

How-To Guide: Academic Program Assessment Plan and Report

A Target states the expected achievement level of students in the program. It describes how well realistic or aspirational

rather than minimal.

Targets should address the following questions:

1. What is the expected standard of performance?
2. How many students should be able to achieve this standard of performance?

Meets Standard Criteria on Academic Assessment Rubric:

- Most target levels and performance standards for the outcome are stated and appropriate.

Here's a template to follow:

[2. target percentage of students to achieve the standard] of the students will [1. standard of performance] on the [rubric, test, survey, etc.].

Example 1: Rubric scores

[2] 80% of the students will [1] "Meets Standard" or "Exceeds Standard" on all areas of the rubric related to written communication.

Example 2: Exam pass rate

[1] A composite score of 470 and scores of 235 on both the Reading and Writing sections is required in order to pass the VCLA. Our program targets a [2] 90% pass rate overall (470 composite score) as well as a 90% pass rate (235 section score) on each section of the VCLA (Reading and Writing).

Example 3: Satisfaction ratings

[2] At least 80% of our students who respond to the Senior Student Satisfaction Survey will report being [1] "satisfied" or "very satisfied" with their experience in the major.

For more information, please contact the Office of Institutional Effectiveness and Assessment

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