Basic Tips for Writing Learning Outcomes

Suggestions

1) Differentiate between learning outcomes, satisfaction measures, program evaluation, and process measures (number of attendees)

2) Focus on smaller number of priorities: Quality over Quantity

3) Aim for consistency among departments as to specific outcomes or domains

4) The less specific an outcome is, the more difficult it is to measure

5) Keep outcomes simple and without a multitude of variables and behaviors that are confusing and will confound your results

6) Think about and build in the method of assessment as you develop learning outcomes

Outcome Checklist

- Does the outcome support the program objectives?

- Does the outcome describe what the program intends for students to know (cognitive), believe (affective), or do (behavioral)?

- Is the outcome detailed and specific?

- Is the outcome measurable and identifiable?

- Can you create an activity to enable students to learn the desired outcome?

- Can the outcome be used to make decisions on how to improve the program?
How to “fix” an outcome

1) Unclear: CAP staff will understand 5 reasons why it is necessary to conduct an assessment.
Clear: CAP staff will list 5 reasons why it is necessary to conduct an assessment.

2) Unclear: CAP staff will develop an appreciation for the Director of Student Affairs Assessment.
Clear: CAP staff will describe 3 attributes of the Director of Student Affairs Assessment that are appreciation-worthy.

3) Unclear: Students will value diversity at UNCG.
Clear: Students will summarize how they feel about diversity at UNCG.

Personal goals and expectations are not necessarily learning outcomes

- **Personal goal** will participate in physical activities 3 times a week
- **Learning outcome** will establish a regular exercise routine consistent with health guidelines

- **Personal goal** get an A on a difficult paper
- **Learning outcome** apply APA format to a writing assignment

- **Expectation** will dress appropriately to work in the CAP office
- **Learning outcome** will be able to describe the significance of dressing appropriately when representing the CAP office

- **Expectation** will arrive on time
- **Learning outcome** will be able to articulate the importance of maintaining regular office hours as publicized