
Certificate in Higher Education Administration

Academic Program Development and Assessment

Academic Program Development and Assessment

Academic Program Development and Assessment in higher education administration is a critical aspect of ensuring quality education delivery and student success. This course provides a comprehensive overview of the key terms and vocabulary essential for understanding and implementing effective program development and assessment strategies. Let's delve into these terms in detail:

1. Accreditation

Accreditation is a process by which a recognized body evaluates and recognizes the quality of an institution or program. It ensures that academic programs meet certain standards of quality and effectiveness. Accreditation plays a crucial role in maintaining the credibility and reputation of an institution and its programs.

Example: The institution's business school received accreditation from the Association to Advance Collegiate Schools of Business (AACSB), affirming the high quality of its programs.

2. Curriculum

Curriculum refers to the overall structure of academic programs, including courses, learning outcomes, and assessments. It outlines the content and sequence of courses required for students to complete a degree or certificate program.

Example: The curriculum for the nursing program includes courses in anatomy, physiology, pharmacology, and clinical practice.

3. Learning Outcomes

Learning outcomes are statements that describe what students are expected to know, understand, and be able to do by the end of a course or program. They guide course design, assessment, and evaluation.

Example: By the end of the marketing course, students will be able to develop a comprehensive marketing plan for a real-world business.

4. Assessment

Assessment involves gathering and analyzing evidence to evaluate student learning outcomes, program effectiveness, and overall educational quality. It includes a variety of methods such as exams, projects, presentations, and portfolios.

Example: The assessment of the engineering program included a final project, oral defense, and industry internship evaluation.

5. Rubric

A rubric is a scoring tool that defines the criteria for evaluating student work and provides a clear description of performance levels. Rubrics help ensure consistency and transparency in assessment.

Example: The rubric for the research paper includes criteria for organization, argumentation, use of evidence, and writing mechanics.

6. Program Evaluation

Program evaluation involves assessing the effectiveness of an academic program in achieving its goals and objectives. It helps identify strengths, weaknesses, and areas for improvement.

Example: The program evaluation revealed that students' communication skills improved significantly after the implementation of a communication course.

7. Stakeholders

Stakeholders are individuals or groups who have an interest in the academic program, such as students, faculty, administrators, employers, and accrediting bodies. Their input and feedback are essential for program development and assessment.

Example: The stakeholders' feedback on the new curriculum design was positive, highlighting the relevance of industry-specific courses.

8. Continuous Improvement

Continuous improvement is an ongoing process of monitoring, evaluating, and enhancing academic programs to ensure they meet the changing needs of students, employers, and society. It involves data-driven decision-making and a commitment to excellence.

Example: The institution's commitment to continuous improvement led to the redesign of the business program to include more experiential learning opportunities.

9. Alignment

Alignment refers to the coherence and consistency between the learning outcomes, curriculum, assessment methods, and program goals. A well-aligned program ensures that all components work together to support student success.

Example: The alignment between the learning outcomes and assessment tasks in the psychology program facilitated a clear understanding of student progress.

10. External Review

External review involves having external experts or stakeholders evaluate the quality and effectiveness of an academic program. Their feedback and recommendations help identify areas for improvement and ensure accountability.

Example: The external review of the education program highlighted the need for updated technology resources and increased collaboration with local schools.

11. Learning Analytics

Learning analytics involves the collection, analysis, and interpretation of data related to student learning and performance. It helps identify trends, patterns, and areas for intervention to improve student outcomes.

Example: Learning analytics revealed that students who engaged in online discussion forums had higher course grades compared to those who did not participate.

12. Program Alignment

Program alignment refers to the coordination and integration of various components of an academic program to ensure consistency and coherence. It involves aligning courses, assessments, learning outcomes, and resources to achieve program goals.

Example: The program alignment between the general education requirements and major courses enhanced students' interdisciplinary learning experiences.

13. Student Success

Student success encompasses the academic achievement, personal development, and well-being of students. Academic program development and assessment play a crucial role in supporting student success by providing high-quality education and support services.

Example: The institution's focus on student success initiatives, such as tutoring services and academic advising, led to an increase in graduation rates.

14. Benchmarking

Benchmarking involves comparing the performance and outcomes of an academic program against best practices, industry standards, or peer institutions. It helps identify areas of strength and areas for improvement.

Example: The benchmarking analysis showed that the institution's retention rates were below the national average, prompting the implementation of retention strategies.

15. Data-Informed Decision Making

Data-informed decision making involves using evidence and data to guide program development, assessment, and improvement efforts. It helps ensure that decisions are based on reliable information and analysis.

Example: The data-informed decision making process revealed that student satisfaction with online courses was lower than traditional courses, leading to the redesign of online learning modules.

16. Program Review

Program review is a systematic process of evaluating the quality, relevance, and effectiveness of an academic program. It involves gathering data, analyzing outcomes, and making recommendations for program enhancement.

Example: The program review committee recommended updating the biology curriculum to include more hands-on laboratory experiences and research opportunities.

17. Strategic Planning

Strategic planning involves setting goals, priorities, and action plans to guide the development and assessment of academic programs. It helps institutions align resources and efforts to achieve long-term success.

Example: The strategic planning process identified increasing enrollment, enhancing program quality, and improving student retention as key priorities for the institution.

18. Program Accreditation

Program accreditation is a formal recognition of the quality and effectiveness of a specific academic program by a specialized accrediting body. It demonstrates that the program meets industry standards and prepares students for professional practice.

Example: The engineering program received program accreditation from the Accreditation Board for Engineering and Technology (ABET), ensuring that graduates meet industry standards for licensure.

19. Quality Assurance

Quality assurance involves implementing processes and mechanisms to ensure that academic programs meet established standards of quality, effectiveness, and relevance. It involves ongoing monitoring, evaluation, and improvement efforts.

Example: The quality assurance team conducted regular audits of program assessments to ensure alignment with learning outcomes and accreditation standards.

20. Program Development

Program development involves designing, creating, and implementing new academic programs or modifying existing ones to meet the evolving needs of students, employers, and society. It requires collaboration among faculty, administrators, and stakeholders.

Example: The program development team worked closely with industry partners to design a new cybersecurity program that aligned with industry demands and trends.

21. Program Assessment

Program assessment involves evaluating the effectiveness and impact of an academic program on student learning outcomes, program goals, and overall quality. It helps institutions make data-driven decisions to enhance program effectiveness.

Example: The program assessment results showed that students' critical thinking skills improved significantly after completing the philosophy course.

22. Program Outcomes

Program outcomes are statements that describe the knowledge, skills, and competencies that students are expected to demonstrate upon completing an academic program. They guide curriculum design, assessment, and evaluation.

Example: The program outcomes for the business administration program include leadership skills, financial

acumen, and strategic decision-making abilities.

23. Program Goals

Program goals are broad statements that define the overarching objectives and purposes of an academic program. They provide a roadmap for program development, assessment, and improvement efforts.

Example: The program goals for the environmental science program include promoting sustainability, environmental stewardship, and scientific inquiry.

24. Program Assessment Plan

A program assessment plan outlines the strategies, methods, and timeline for evaluating student learning outcomes, program effectiveness, and overall quality. It helps ensure that assessment efforts are systematic and comprehensive.

Example: The program assessment plan includes annual student surveys, faculty evaluations, and external review processes to assess program quality.

25. Program Evaluation Criteria

Program evaluation criteria are the standards or benchmarks used to assess the effectiveness, relevance, and quality of an academic program. They help ensure that programs meet established standards and expectations.

Example: The program evaluation criteria for the engineering program include student retention rates, graduation rates, and employer satisfaction surveys.

26. Program Evaluation Process

Program evaluation process involves systematically collecting, analyzing, and interpreting data to assess the quality, impact, and outcomes of an academic program. It helps identify strengths, weaknesses, and areas for improvement.

Example: The program evaluation process included faculty interviews, student focus groups, and alumni surveys to gather diverse perspectives on program effectiveness.

27. Program Assessment Cycle

The program assessment cycle is a recurring process of planning, implementing, and evaluating assessment activities to ensure continuous improvement of an academic program. It involves setting goals, collecting data, analyzing results, and making informed decisions.

Example: The program assessment cycle for the nursing program includes pre- and post-tests, clinical evaluations, and capstone projects to assess student learning outcomes.

28. Program Assessment Tools

Program assessment tools are instruments or methods used to collect, analyze, and interpret data related to student learning outcomes, program effectiveness, and overall quality. They include surveys, exams, rubrics, and portfolios.

Example: The program assessment tools for the psychology program include standardized exams, case studies, and research presentations to assess student competencies.

29. Program Review Committee

A program review committee is a group of faculty, administrators, and stakeholders responsible for conducting a comprehensive evaluation of an academic program. They review data, analyze outcomes, and make recommendations for program enhancement.

Example: The program review committee recommended revising the curriculum, updating learning outcomes, and enhancing assessment methods to improve the program's quality.

30. Program Improvement Plan

A program improvement plan outlines the strategies, actions, and timelines for enhancing the quality, relevance, and effectiveness of an academic program. It helps institutions address areas of weakness and implement changes for continuous improvement.

Example: The program improvement plan includes faculty development workshops, student support services, and curriculum revisions to enhance the program's overall quality.

31. Program Assessment Report

A program assessment report summarizes the findings, analysis, and recommendations from the assessment activities conducted for an academic program. It provides stakeholders with insights into program effectiveness and areas for improvement.

Example: The program assessment report highlighted students' strengths in critical thinking and areas for improvement in research skills, leading to curriculum adjustments.

32. Program Alignment Matrix

A program alignment matrix is a visual representation of the connections between learning outcomes, curriculum, assessments, and program goals. It helps ensure that all components of the program are aligned and support student success.

Example: The program alignment matrix shows how each course in the computer science program contributes to specific program outcomes and overall goals.

33. Program Coordinator

A program coordinator is a faculty member or administrator responsible for overseeing the development, implementation, and assessment of an academic program. They provide leadership, guidance, and support to faculty, staff, and students.

Example: The program coordinator for the biology program works closely with faculty to design courses, assess student learning outcomes, and ensure program quality.

34. Program Assessment Timeline

A program assessment timeline outlines the schedule, milestones, and deadlines for conducting assessment activities and reporting results. It helps institutions plan and implement assessment efforts effectively.

Example: The program assessment timeline includes fall and spring assessment cycles, data collection periods, analysis workshops, and reporting deadlines.

35. Program Evaluation Framework

A program evaluation framework is a structured approach to assessing the quality, impact, and outcomes of an academic program. It includes criteria, indicators, methods, and tools for evaluating program effectiveness.

Example: The program evaluation framework for the education program includes student achievement data, graduation rates, employer surveys, and alumni feedback.

36. Program Assessment Dashboard

A program assessment dashboard is a visual tool that provides a real-time snapshot of assessment data, outcomes, and trends for an academic program. It helps stakeholders track progress, identify areas for improvement, and make data-informed decisions.

Example: The program assessment dashboard shows student retention rates, course completion rates, and assessment scores for the business program, enabling faculty to monitor student progress and program effectiveness.

37. Program Assessment Coordinator

A program assessment coordinator is a faculty member or administrator responsible for coordinating, managing, and overseeing assessment activities for an academic program. They ensure that assessment efforts are systematic, transparent, and aligned with program goals.

Example: The program assessment coordinator works with faculty to develop assessment plans, analyze data, and report results to stakeholders for the nursing program.

38. Program Assessment Workshop

A program assessment workshop is a professional development session that provides faculty, staff, and administrators with training on assessment strategies, tools, and best practices. It helps build capacity for effective program assessment and continuous improvement.

Example: The program assessment workshop included sessions on designing rubrics, analyzing assessment data, and using technology tools for assessment in the liberal arts program.

39. Program Assessment Portfolio

A program assessment portfolio is a collection of evidence, documents, and artifacts that demonstrate the quality, impact, and outcomes of an academic program. It serves as a comprehensive record of assessment efforts and achievements.

Example: The program assessment portfolio includes student work samples, assessment reports, faculty reflections, and stakeholder feedback for the psychology program.

40. Program Assessment Toolkit

A program assessment toolkit is a set of resources, templates, and guidelines that support faculty and

administrators in planning, implementing, and evaluating assessment activities for an academic program. It includes rubrics, surveys, data analysis tools, and best practices.

Example: The program assessment toolkit provides faculty with templates for developing learning outcomes, designing assessments, and analyzing assessment data for the mathematics program.

41. Program Assessment Plan Template

A program assessment plan template is a standardized format or document that outlines the key components of an assessment plan, including goals, objectives, methods, timelines, and responsibilities. It helps ensure consistency and clarity in assessment planning and implementation.

Example: The program assessment plan template includes sections for defining learning outcomes, selecting assessment methods, setting assessment criteria, and reporting results for the chemistry program.

42. Program Assessment Data

Program assessment data refers to the information, results, and findings collected through assessment activities to evaluate student learning outcomes, program effectiveness, and overall quality. It includes quantitative and qualitative data from exams, surveys, projects, and evaluations.

Example: The program assessment data showed that students' knowledge retention increased by 20% after implementing a flipped classroom model in the physics program.

43. Program Assessment Cycle

The program assessment cycle is a systematic process of planning, implementing, and evaluating assessment activities to ensure continuous improvement of an academic program. It involves setting goals, collecting data, analyzing results, and making informed decisions.

Example: The program assessment cycle for the music program includes pre- and post-assessments, faculty evaluations, and external review processes to assess student learning outcomes.

44. Program Assessment Tools

Program assessment tools are instruments or methods used to collect, analyze, and interpret data related to student learning outcomes, program effectiveness, and overall quality. They include surveys, exams, rubrics, and portfolios.

Example: The program assessment tools for the history program include document analysis, research papers, oral presentations, and peer evaluations to assess student competencies.

45. Program Review Committee

A program review committee is a group of faculty, administrators, and stakeholders responsible for conducting a comprehensive evaluation of an academic program. They review data, analyze outcomes, and make recommendations for program enhancement.

Example: The program review committee recommended revising the curriculum, updating learning outcomes, and enhancing assessment methods to improve the program's quality.

46. Program Improvement Plan

A program improvement plan outlines the strategies, actions, and timelines for enhancing the quality, relevance, and effectiveness of an academic program. It helps institutions address areas of weakness and implement changes for continuous improvement.

Example: The program improvement plan includes faculty development workshops, student support services, and curriculum revisions to enhance the program's overall quality.

47. Program Assessment Report

A program assessment report summarizes the findings, analysis, and recommendations from the assessment activities conducted for an academic program. It provides stakeholders with insights into program effectiveness and areas for improvement.

Example: The program assessment report highlighted students' strengths in critical thinking and areas for improvement in research skills, leading to curriculum adjustments.

48. Program Alignment Matrix

A program alignment matrix is a visual representation of the connections between learning outcomes, curriculum, assessments, and program goals. It helps ensure that all components of the program are aligned and support student success.

Example: The program alignment matrix shows how each course in the computer science program contributes to specific program outcomes and overall goals.

49. Program Coordinator

A program coordinator is a faculty member or administrator responsible for overseeing the development, implementation, and assessment of an academic program. They provide leadership, guidance, and support to faculty, staff, and students.

Example: The program coordinator for the biology program works closely with faculty to design courses, assess student learning outcomes, and ensure program quality.

50. Program Assessment Timeline

A program assessment timeline outlines the schedule, milestones, and deadlines for conducting assessment activities and reporting results. It helps institutions plan and implement assessment efforts effectively.

Example: The program assessment timeline includes fall and spring assessment cycles, data collection periods, analysis workshops, and reporting deadlines.

51. Program Evaluation Framework

A program evaluation framework is a structured approach to assessing the quality, impact, and outcomes of an academic program. It includes criteria, indicators, methods, and tools for evaluating program effectiveness.

Example: The program evaluation framework for the education program includes student achievement data, graduation rates, employer surveys, and alumni feedback.

52. Program Assessment Dashboard

A program assessment dashboard is a visual tool that provides a real-time snapshot of assessment data, outcomes, and trends for an academic program. It helps stakeholders track progress, identify areas for improvement, and make data-informed decisions.

Example: The program assessment dashboard shows student retention rates, course completion rates, and assessment scores for the business program, enabling faculty to monitor student progress and program effectiveness.

53. Program Assessment Coordinator

A program assessment coordinator is a faculty member or administrator responsible for coordinating, managing, and overseeing assessment activities for an academic program. They ensure that assessment efforts are systematic, transparent, and aligned with program goals.

Example: The program assessment coordinator works with faculty to develop assessment plans, analyze data, and report results to stakeholders for the nursing program.

54. Program Assessment Workshop

A program assessment workshop is a professional development session that provides