

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