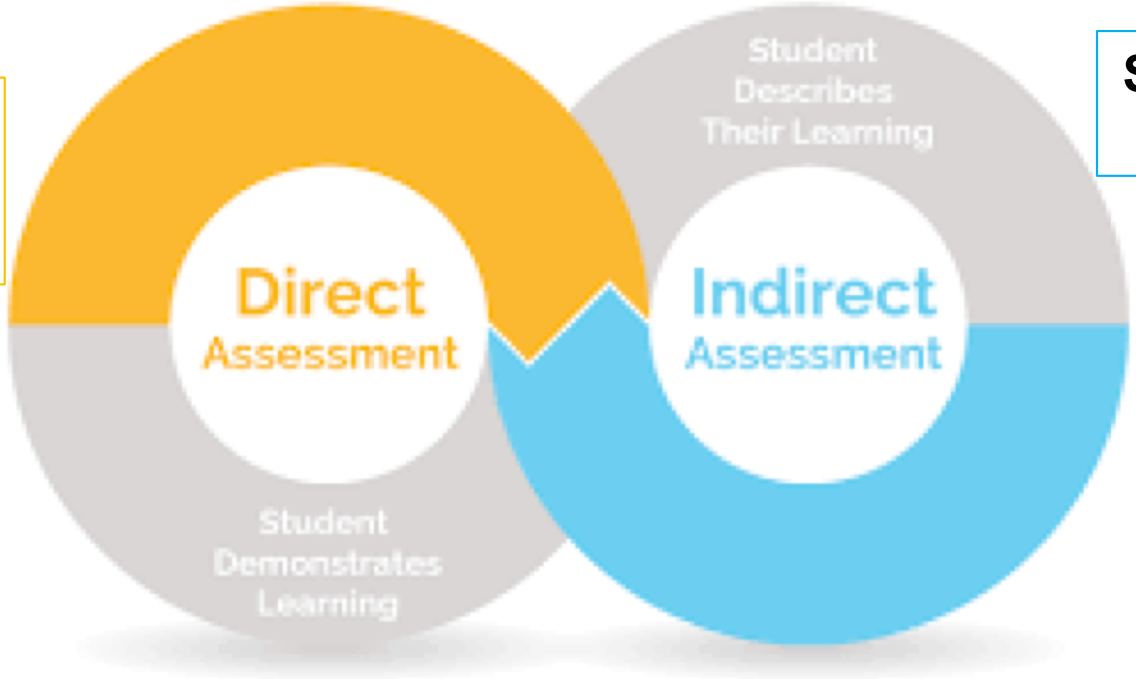


Today!

Methods of Assessment

Student demonstrates their learning

Student describes their learning



- **Indirect** assessment measures of student learning
  - Student opinion or alumni surveys
- **Direct** assessment of student learning
  - Classroom-based assessments and assignments
  - Rubrics

Examples

Indirect

- Student or faculty surveys
- Interviews or focus groups
- Reflection essays, diaries, or journals

Direct

- Capstone products, theses, dissertations
- Comprehensive exams
- Published (standardized) test (e.g., Major Field Test)
- Course term papers, projects, or presentations
- Artistic performances, recitals, & products
- Simulations
- Exam questions or written responses to prompts

Qualtrics

Indirect

- **Student or faculty surveys**
- Interviews or focus groups
- **Reflection essays, diaries, or journals**

You can use Qualtrics for these!
…and these too

Direct

- Capstone products, theses, dissertations
- Comprehensive exams
- **Published (standardized) test (e.g., Major Field Test)**
- Course term papers, projects, or presentations
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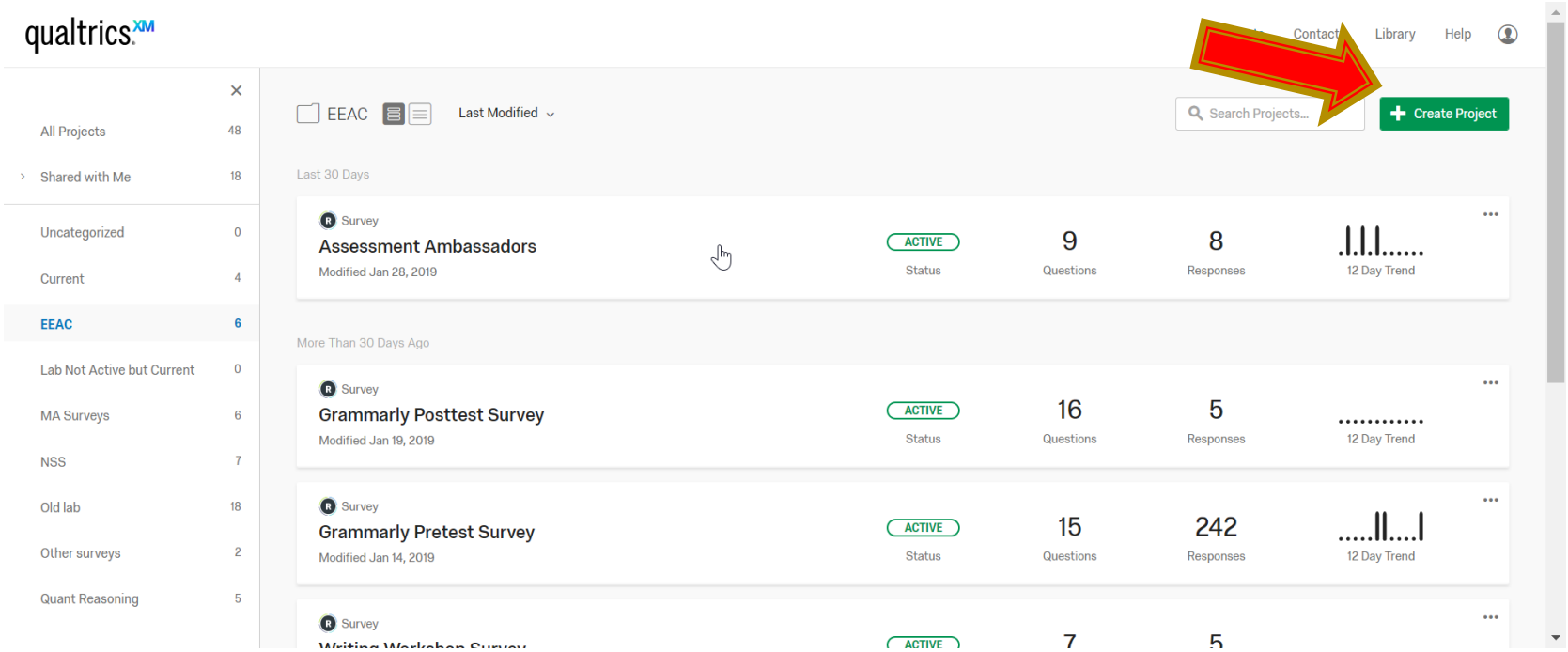
- Simulations
- Exam questions or **written responses to prompts**

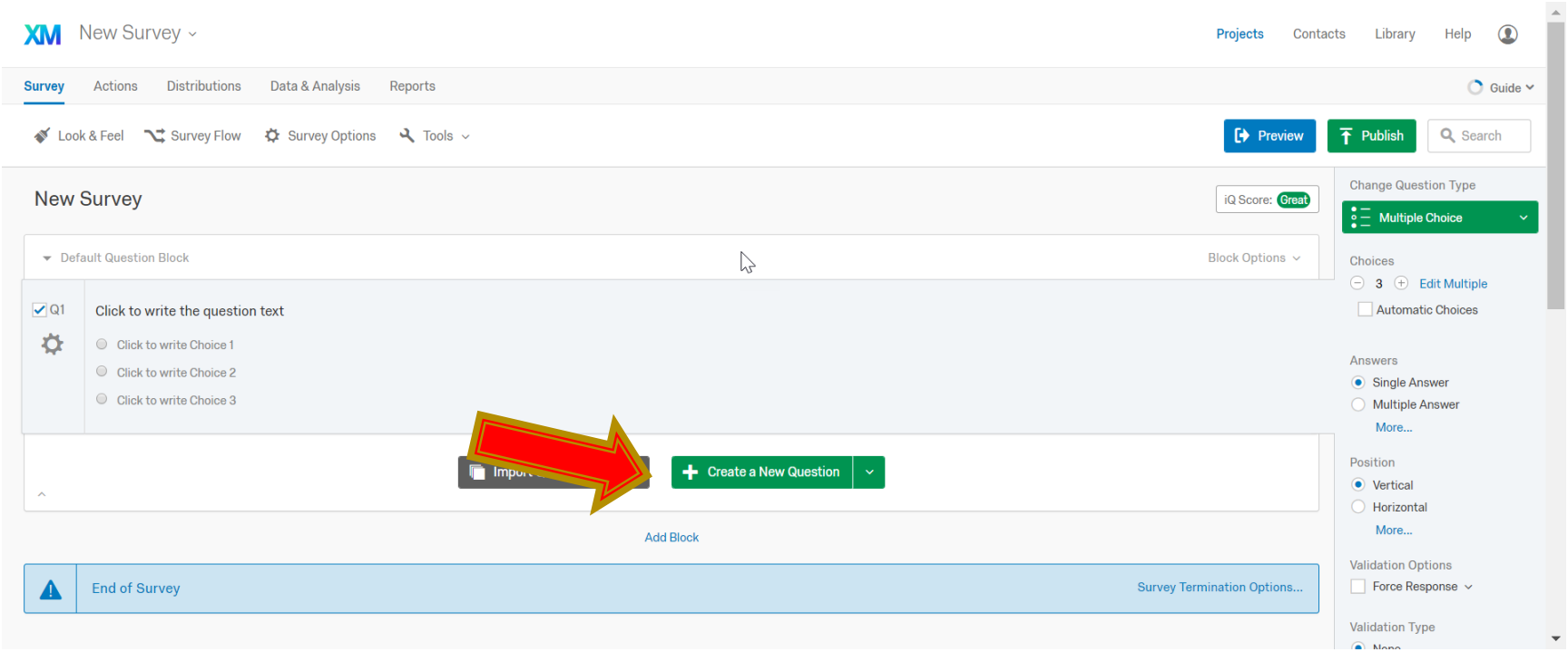
Create a New Survey in Qualtrics

- Login to MyclastateLA and use Qualtrics to create a survey
- Click "create project" to make a new survey



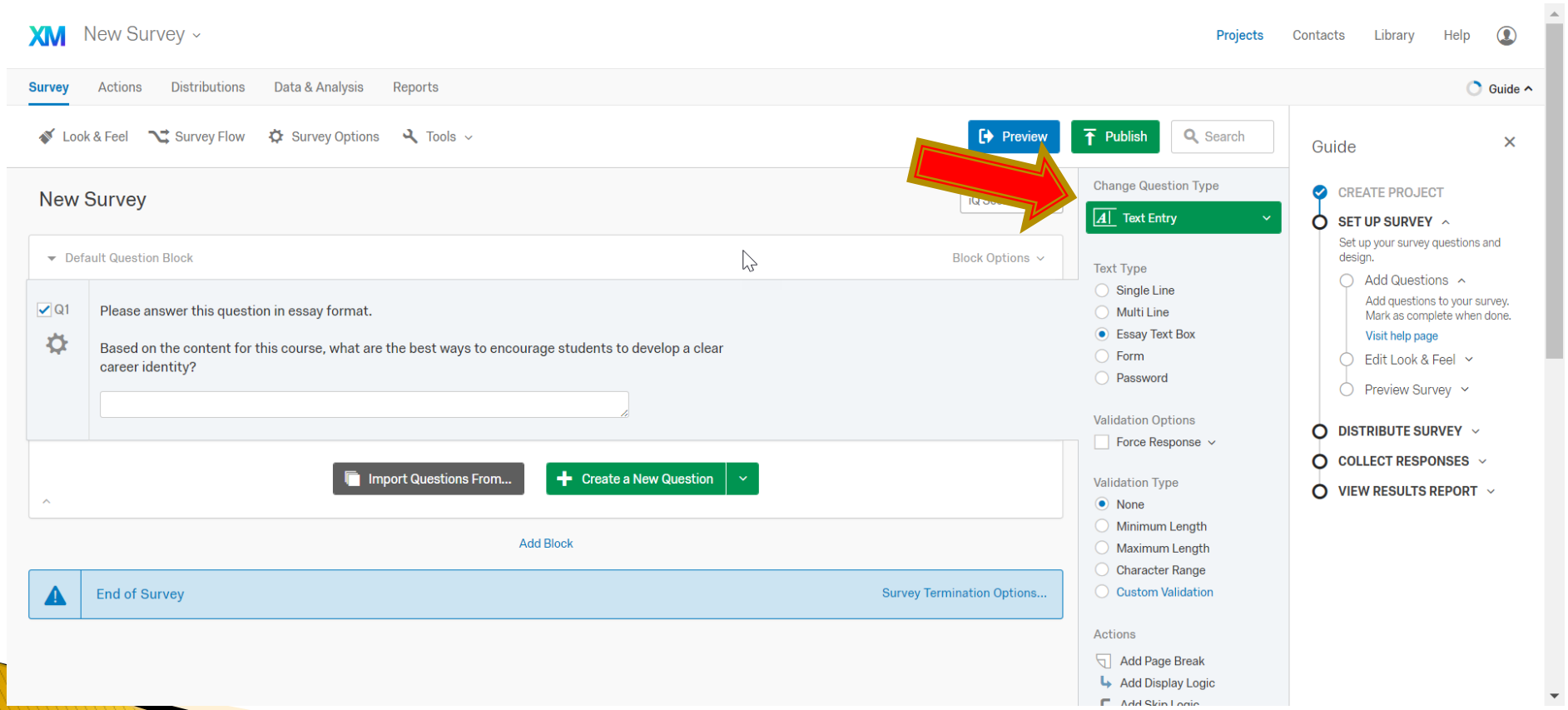
Add and customize questions on your survey

- Add questions- multiple choice, text entry, etc.



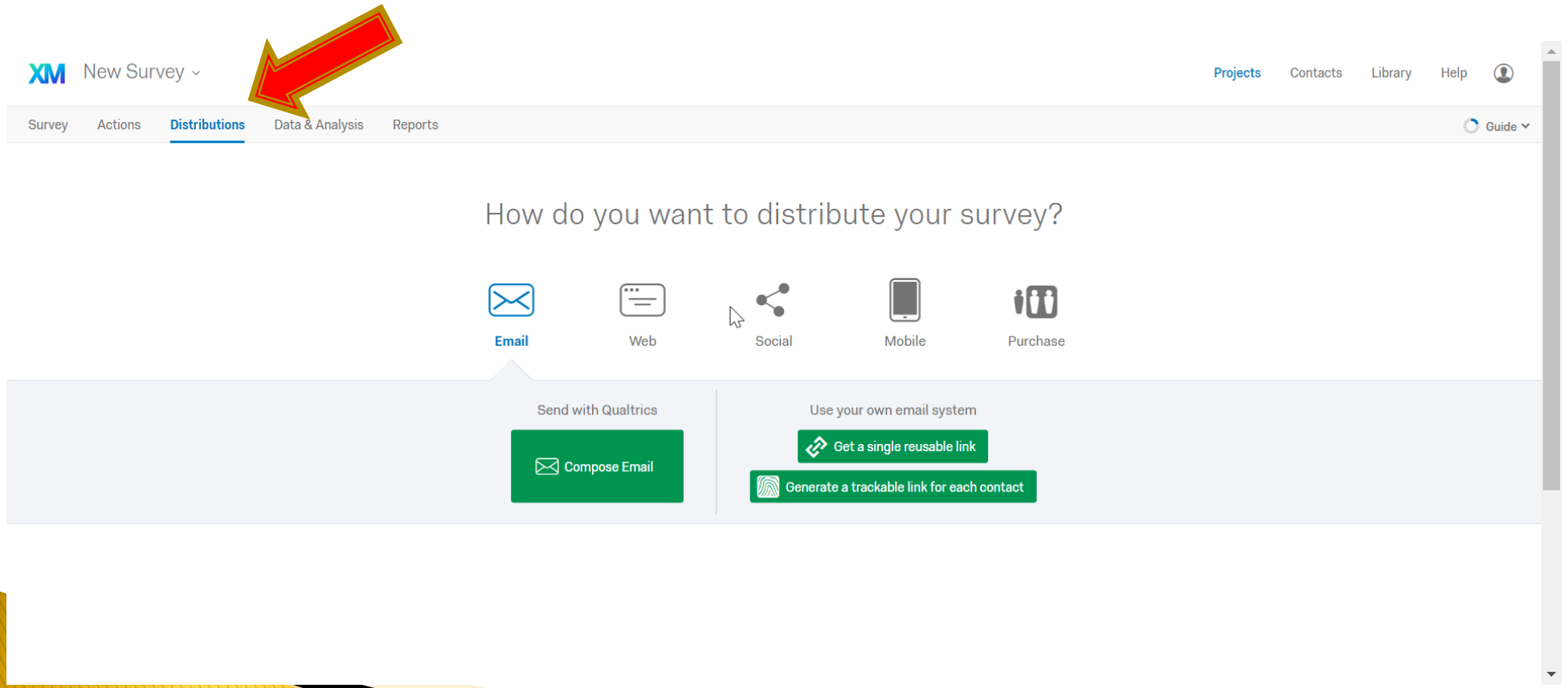
Text Entry questions for Open-ended Responses

- Use text entry questions to collect student responses to essay prompts.



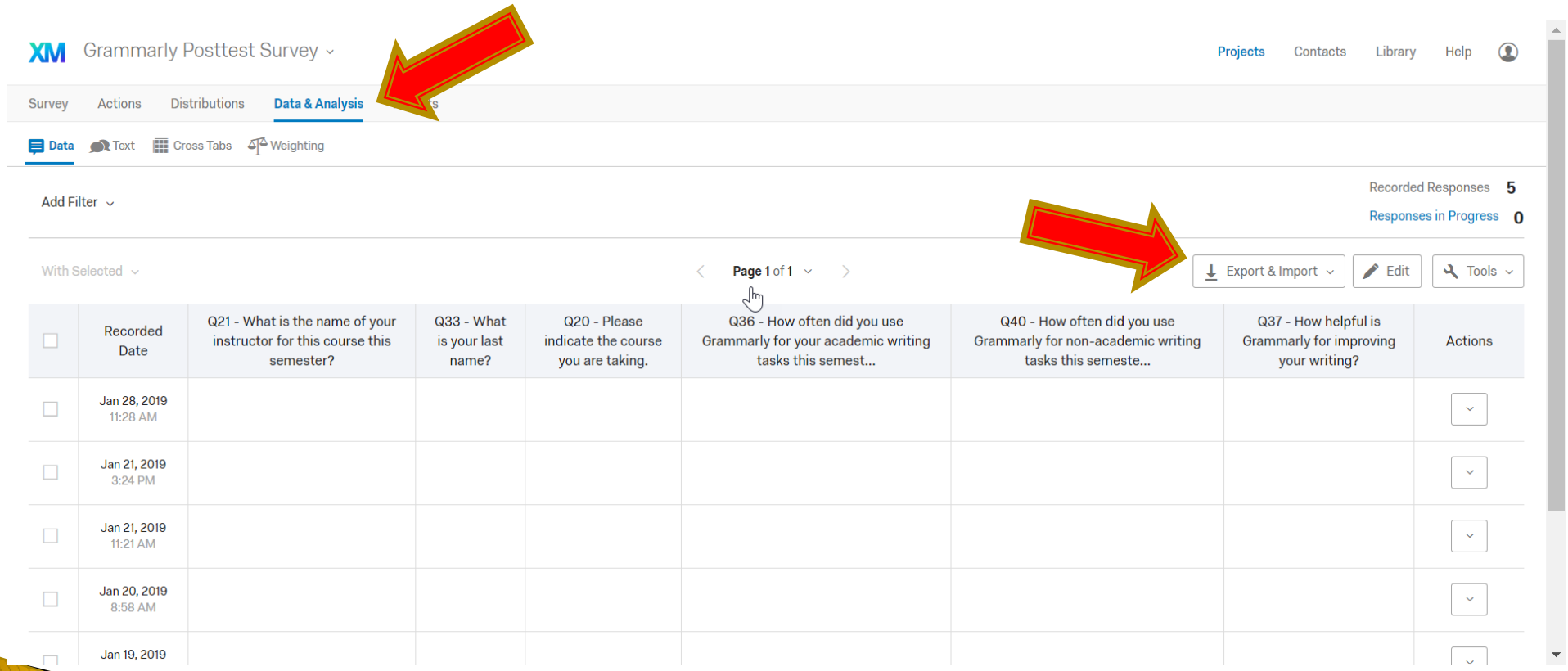
Distribute your Survey

- Distribute the survey with trackable or reusable links



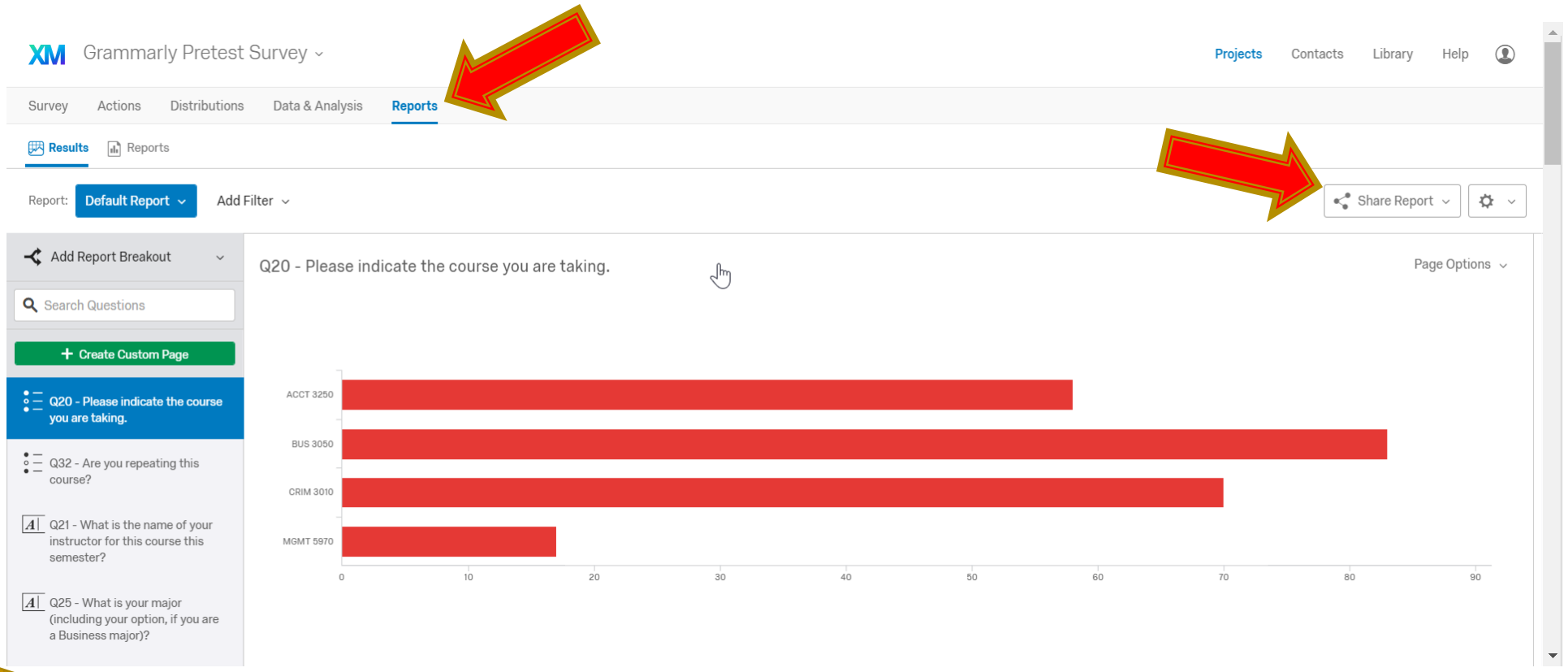
Download data

- Use the Data & Analysis tab to export data as Excel or SPSS files

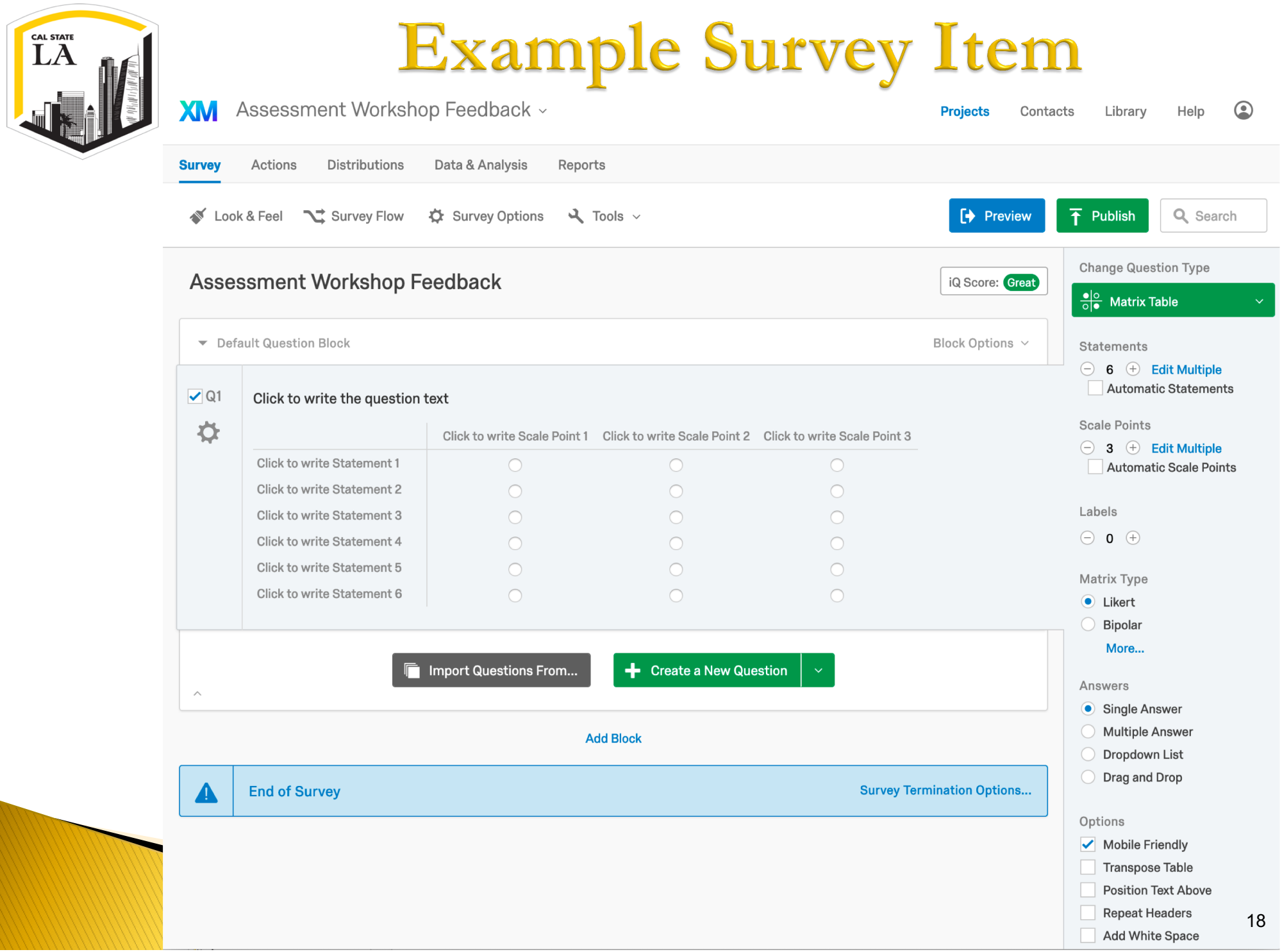


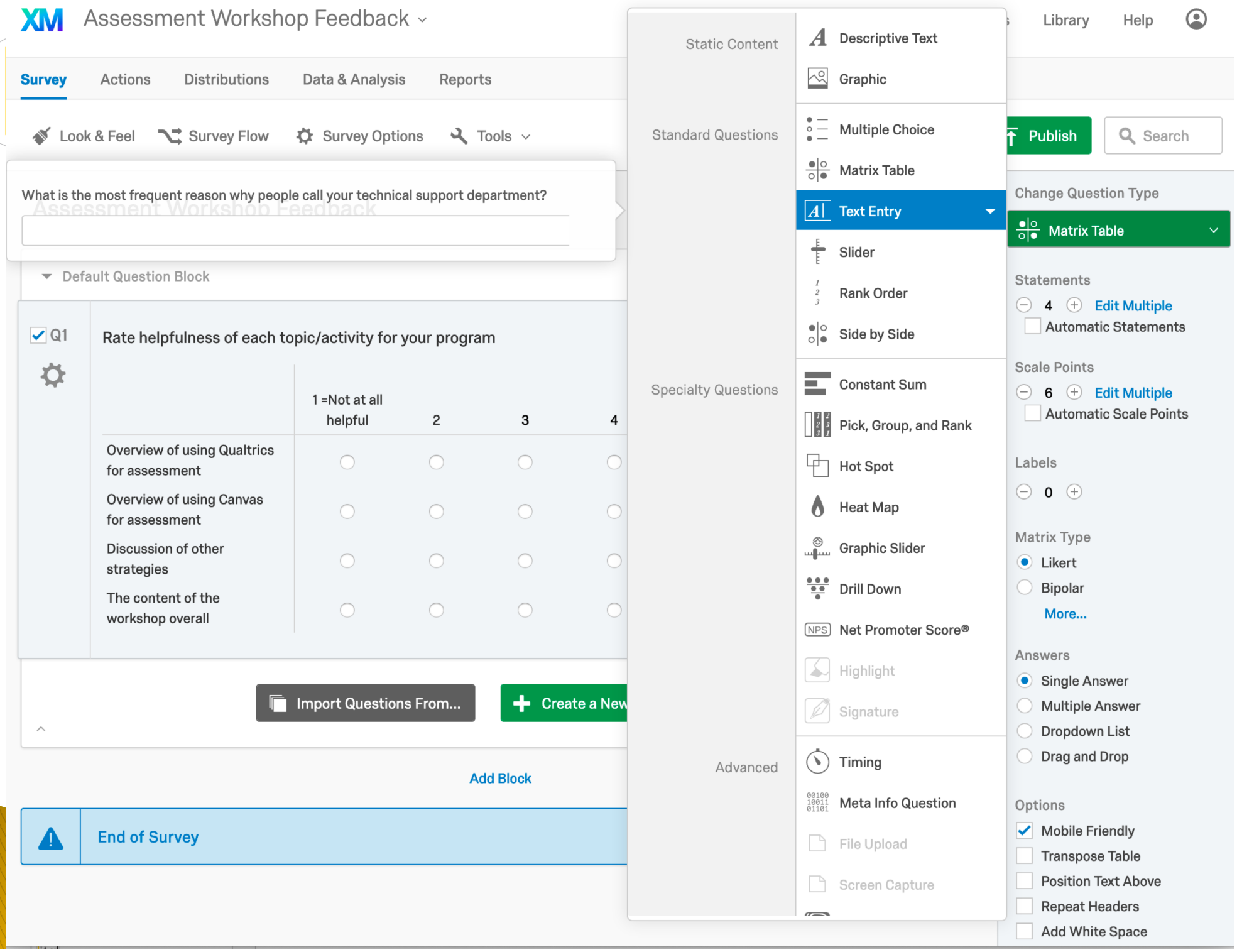
View Reports

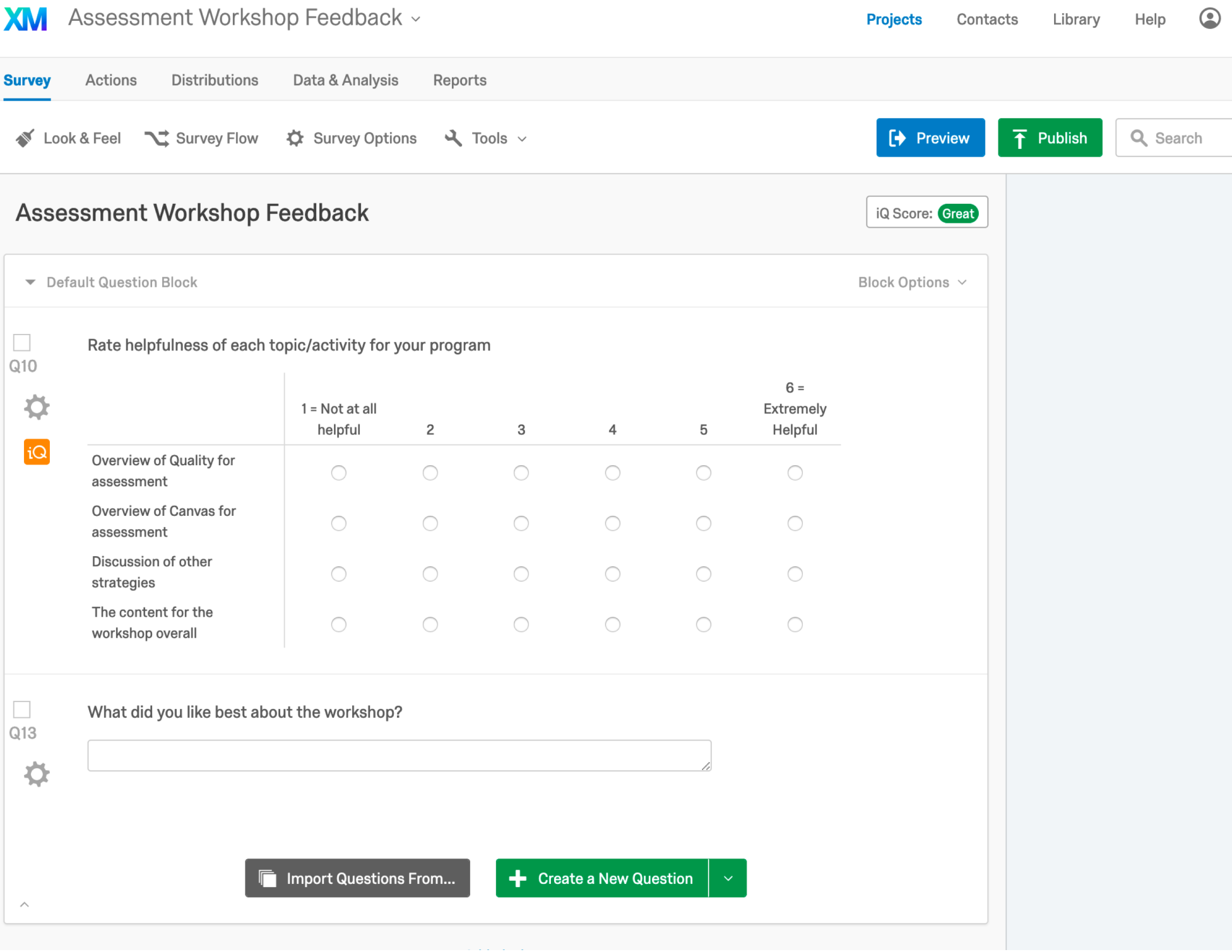
- View results using the Reports tab and download the report as a pdf



Example Survey Item




Assessment Workshop Feedback
Library
Help
Survey
Actions
Distributions
Data & Analysis
Reports
Look & Feel
Survey Flow
Survey Options
Tools
Publish
Search
What is the most frequent reason why people call your technical support department?
Default Question Block
Q1
Rate helpfulness of each topic/activity for your program
1 =Not at all helpful
2
3
4
Overview of using Qualtrics for assessment
Overview of using Canvas for assessment
Discussion of other strategies
The content of the workshop overall
Import Questions From...
Create a New
Add Block
End of Survey
Static Content
Descriptive Text
Graphic
Standard Questions
Multiple Choice
Matrix Table
Text Entry
Slider
Rank Order
Side by Side
Specialty Questions
Constant Sum
Pick, Group, and Rank
Hot Spot
Heat Map
Graphic Slider
Drill Down
Net Promoter Score®
Highlight
Signature
Advanced
Timing
Meta Info Question
File Upload
Screen Capture
Change Question Type
Matrix Table
Statements
4
Edit Multiple
Automatic Statements
Scale Points
6
Edit Multiple
Automatic Scale Points
Labels
0
Matrix Type
Likert
Bipolar
More...
Answers
Single Answer
Multiple Answer
Dropdown List
Drag and Drop
Options
Mobile Friendly
Transpose Table
Position Text Above
Repeat Headers
Add White Space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iQ Score: Great
Default Question Block
Block Options
Q10
Rate helpfulness of each topic/activity for your program
1 = Not at all helpful
2
3
4
5
6 = Extremely Helpful
Overview of Quality for assessment
Overview of Canvas for assessment
Discussion of other strategies
The content for the workshop overall
Q13
What did you like best about the workshop?
Import Questions From...
Create a New Question

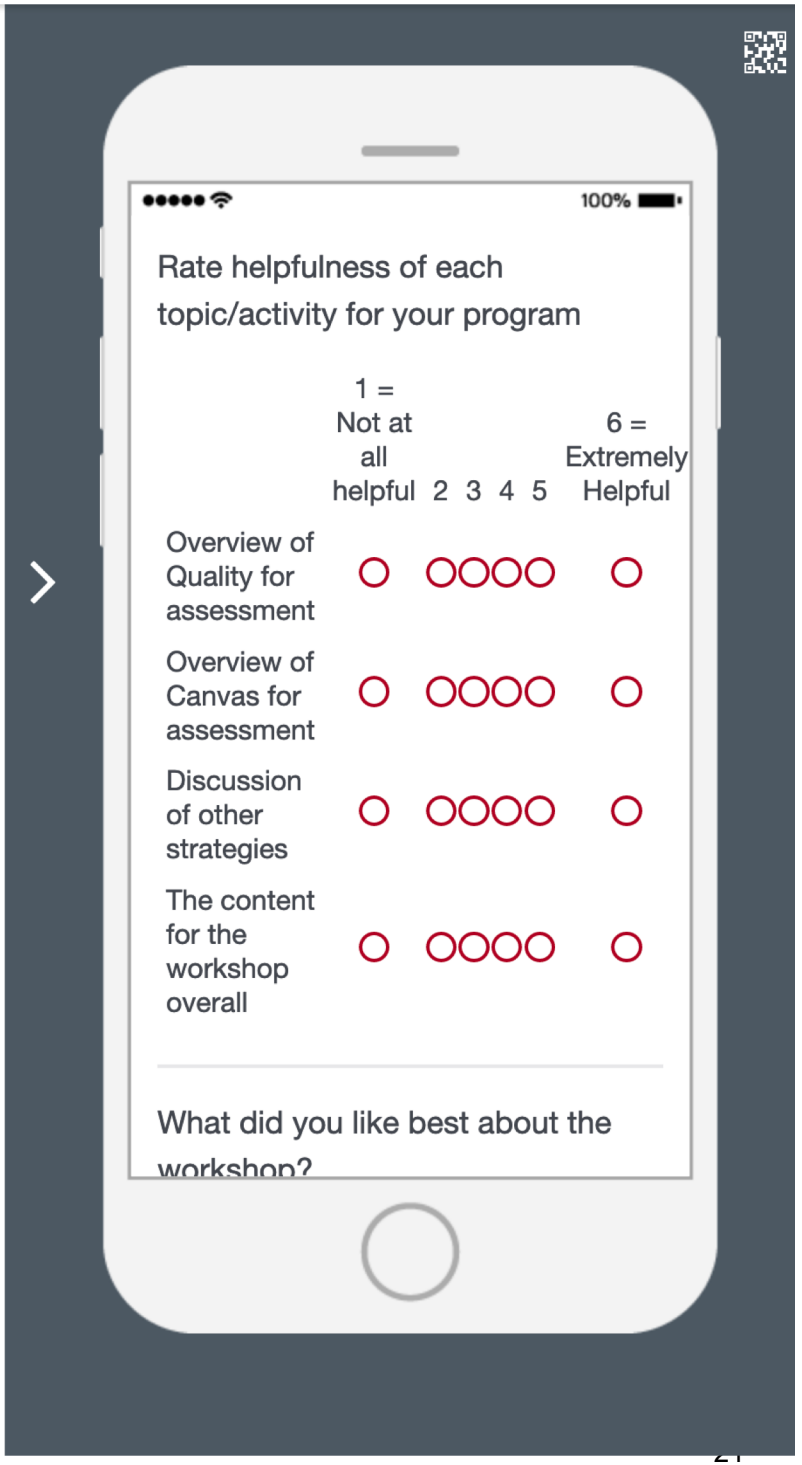
Rate helpfulness of each topic/activity for your program

	1 = Not at all helpful	2	3	4	5	6 = Extremely Helpful
Overview of Quality for assessment	○	○	○	○	○	○
Overview of Canvas for assessment	○	○	○	○	○	○
Discussion of other strategies	○	○	○	○	○	○
The content for the workshop overall	○	○	○	○	○	○

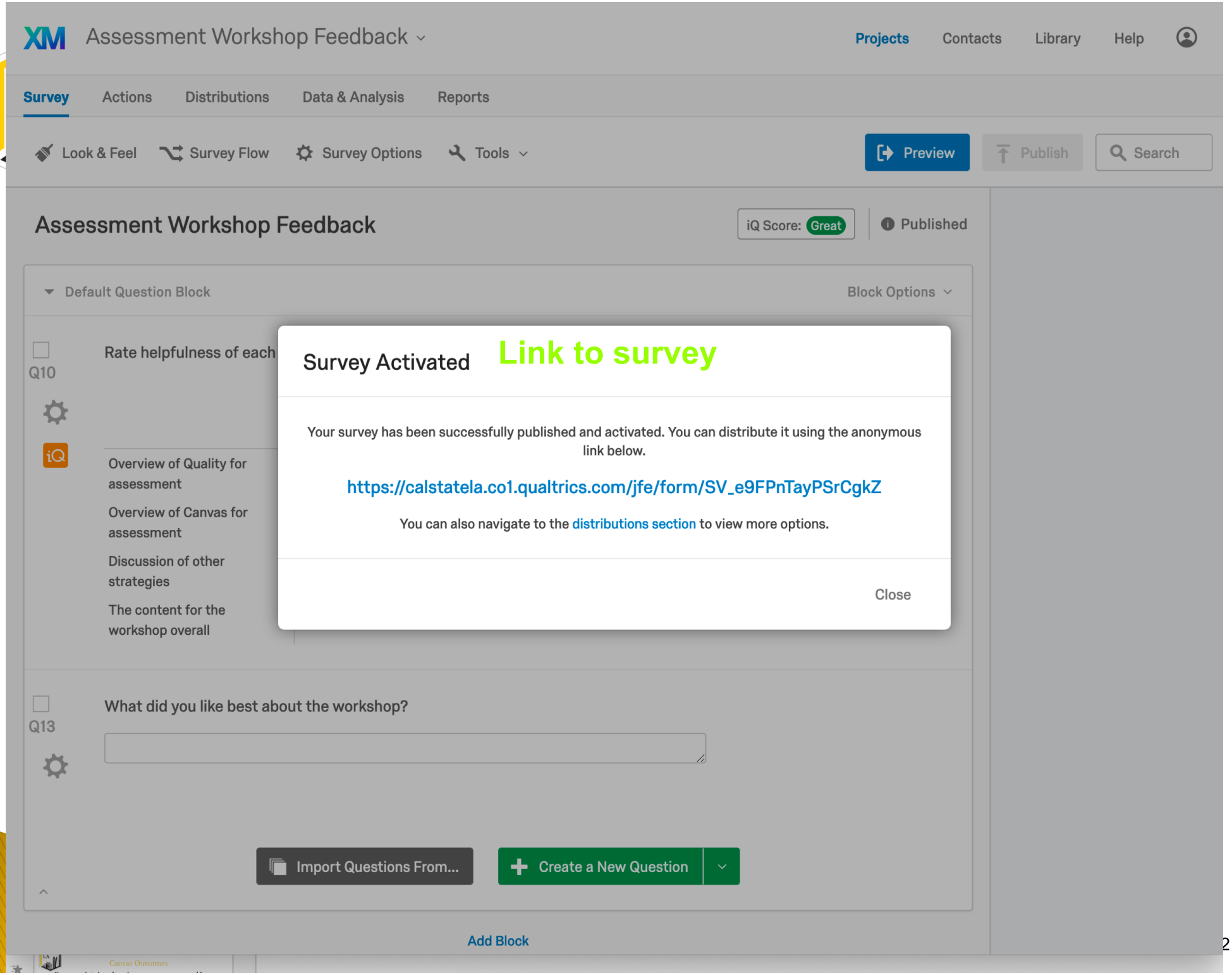
What did you like best about the workshop?

→

Powered by Qualtrics



Preview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Q10
Rate helpfulness of each
Overview of Quality for assessment
Overview of Canvas for assessment
Discussion of other strategies
The content for the workshop overall
Survey Activated
Link to survey
Your survey has been successfully published and activated. You can distribute it using the anonymous link below.
https://calstatela.co1.qualtrics.com/jfe/form/SV_e9FPnTayPSrCgkZ
You can also navigate to the distributions section to view more options.
Close
Q13
What did you like best about the workshop?
Import Questions From...
Create a New Question
Add Block

How do we get students to take the survey?

- Ask instructors to give credit or extra credit
- Use incentivizes such as candy, $5 gift cards, or drawings for a larger prize
- Require students to take the survey before approving their grad checks
- Set up a computer or tablet in the office for students who come in for appointments, etc.

- **Be sure to ask for student names, CINs, or emails on the survey if you want to track students or give credit**

Other Uses

- Not just for student surveys, but you can **collect information from faculty, employers, and alumni.**

- Set up a **survey for faculty** to enter their course information and rubric scores!

Reflection/Discussion

How could **you** use Qualtrics for program or course assessment?

Examples

Indirect

- Student or faculty surveys
- Interviews or focus groups
- Reflection essays, diaries, or journals

You can use Canvas for these!

Direct

- **Capstone products, theses, dissertations**
- **Comprehensive exams**
- Published (standardized) test (e.g., Major Field Test)
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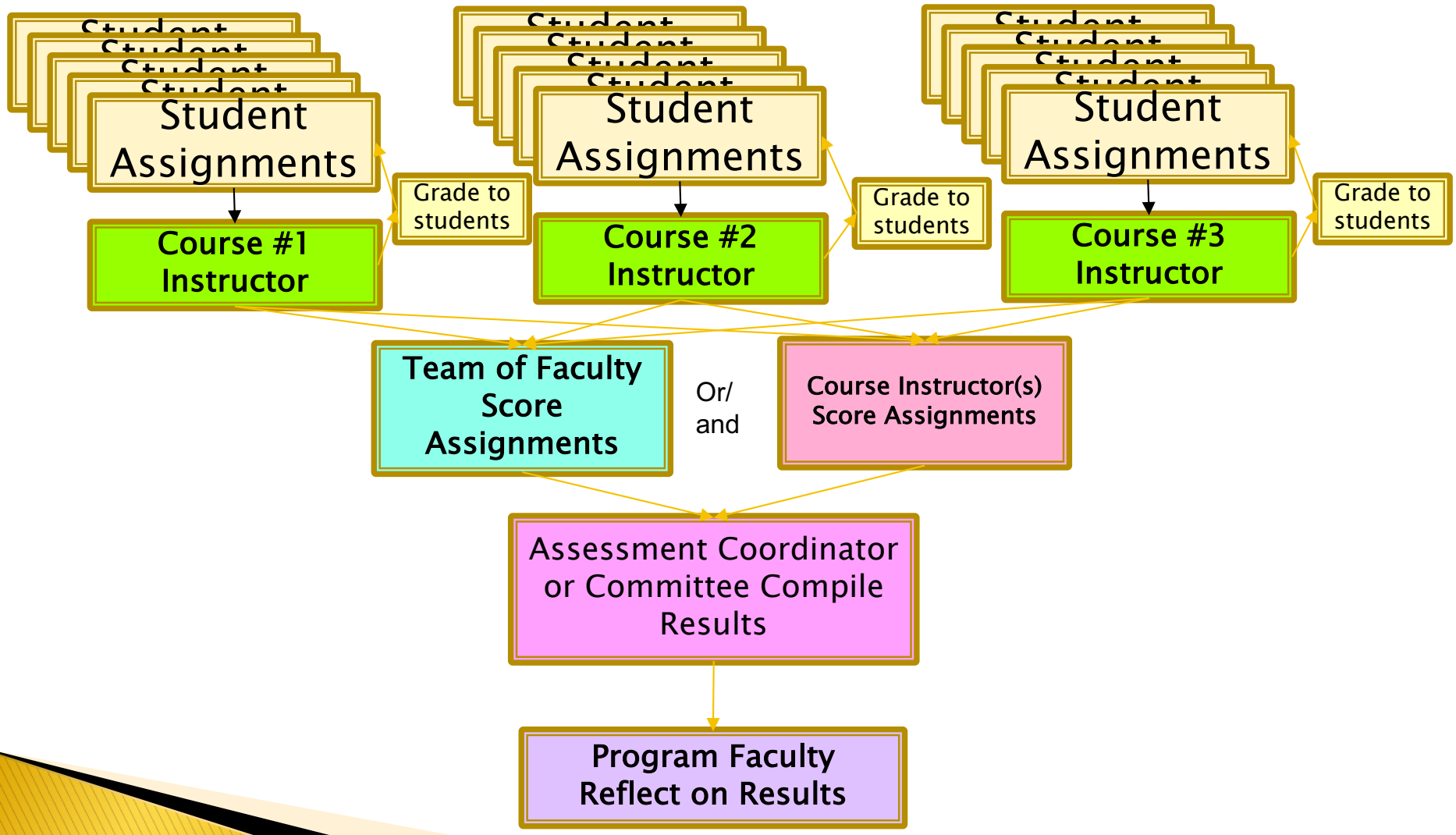
Signature assignments

- An assignment **embedded** in a course
- Used for course grade and **program assessment**
- Aligned with Program Learning Outcomes **(PLOs)**
- **Collaboratively** designed by faculty
- Meaningful and integrative!

- Why?
  - Allows a program to **assess learning across course sections** or instructors
  - Creates **consistency**
  - Useful for assessing learning in course sections with different modalities/pedagogies
- **For more information, please attend Spring 2020 workshop on "Using and Adapting VALUE Rubrics"**

Typical Program Data Collection Procedure

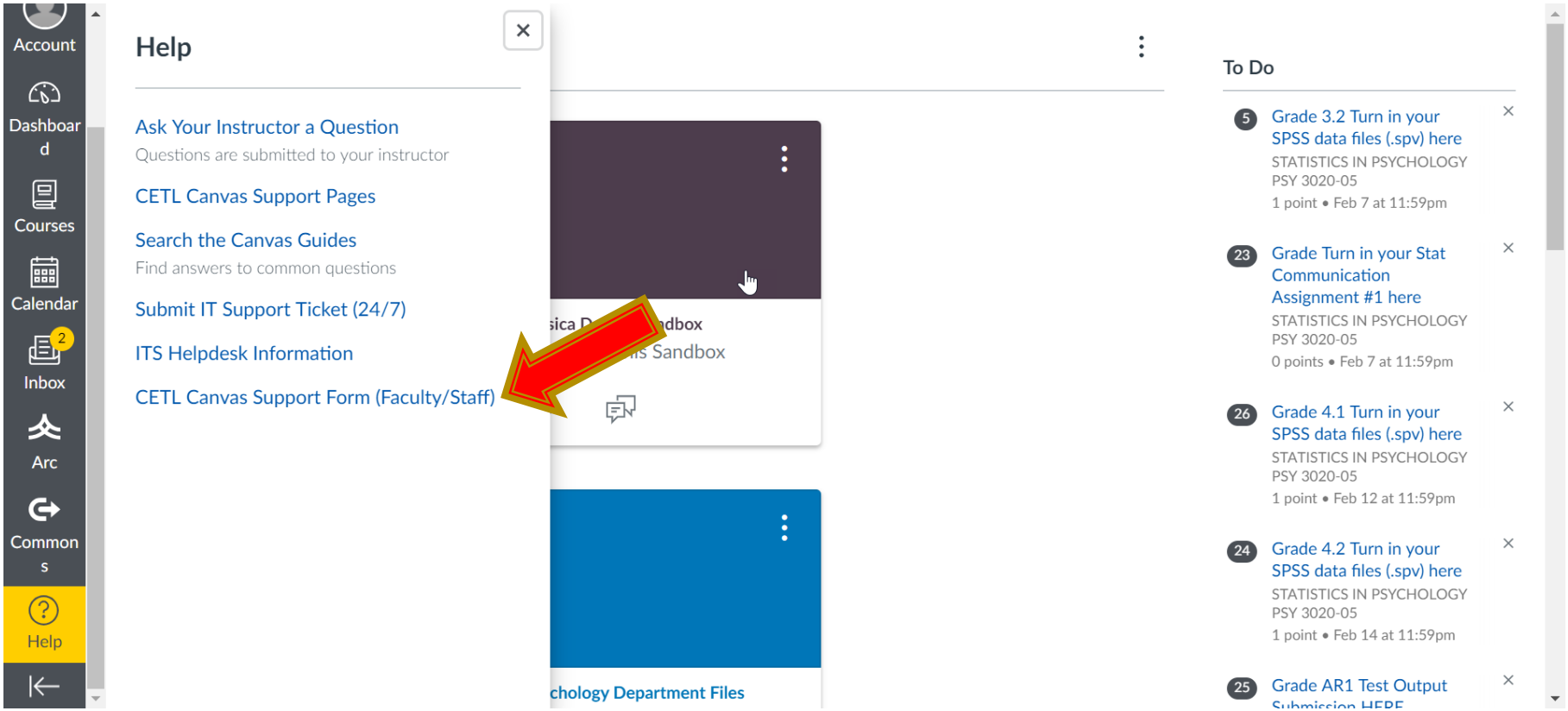


Overview of Using Canvas for Assessment

1. Request a Canvas shell using the "**CETL Canvas Support Form**"- use this shell to house your program assessment documents, assignments, and rubrics.
2. Use **Canvas Outcomes** to enter program or course learning outcomes and create rubrics.
   https://community.canvaslms.com/docs/DOC-13125-415267951
3. Create **signature assignments** in the program assessment course shell. **Link rubrics** to the assignment.
   https://community.canvaslms.com/docs/DOC-10460-canvas-instructor-guide-table-of-contents#jive_content_id_Rubrics
4. **Share** the program assessment course shell with all instructors.
5. **Ask instructors** to put the signature assignments into their own courses. Students submit assignments, instructors grade them.
6. Ask instructors to turn on "**Mastery Gradebook**" inside their own courses.
   https://community.canvaslms.com/docs/DOC-12901-4152179359
7. Instructors **download the Master Gradebook** with rubric results and send them to the assessment coordinator.

Request a Course Shell for Program Assessment

1. Request a Canvas shell using the "CETL Canvas Support Form" found with the "Help" icon on your Canvas bar.



Canvas Outcomes

2. Use the Canvas Outcomes tab to enter program or course learning outcomes. Click "+Outcome" to begin creating a new outcome.

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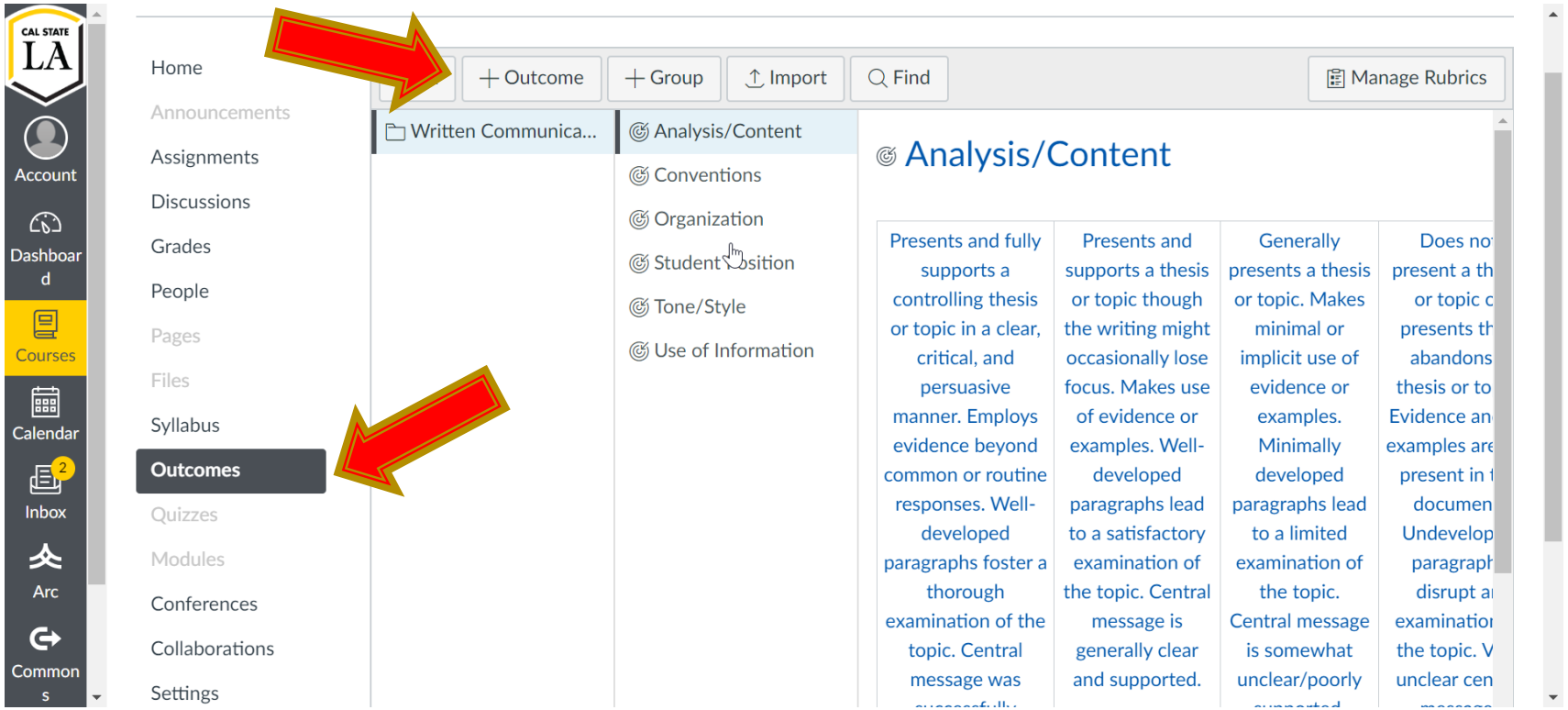
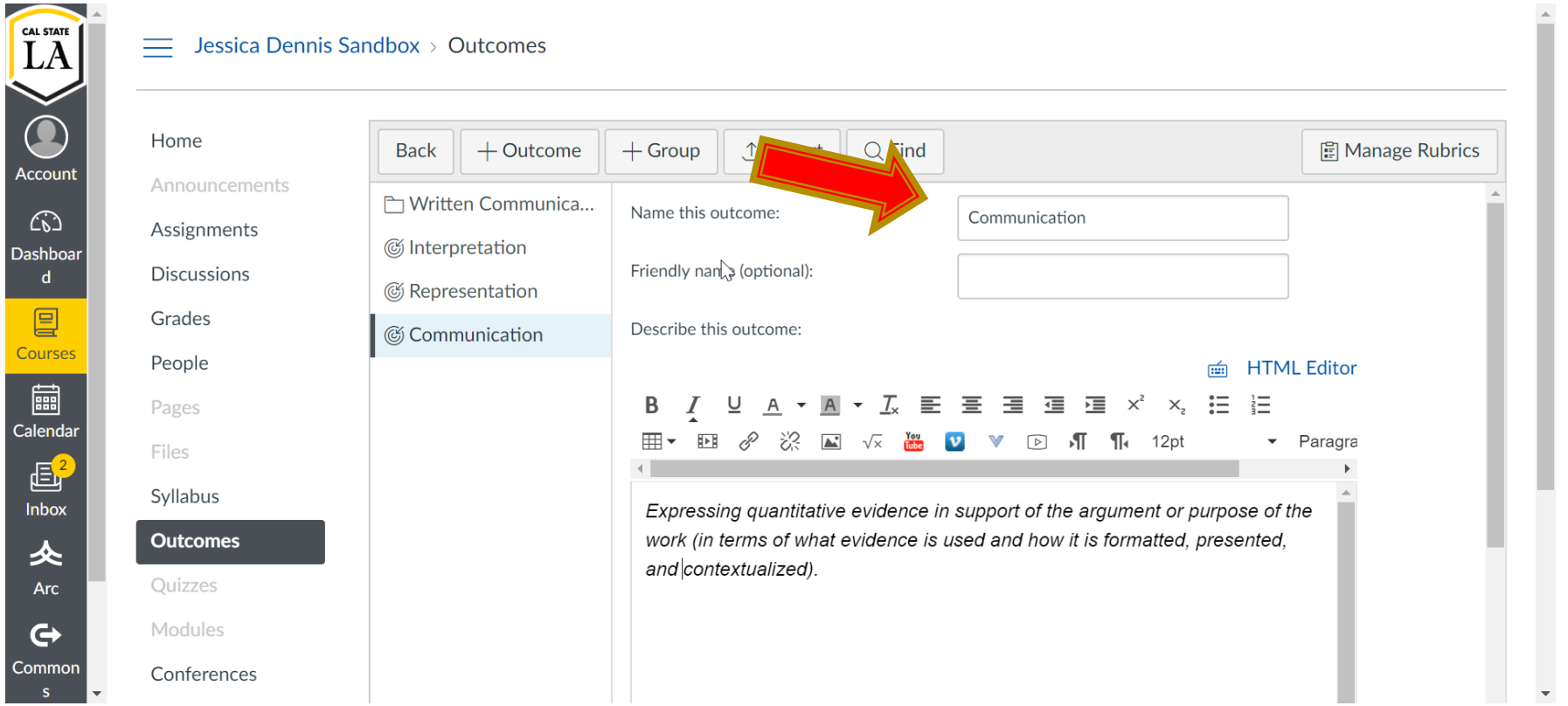


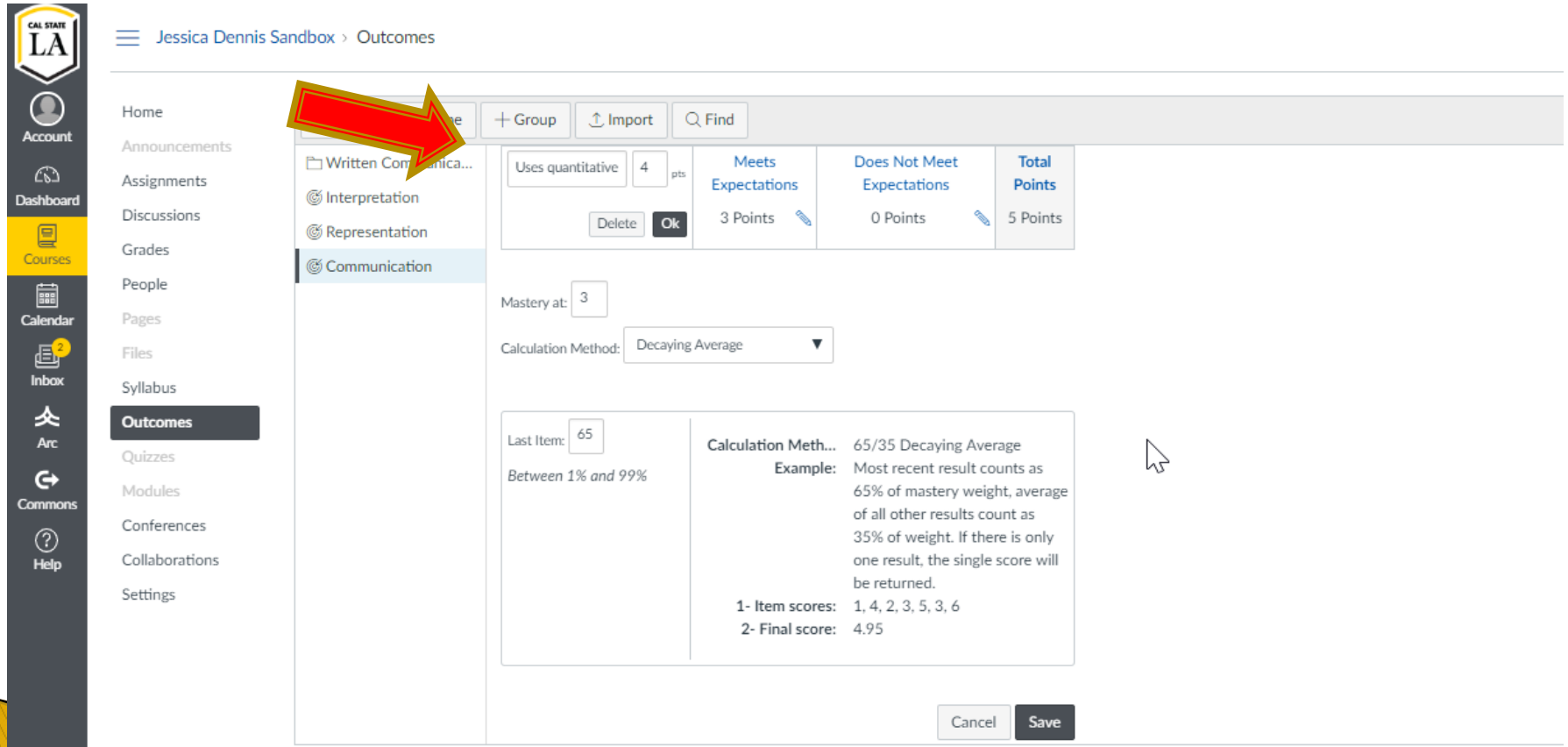
Canvas Outcomes

The outcome name should reflect one of the domains from the rubric.



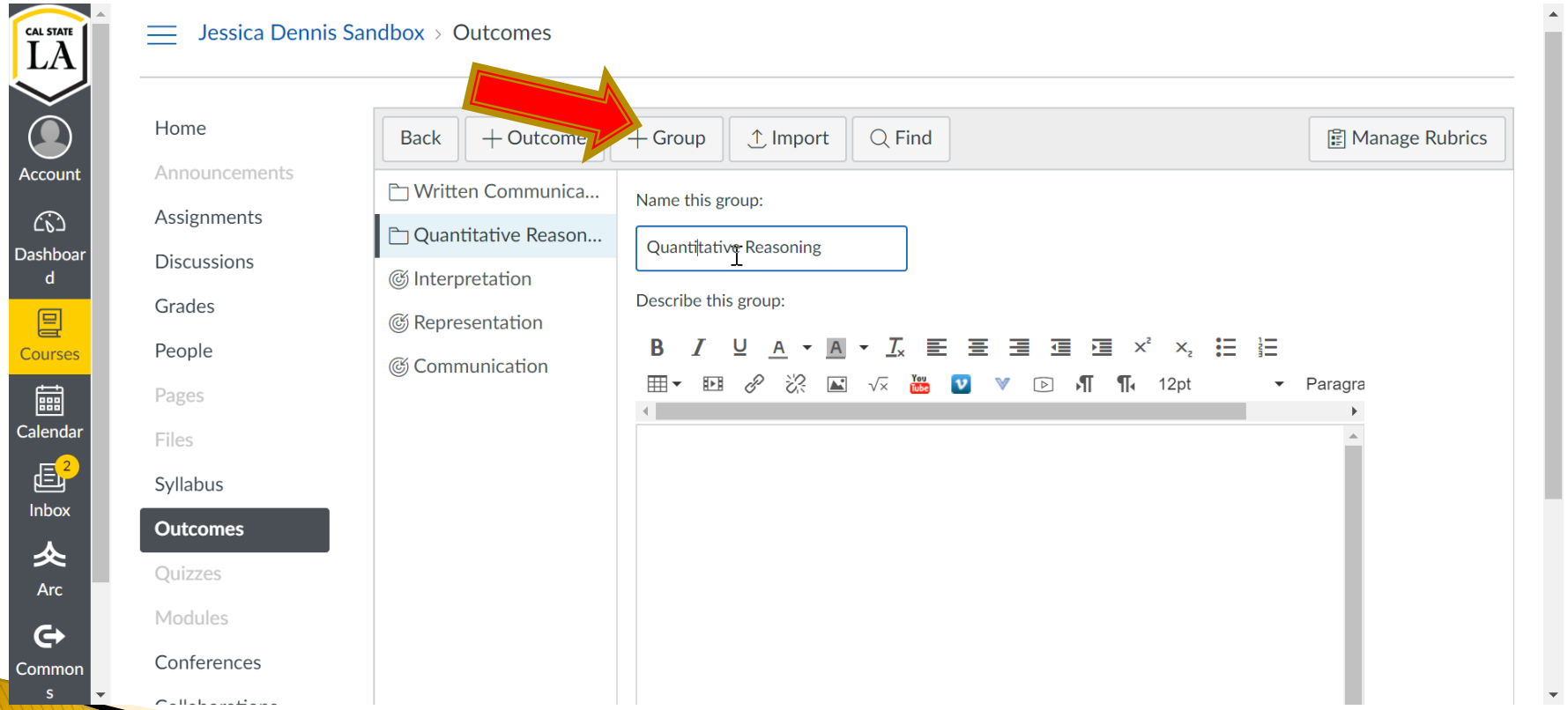
Canvas Outcomes

Scroll down and enter the criteria for each level of proficiency. After making all modifications to the outcome, save the outcome.



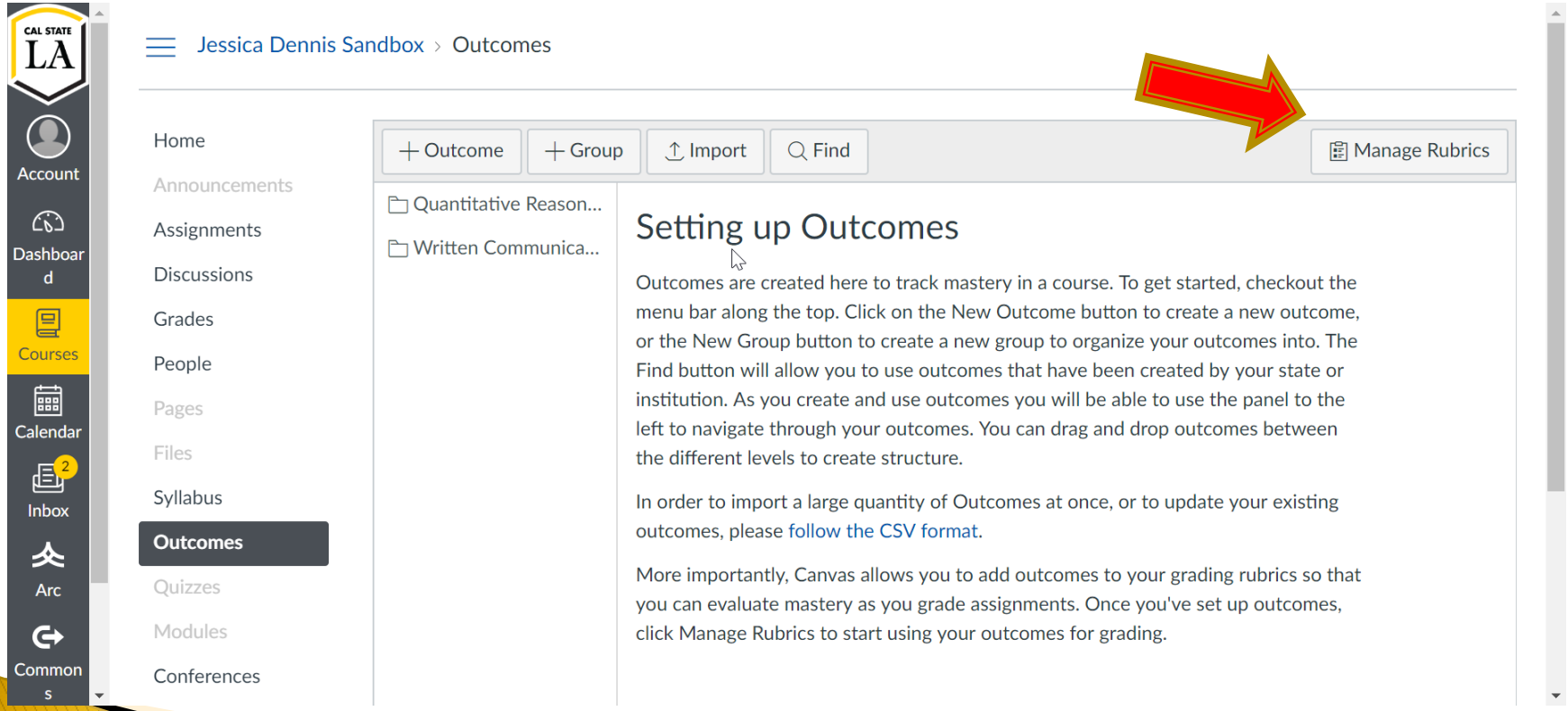
Canvas Outcomes

Group outcomes from the same rubric with the "+Group" option.



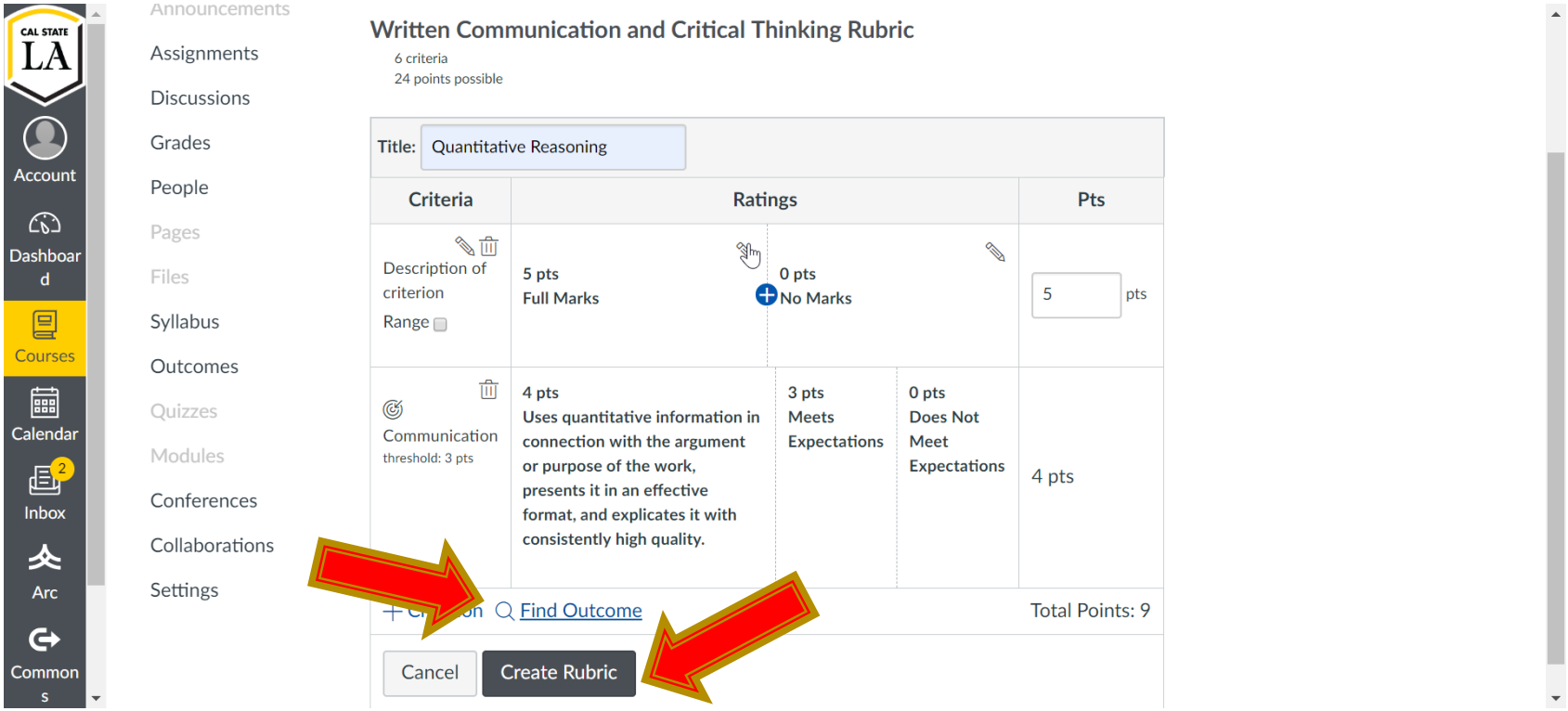
Canvas Outcomes

Create a rubric based on the outcomes you created by selecting “Manage Rubrics”.



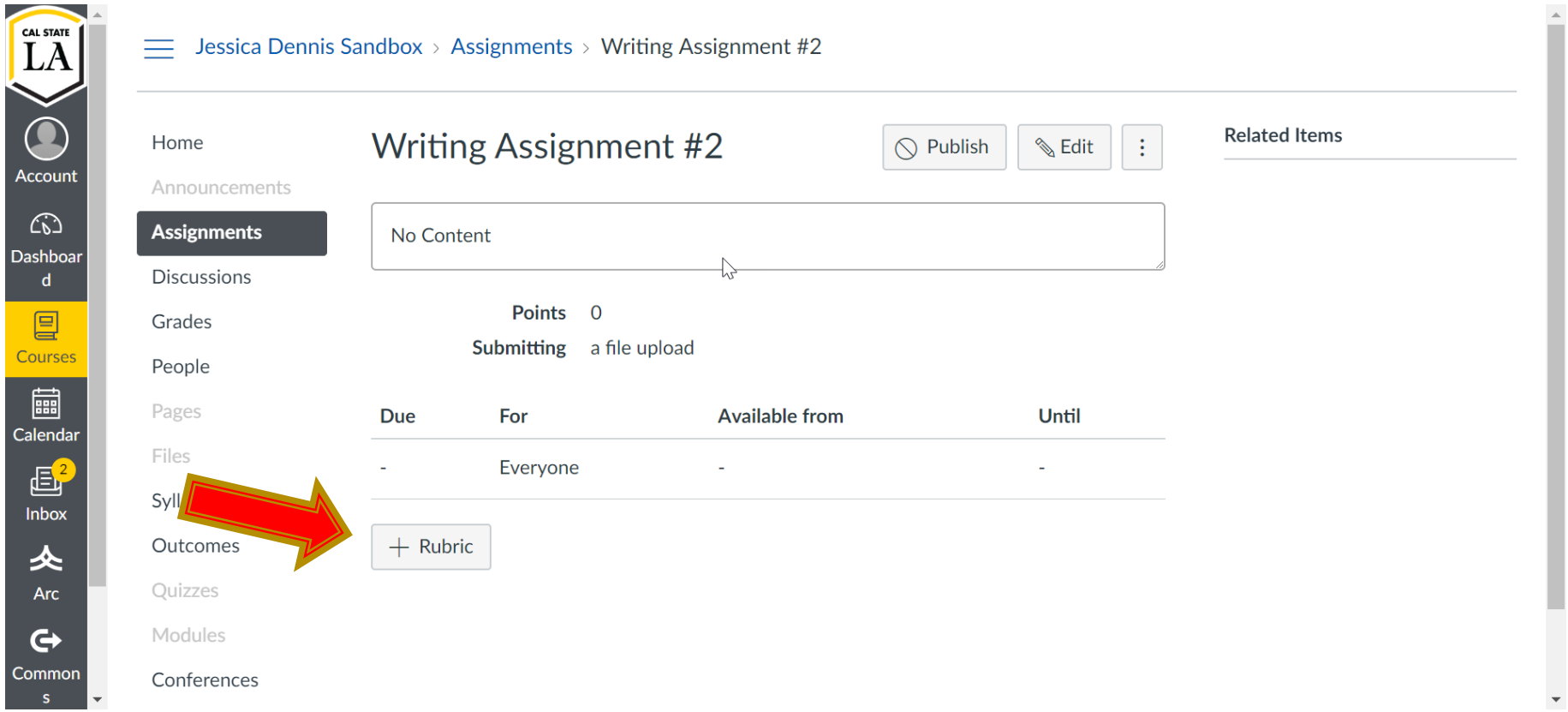
Canvas Outcomes

Add the outcomes to your rubric by selecting “Find Outcome”. After adding all the appropriate outcomes, select “Create Rubric”.



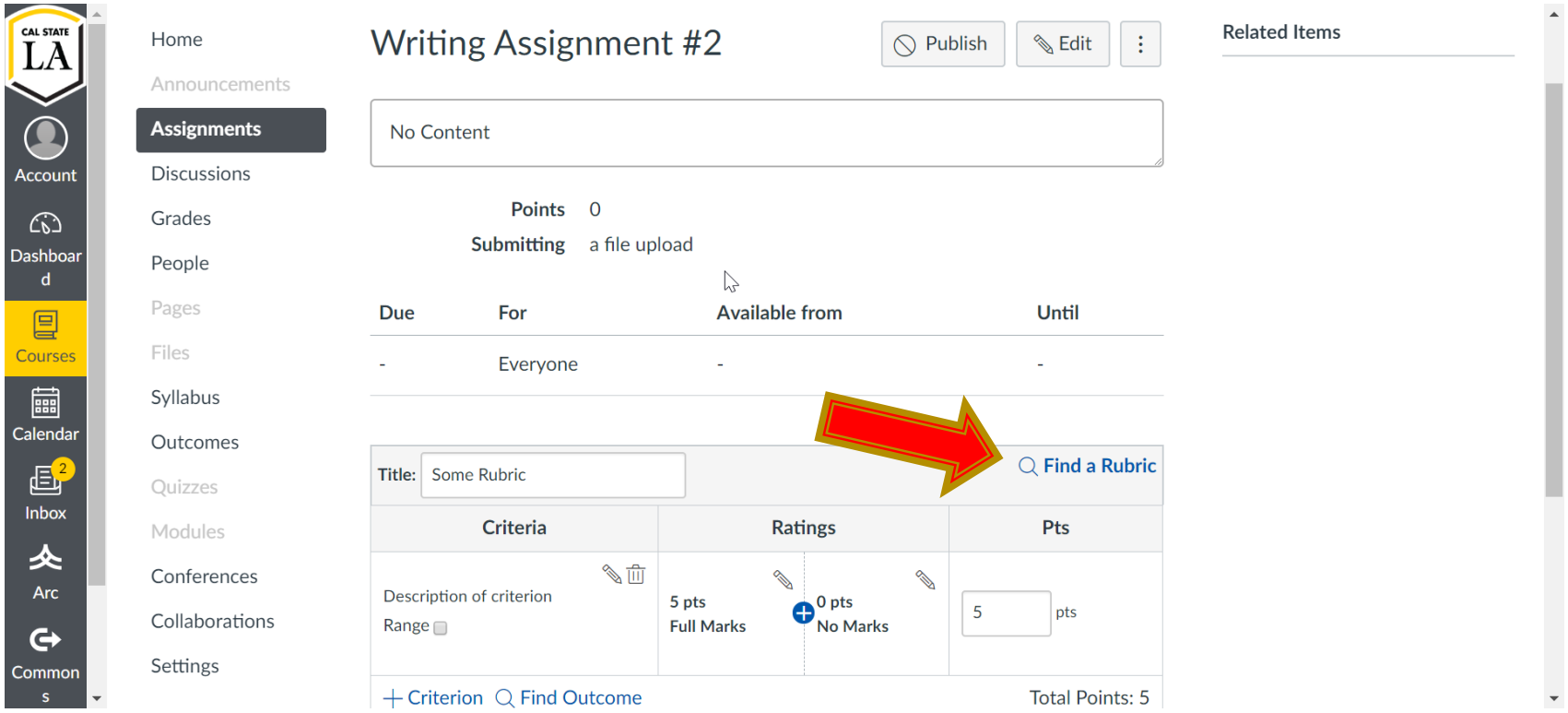
Add Rubrics to Assignments

3. Create signature assignments in the program assessment course shell. Link rubrics to the assignment.



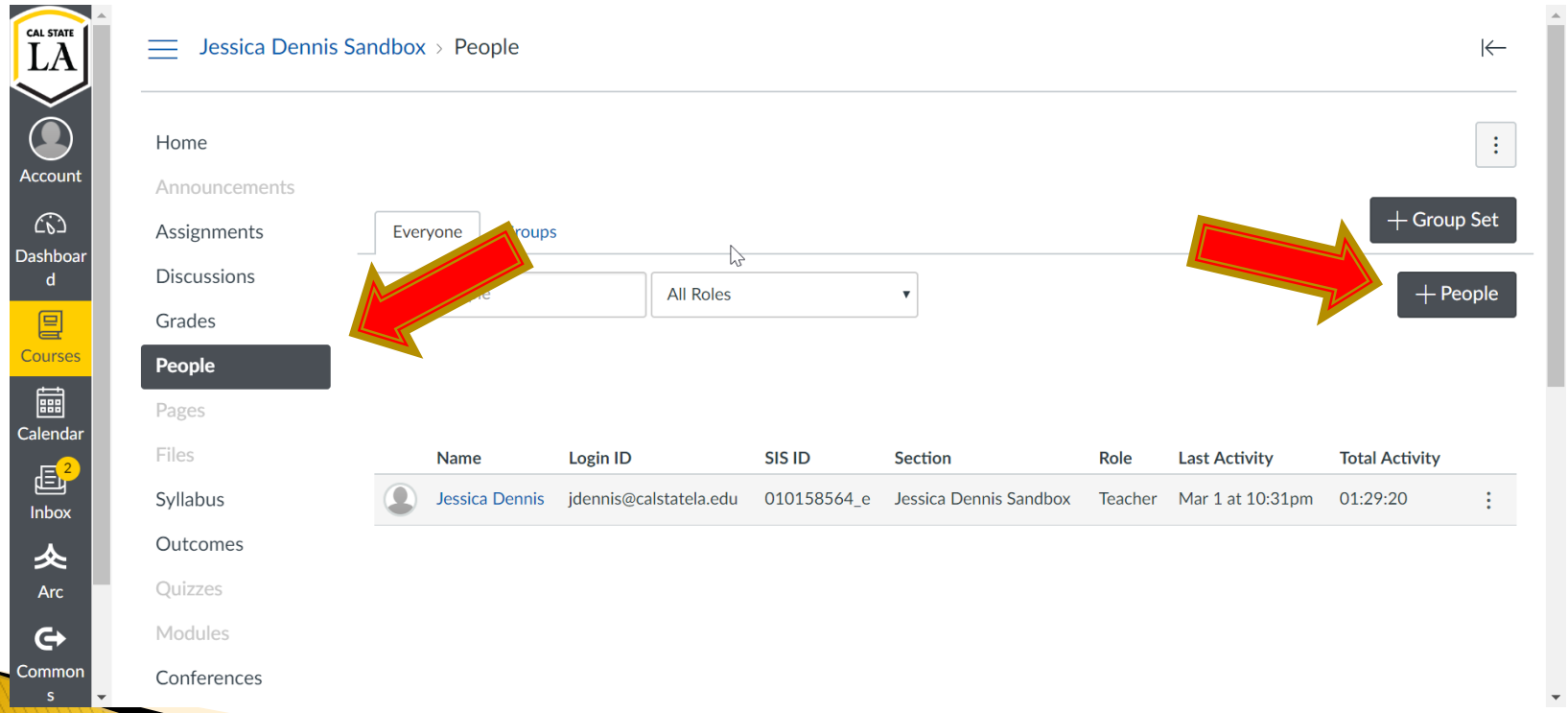
Add Rubrics to Assignments

- Find the rubric from any course in your Canvas account.



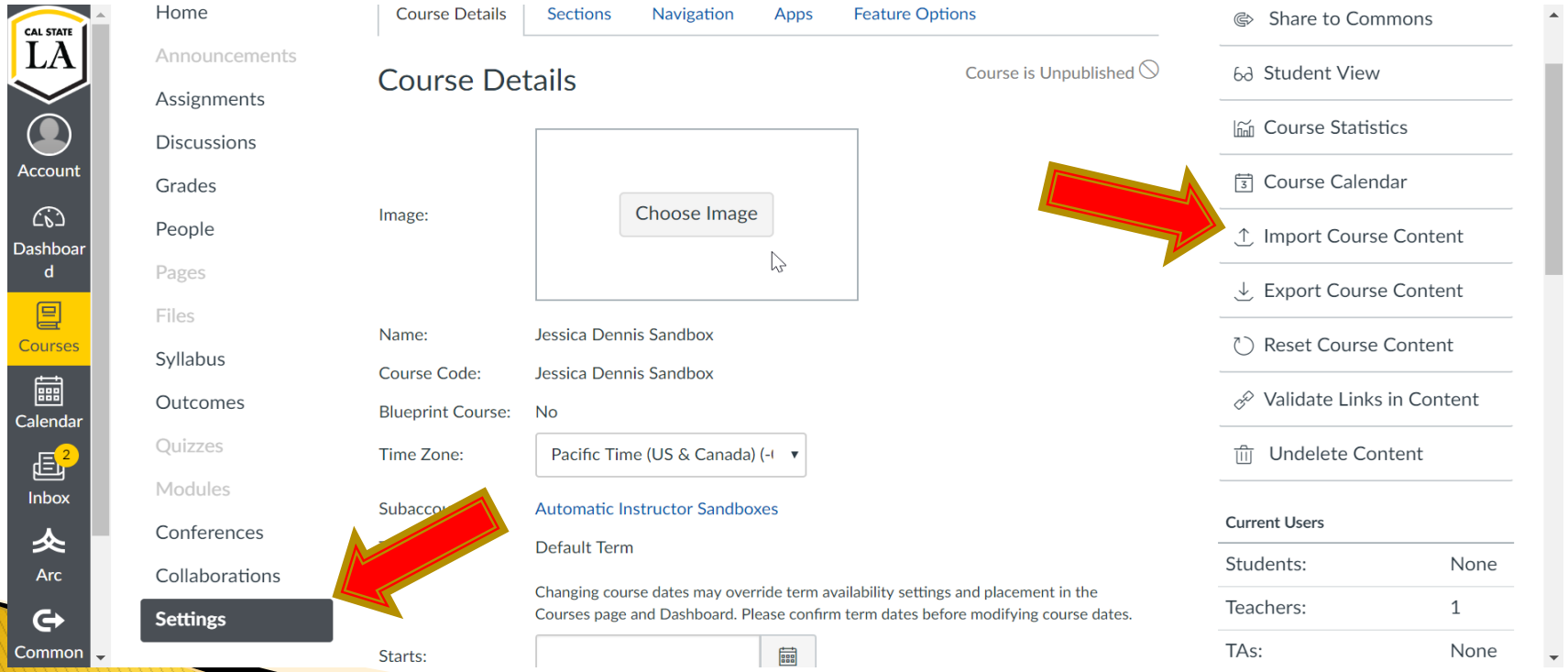
Add Instructors to the Course

4. Add instructors to the course by selecting "+People" using the "People" tab. Be sure to give them the role of "Teacher".



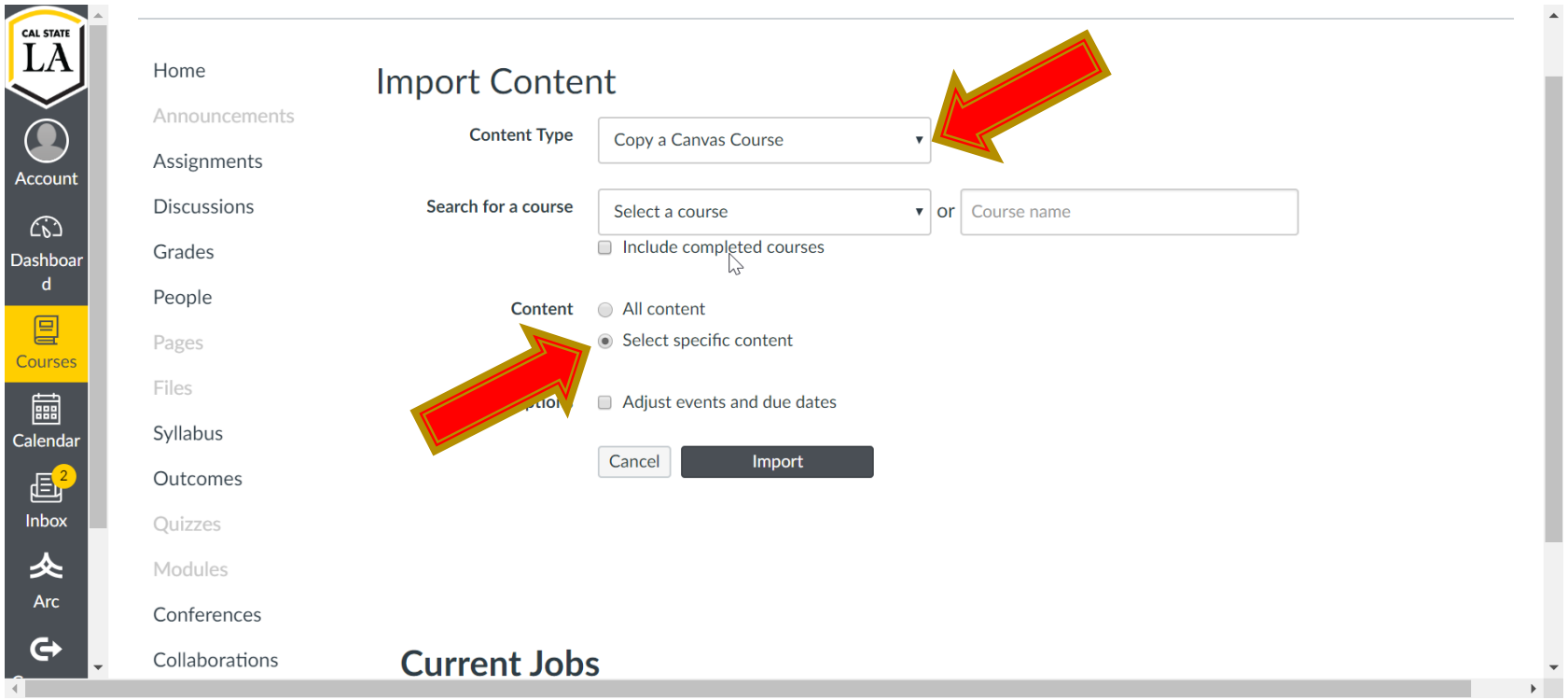
Instructors Add Assignments in Their Courses

5. Ask instructors to put the signature assignments into their own courses by importing course content from the assessment course (see settings tab).



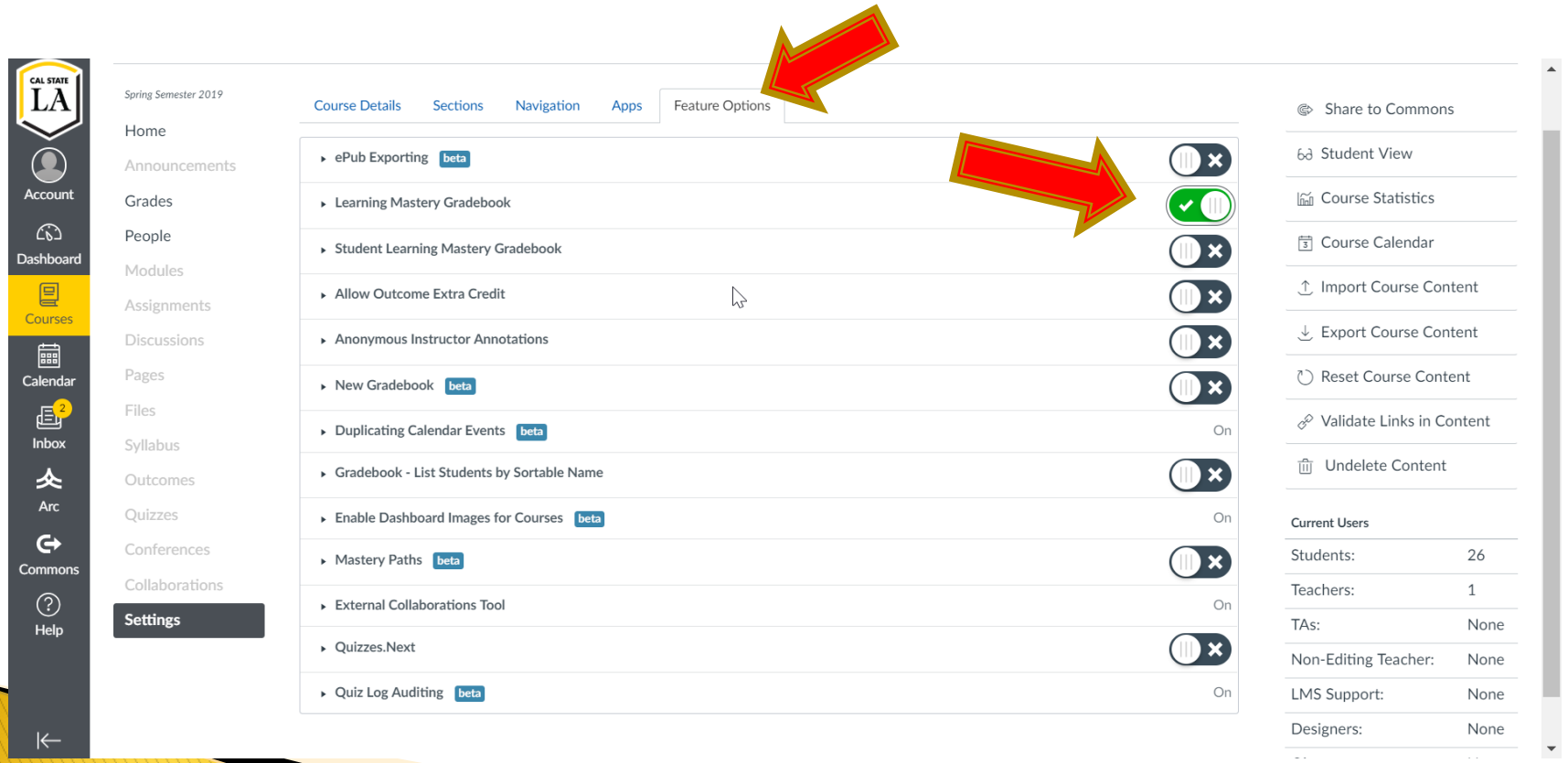
Adding the Assignment

- Instructors can import only the assignments they want by choosing “Select specific content”.



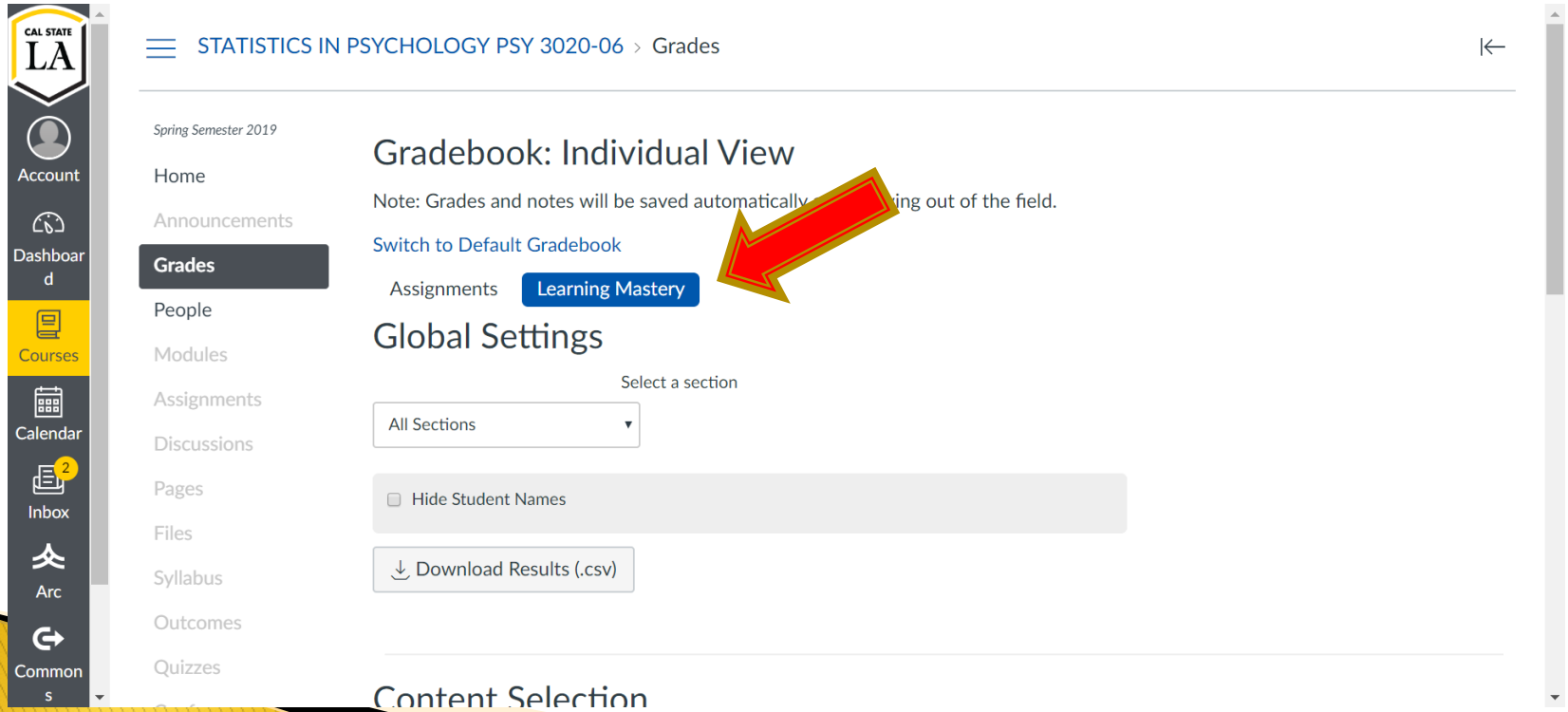
Mastery Gradebook

6. Ask instructors to turn on “Mastery Gradebook” inside their own courses using the “Feature Options” tab in course “Settings”.



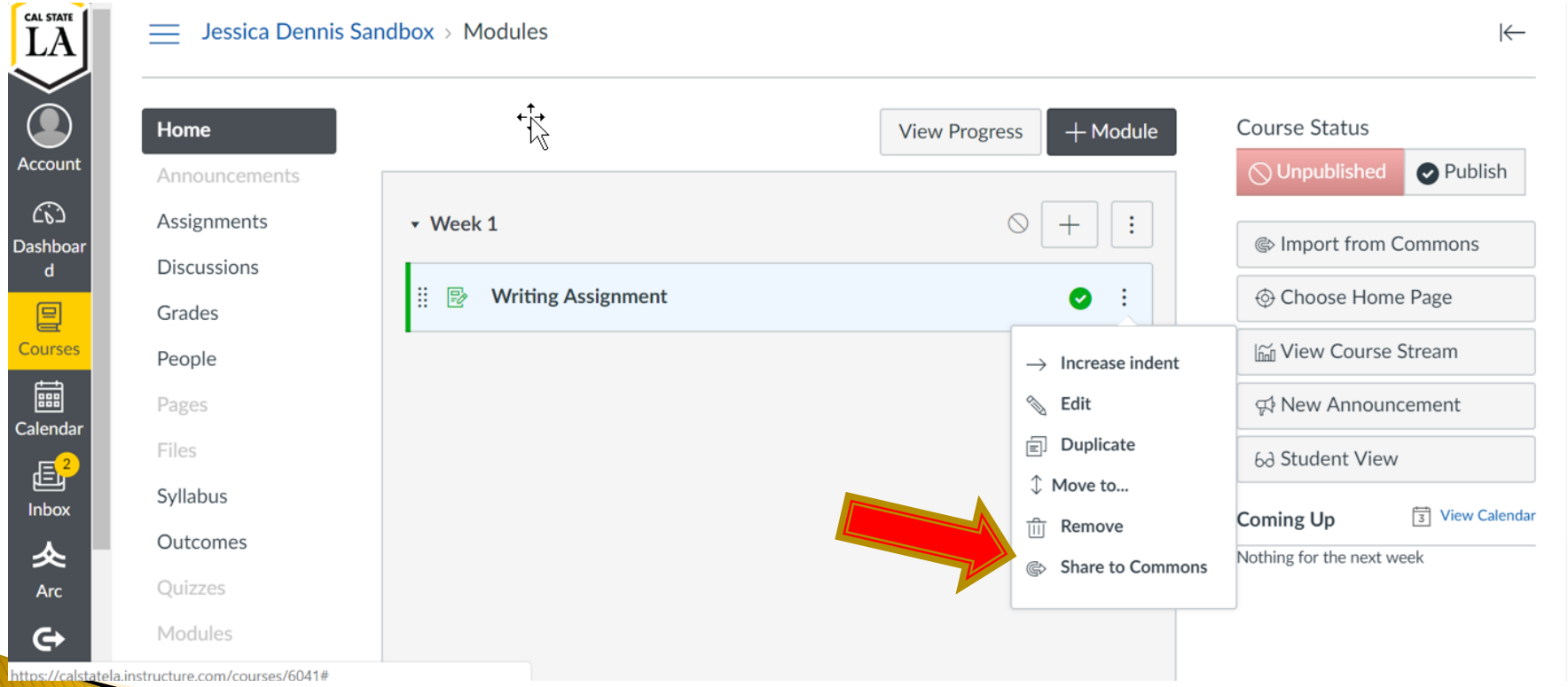
Download Mastery Gradebook

7. Instructors download the Learning Mastery Gradebook from "Grades" in order to get rubric results. These files can be sent to the assessment coordinator.



Other Possibilities with Canvas

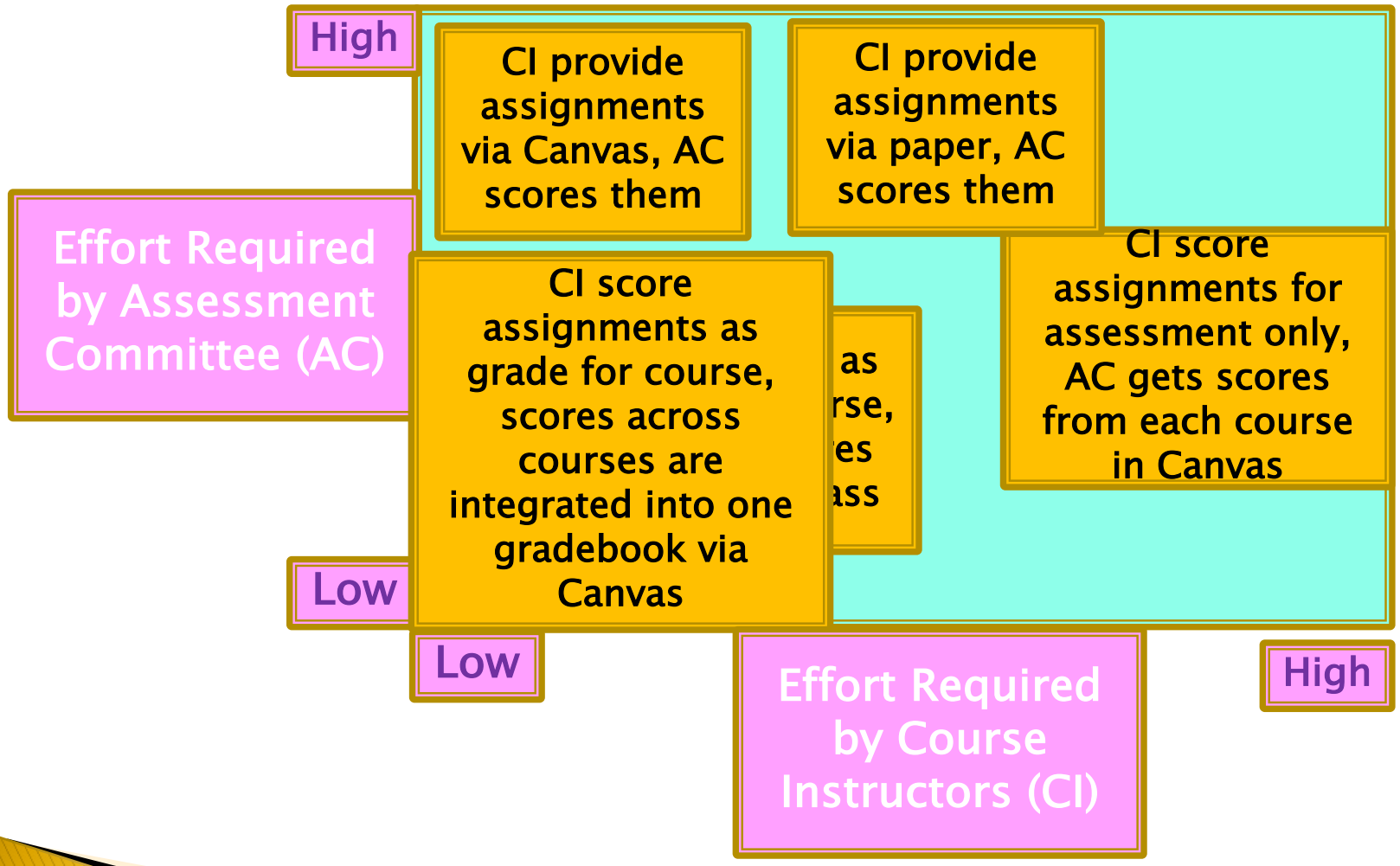
- You can also share assignments with others using the **Canvas Commons.**
  - This provides **access to everyone at Cal State LA.**
  - Be sure to put tags such as “program assessment”, “rubric”, etc.



Other Possibilities with Canvas

- Get an **administrator-level account for course coordinators** via CETL.
  - **Get permission** from course instructors using the CETL "*Permission to Share Canvas Course*" form.
  - The assessment admin can put the **signature assignment** into relevant courses. Students submit assignments, instructors grade them.
  - The admin can **turn on "Mastery Gradebook"** inside each course shell and later download the gradebooks from each course to combine and examine program results.

Assessment Options



Reflection/Discussion

What Canvas features would help you with program or course assessment?

Other Ideas

- **Portfolium** allows students to upload portfolios showcasing their work from various classes and projects.
  - https://portfolium.com/network/cal-state-la
  - Programs could require students to use this in their capstone courses.
  - Faculty could score the e-portfolios using rubrics.

Other Ideas for Various Methods of Assessment

Indirect

- Student or faculty surveys
- Interviews or focus groups
- Reflection essays, diaries, or journals

Hold showcase events where students present for a panel of faculty

Direct

- **Capstone products, theses, dissertations**
- Comprehensive exams
- Published (standardized) test (e.g., Major Field Test)
- Course term papers, projects, or presentations
- **Artistic performances, recitals, & products**
- **Simulations**
- Exam questions or written responses to prompts

Other Ideas for Various Methods of Assessment

Indirect

- Student or faculty surveys
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What else has worked for your program?

Direct

- Capstone products, theses, dissertations
- Comprehensive exams
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- Course term papers, projects, or presentations
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Reflection/Discussion

What other ideas and strategies do you want to remember?

What have you learned today that you want to share with others in your department?

Please take a moment to write and submit your responses!

Resources

Slide deck from Instructure on Canvas Outcomes:

- https://docs.google.com/presentation/d/1S8PAJncW2rhhWzxrJBeU4kUuImAhpwQQIyh5ugiDZbA/edit#slide=id.g38785927c5_0_28

Cal State LA Assessment Resources website:

- *http://www.calstatela.edu/apra/assessment-resources*

CSU Canvas Common Interest Group recording

CSU Canvas Common Interest Group (CIG) 1 hour presentation: https://youtu.be/emR2PNT9FAE

- **Presenters: Jennifer Redd and Stacey Knapp at SJSU**
- Adding SLOs at Canvas account levels, organize by folder
- Signature assignment - separate out specific outcomes among many
- Share the department signature assignment in the Canvas Commons for other department faculty to import to their courses
- Reporting process

Q&A with Our Expert!

Owynn Lancaster

Canvas Expert!

CETL Instructional Designer

(323) 343 - 6595; Owynn.Lancaster3@calstatela.edu

Questions?

Thank You!