San Antonio College
Strategic Planning – Assessment Element Terms

Instead of alphabetically, terms appear in the order utilized in documenting a unit's strategic plan.

Term	Definition/Description	Remarks

Mission Statement	The mission statement is a broad statement, which describes your unit/department direction/purpose. Your unit/department mission statement should reflect your unit/department contribution to the San Antonio College mission.
	
	Mission statements should communicate
	• **WHO** you are
	  ○ State the name of your unit/department
	• **WHAT** you do
	  ○ Include the primary functions/activities of the unit/department
	• For **WHOM** you do it
	  ○ Who are the stakeholders of your unit/department?
	  ○ The groups or individuals participating in your unit/department and those that are to benefit from your unit/department
	• **WHY** you do it
	  ○ The unit/department's purpose – the primary reasons for the major activities/operations being performed
	
	The mission statement gives your unit/department a unique identity distinguishing it from similar areas.
		A mission statement may have the following general format; the order of the various elements may be different, they do not need to follow the order shown.
		
		The mission of the [**name of your unit/department**] is to [**unit's/department's primary purpose(s)**] by providing [**primary functions or activities of the unit/department**] to [**your stakeholders**]. (Additional clarifying statements.)

Examples "The mission of disABILITY Support Services (dSS) at San Antonio College (SAC) is to ensure equal access for students with disABILITIES to all academic and co-curricular opportunities offered by the institution. dSS provides guidance & leadership to the SAC community to ensure compliance with legal requirements for access as well as empowering students to achieve student success." "The mission of the Office of Student Life (OSL) at San Antonio College is to enhance the overall educational experience of students through development of, exposure to, and participation in programs and activities that improve new student orientation, cooperation, and leadership while preparing students to be responsible advocates and citizens and complementing the institution's academic programs. Programs pertain to civic engagement and service, registered student organizations, cultural awareness, health promotions, new student orientation, recreational sports, and student leadership."		

Term	Definition/Description	Remarks
Goal	A goal broadly describes what is essential to move from the mission toward the vision. Goals are written, long-range outcomes in broad, sometimes general language.	A goal mainly uses the unit/department as an implied subject and normally begins with a phrase such as • to provide. . . • to establish . . . • to ensure . . . • to implement. . .
	Examples To provide accurate and timely reports to San Antonio College administrators. To provide safe, clean, well-maintained, and visually attractive buildings and grounds for the enjoyment of students, faculty, and staff.	
Objective	An objective is a task, to be completed in order to achieve a goal. An objective is specific and measurable, and it is essential to accomplish the objective within a specified timeframe.	Achieving a goal may entail accomplishing a number of objectives.
	Example By the end of 2015-2016, all units/departments will have assessment plans in place.	
Measure	A way for gauging attainment of projected outcomes.	A measure specifies a performance target, for example a percentage or a number. **Tips – Developing Methods and Measures and Data Collection** • Before data collection commences, setting methods and measures is essential. • For targets easily met – raise the bar, or change the method, measure, and/or the target to improve outcomes. • Do not recommend completion of a project, as an assessment method, since completion of the project will not provide information on how to improve. • Data collection needs to occur as a regular activity of your unit/department. The more automated or routine data collection is for your unit/department; it will be easier to integrate with your activities. • Data collection, as a responsibility, assigned to an individual increases the probability data collection occurs.
	Examples of assessment measures for administrative units include: satisfaction surveys, number of complaints, count of participants, growth in participation, average wait time, average service time, staff training hours, etc. . .	
Target	A target is a specific value you expect to achieve, for example – percent.	Develop targets or benchmarks for each measure.
	Examples 100% of faculty will enter student grades on or before the deadline date.	

Term	Definition/Description	Remarks
	80% of users reported satisfaction with the service in the Customer Satisfaction Survey.	

Finding	Comparing and reporting on results – the actual/achieved with the established target.	Once data is collected – compute results or findings; consider the following.
		• What do the results mean for your unit/department?
		• What did your unit/department learn?
		• Did your unit/department meet the target or not?
		• Why did your unit/department reach or not reach the target?
		• What strength does the data reflect relative to your unit/department or its operations?
		• How can identified strengths, be further strengthened?
		• In terms of strategies,
		    o Which were successful?
		    o Which were not successful?
		    o What strategies will be utilized to improve outcomes?
		• Based on the results, what area(s) need attention to correct problems/issues?

A **Finding example**, which indicates progress assessment, is to continue throughout the year.

Measure 4: Increase Employee Training (Obj: 3)
Assign employees professional development on-line training.
Source of Evidence: Activity volume
Target for Obj3: Increase Employee Professional Development
Complete 75% of assigned training.
Findings 2016-2017 - Target: Partially Met
80% of assigned training (Fall 2016) completed at mid-year review.
___% of assigned training (Spring 2017).
___% of assigned training (Summer 2017).
___% of assigned training completed at end of FY17.

Term	Definition/Description	Remarks
Action Plan	A sequence of steps that must be taken, or activities that must be performed well, for a strategy to succeed. An action plan has three major elements (1) Specific tasks: what will be done and by whom. (2) Time horizon: when will it be done. (3) Resource allocation: what specific funds are available for specific activities. Also called action program.	In assessing outcomes, you gain information, which helps you determine where implementing change can improve outcomes and make your unit/department and San Antonio College more effective. Just as identified problems or concerns demonstrate an improvement or correction opportunity, successfully met or exceeded targets also represent an opportunity to further improve. Consequently, determining how to use results to improve performance and stating those actions in the Action Plan is important. In the assessment process leading to an Action Plan, consider WHAT: • Changes need to be made • Additional data are needed • Resources are needed • Actions you plan to take • WHO is responsible? • WHEN will it be done? When a target is met or exceeded, the unit/department may determine no change is required and state, "No action required." The unit/department should assess the same target the next year; if repeated results occur, and the staff insure the target's attainment, the unit/department should consider assessing a different target the following cycle.

Template example for documenting an Action Plan.

Goal:					
Objective	**Success Indicators**	**Action Steps**	**Time Frame/ Deadline**	**Responsible Person(s)**	**Status**

Term	Definition/Description	Remarks
Analysis Questions	Set of college generated questions, which require assessment/analysis of the unit/department progress in strategic planning at mid-year and year-end assessment events of the current planning cycle.	At San Antonio College, addressing analysis questions occurs at mid-year and year-end assessment events of the current planning cycle.

Term	Definition/Description	Remarks
	Example Questions **Mid-Year** What specifically did your review and analysis show regarding the progress that has been made toward achieving your goals, objectives, and targets at this point during the current planning cycle? **Year-End** What specifically did the year-end review and analysis show regarding the summary of achievements/challenges related to unit goals, objectives, and targets for the current planning cycle?	

For descriptions of terms found within WEAVEonline, refer to the **WEAVEonline Glossary**. Begin by accessing WEAVEonline. In a web browser enter, or click, https://app.weaveonline.com/sac/login.aspx and then use the established San Antonio College WEAVEonline ID and Password credentials to login.

After logging-in to WEAVEonline:

- Hover the mouse cursor over Help (the upper right-hand corner of the menu bar)
- Select FAQs and other Info
- Select **WEAVEonline Glossary**
- Navigate to the term(s) of your choice

SOURCES

Definition of terms and associated information were adapted from the following sources.

Action plan. BusinessDictionary.com. Retrieved May 29, 2017, from BusinessDictionary.com website: http://www.businessdictionary.com/definition/action-plan.html

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Program Assessment Handbook: Guidelines for Planning and Implementing Quality Enhancing Efforts of Program and Student Learning Outcomes [PDF document]. (2008). Retrieved from https://oeas.ucf.edu/doc/acad_assess_handbook.pdf

San Antonio College. (2017, May). *San Antonio College: Detailed Assessment Report, 2016-2017 San Antonio College.* Unpublished intranet document.

Steps in Developing Assessment Plan [PDF document]. (n.d.). Retrieved from https://www.lanecollege.edu/text/StepsinDevelopingAssessmentPlan.pdf