



**MURRAY STATE**  
UNIVERSITY

MAY 21, 2026

# Office of Institutional Assessment (OIA)

*Assessment: What It Is, Why It Matters, and How We Can Help*

Presented by:  
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**Staff Success Week 2026**  
**Staff Congress**



# ASSESSMENT ~~MYTHS~~

**"ONLY ACADEMIC PROGRAMS  
HAVE TO DO ASSESSMENT."**

**"WE DON'T NEED TO ASSESS -  
WE'RE ALREADY DOING GREAT."**

**"ASSESSMENT IS ABOUT PROVING  
WE'RE DOING THINGS RIGHT."**

**"ASSESSMENT IS SO COMPLEX!"**

**"ASSESSMENT JUST MEANS MORE WORK ON TOP OF  
EVERYTHING ELSE."**

**"THERE'S AN OFFICE OF INSTITUTIONAL ASSESSMENT - ISN'T THAT THEIR JOB?"**

# Who **We Are** and What **We Do**?

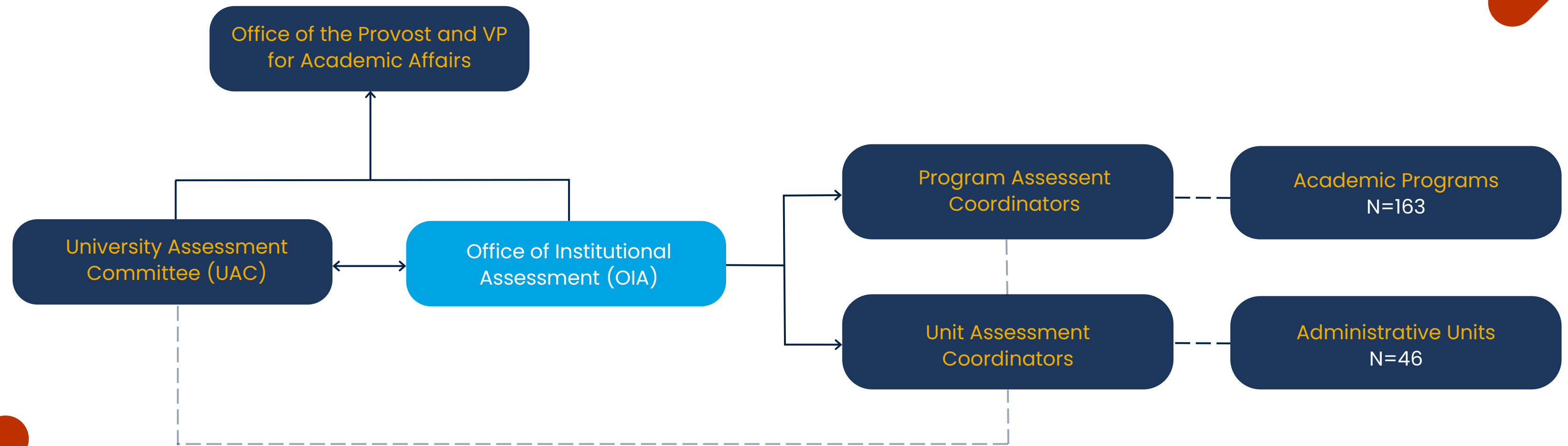
- ✔ **Drive continuous improvement** through systematic, data-driven evaluation
- ✔ **Ensure compliance** with SACSCOC and KY CPE assessment-related standards
- ✔ **Establish and maintain** institutional assessment policies and standards
- ✔ **Promote transparency and accountability** in institutional effectiveness
- ✔ **Monitor and track** assessment submissions across the institution
- ✔ **Partner with programs and units** through training, consultation, and ongoing support

## MISSION

The **Office of Institutional Assessment's (OIA)** mission is to serve as the official clearinghouse for accurate and reliable university data to:  
(1) facilitate student success and continuous institutional improvement efforts by engaging academic and non-academic programs in an ongoing and systematic assessment process, and  
(2) show that institutional planning and decision-making are mission-focused, data-driven, and in compliance with the federal and state regulations as well as the regional accreditation requirements.



# Who Do **We** Serve?



# Why Do **We Do Assessment** and Why Should **You Care?**

- Drives continuous improvement
- Informs strategic decisions
- Tells your story
- Connects to mission and goals
- Supports accreditation and accountability

## **SACSCOC Standards**

**Standard 7.3** Administrative effectiveness

**Standard 8.2.a** Student outcomes: educational programs

**Standard 8.2.c** Student outcomes: academic and student services

- identifies expected outcomes,
- assesses the extent to which it achieves these outcomes, and
- provides evidence of seeking improvement based on results



Progress, not perfection.

# Who Is **Required to Submit**?

- ✓ **All active academic programs** listed in the Kentucky Council on Postsecondary Education (CPE) program inventory:
  - ✓ Associate
  - ✓ Bachelor (including tracks)
  - ✓ Graduate (including concentrations)
  - ✓ Doctoral (including specializations)
  - ✓ Certificate
- ✓ **All administrative units** listed in MSU organizational chart



# What Is an **Assessment Profile**?

## 1 **MISSION**

- purpose
- reason of existence
- supports MSU mission and/or strategic plan
- reflects the priorities and values

## 2 **GOALS**

- broad intentions
- aspirational/operational
- aim/hope to achieve
- unit/program's perspective

AS A UNIT, DEPARTMENT, OR PROGRAM  
"What are we trying to accomplish?"

## 3 **OUTCOMES**

- expected results
- measurable
- what will happen/change
- stakeholder's perspective
- **Administrative Outcome (AO)**
- **Student Support Outcome (SSO)**
- **Program Learning Outcomes (PLOs)**


AS A STAKEHOLDER  
"What's in it for me?"


## \* **CAM**


- Curriculum Alignment Matrix (CAM) is a planning and assessment tool that visually represents how a program's curriculum supports the achievement of outcomes

*\*only for academic programs*

# Assessment Profile – Career Services

-  **MISSION**

Career Services mission is to support students' career development and post-graduation success through advising, employer engagement, and career readiness programming.
-  **GOAL**

Enhance students' preparedness for employment and professional opportunities.  
*AS A UNIT, DEPARTMENT, OR PROGRAM "What are we trying to accomplish?"*
-  **OUTCOME**

Students participating in Career Services workshops will demonstrate improved resume-writing and interviewing skills.  
*AS A STAKEHOLDER "What's in it for me?"*

EXAMPLE

# Assessment Profile – OIA

## 1 MISSION

OIA's mission is to serve as the official clearinghouse for accurate and reliable university data to: (1) facilitate student success and continuous institutional improvement efforts by engaging academic and non-academic programs in an ongoing and systematic assessment process, and (2) show that institutional planning and decision-making are mission-focused, data-driven, and in compliance with the federal and state regulations as well as the regional accreditation requirements.

## 2 GOALS

Goal 1 – Promote evidenced-based assessment best practices and innovations that complies with the accreditation standards.

Goal 2 – Cultivate continuous improvement by providing accurate, consistent, relevant, and timely information that is accessible to internal and external constituencies.

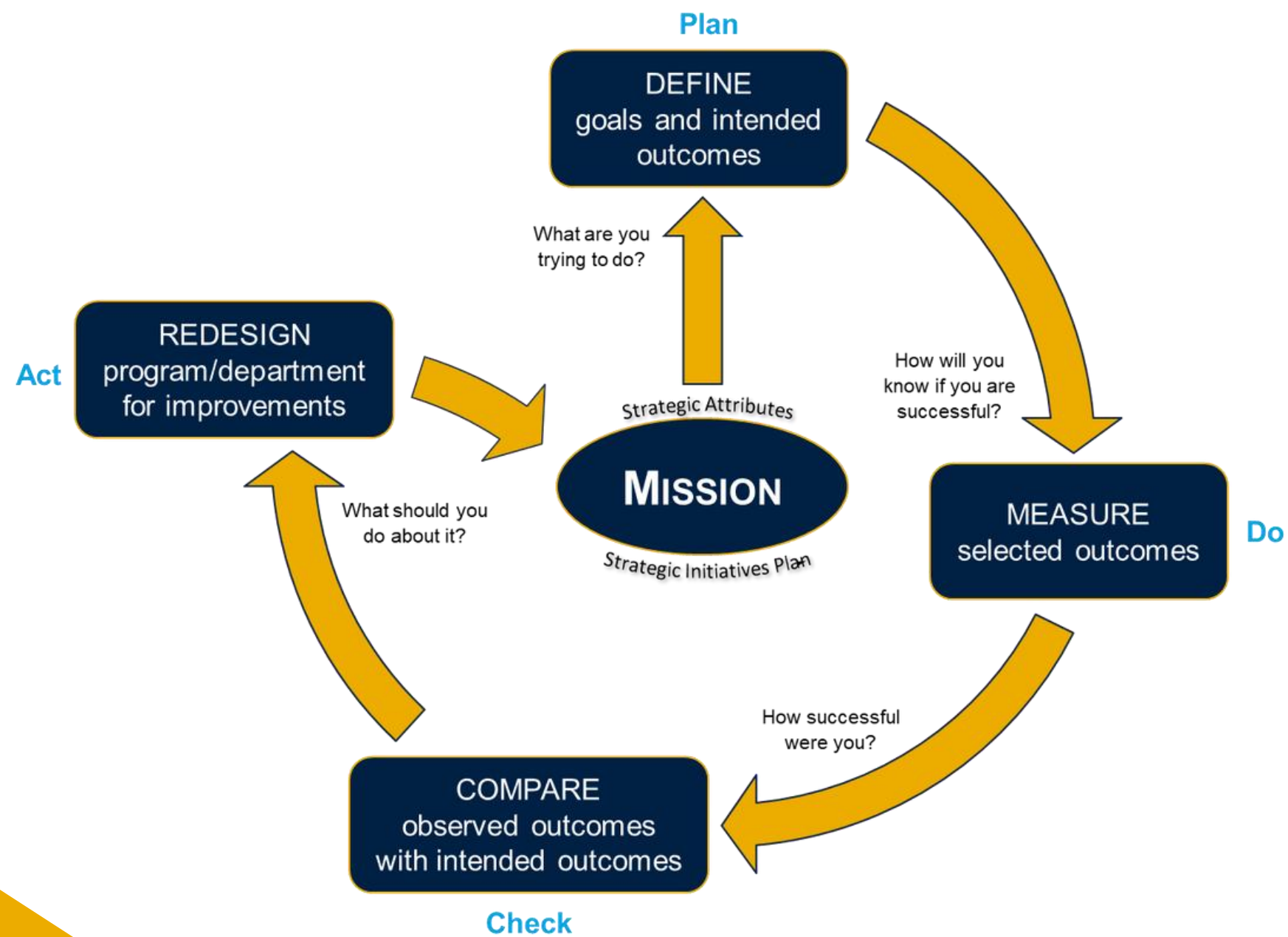
## 3 OUTCOMES

AO 1 – OIA staff will be able to support annual submission of comprehensive and quality plans and reports. *(Goal 1 and Goal 2)*

AO 2 – OIA will be able to produce data reports in support of institutional management, policy development, planning, outcomes assessment, and decision making. *(Goal 2)*

AO 3 – Academic and non-academic programs will demonstrate increased understanding of accreditation-related assessment expectations and reporting requirements. *(Goal 1)*

# What Does the 3-Year Assessment Cycle Mean?



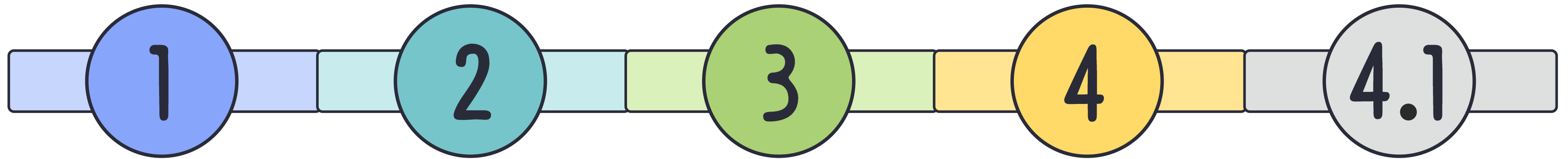
- Conduct annual assessment
- Programs units decide which outcome(s) to assess
- All outcomes must be assessed within three years

	Year 1 2024-25	Year 2 2025-26	Year 3 2026-27
PLO 1	X		
PLO 2			X
PLO 3			X
PLO 4	X		
PLO 5		X	

	Year 1 2025-26	Year 2 2026-27	Year 3 2027-28
AO 1	X	X	X
AO 2	X	X	X
AO 3	X	X	X

	Year 1 2026-27	Year 2 2027-28	Year 3 2028-29
SSO 1			X
SSO 2	X		
SSO 3		X	
SSO 4			X
SSO 5		X	

# What Goes Into an **Assessment Plan**?



## Outcome

Describes a measurable result or change connected to the program or unit mission that is expected to occur.

## Measures

Describes the tools and methods that generate data and information about stakeholders.

## Criteria/Targets

Describes the level of performance that is considered successful.

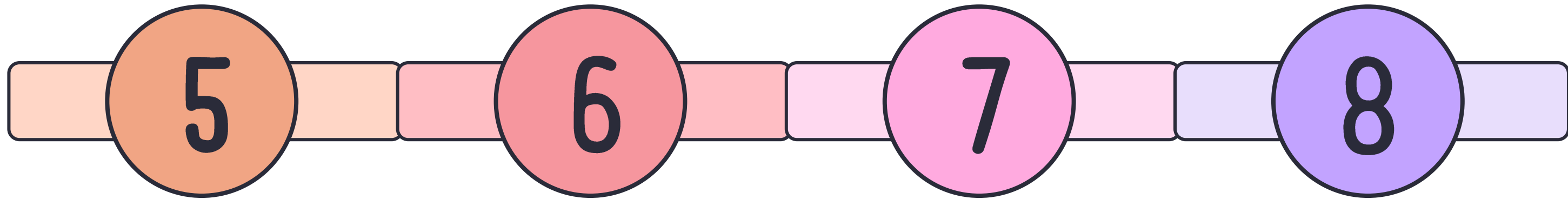
## Planning Process

Describes the collaborative and data-informed process used to develop the annual assessment plan and guide assessment activities for the year.

## Curriculum Matrix

(only applicable to academic programs)  
Reviews and uses it to identify where assessment data will be collected.

# What Goes Into an **Assessment Report**?



## Findings

(or Results)  
Describes the raw data collected through each assessment measure.

## Analysis of Results

Interprets and critically reflects on the findings from all measures to determine the success and/or effectiveness of the outcome.

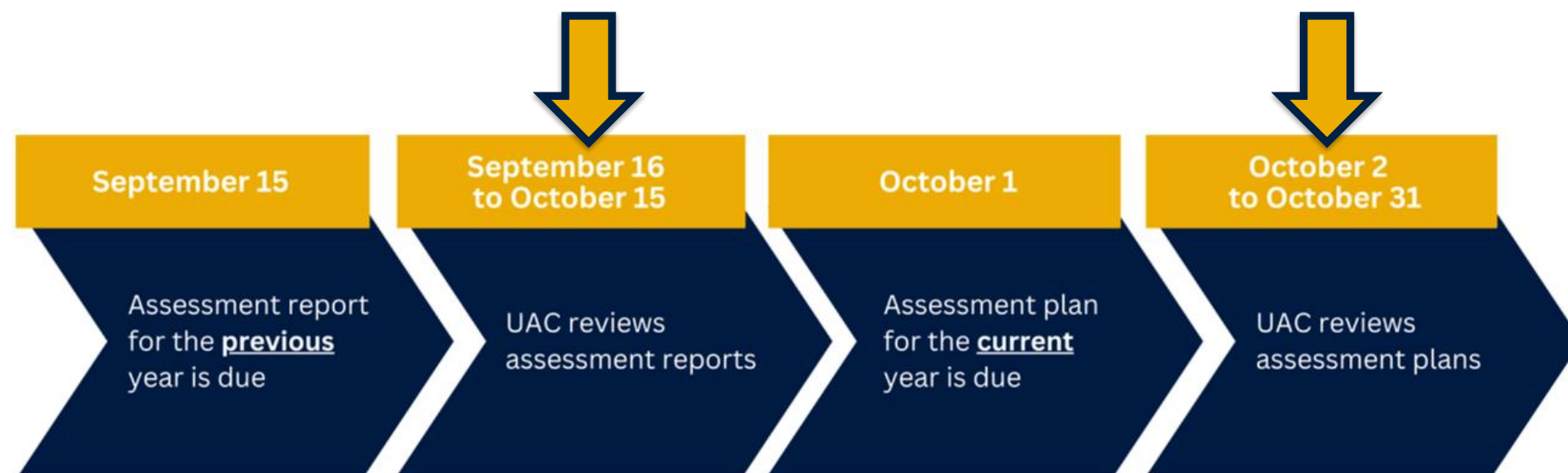
## Use of Results for Improvement

Details recommendations, action plans, or decisions informed by assessment findings, often referred to as **"closing the loop."**

## Reporting Process

Describes the collaborative and data-informed process used to develop the annual assessment report, including connections to previous assessment results and when or how current findings will be used for improvement efforts.

# What Happens **After Submissions**?



**Notes:**  
 UAC = University Assessment Committee  
 If the due date falls on a holiday or weekend, the required activity is due on the following business day.

## PLAN AND REPORT RUBRICS

<https://tinyurl.com/ap-ar-rubrics>



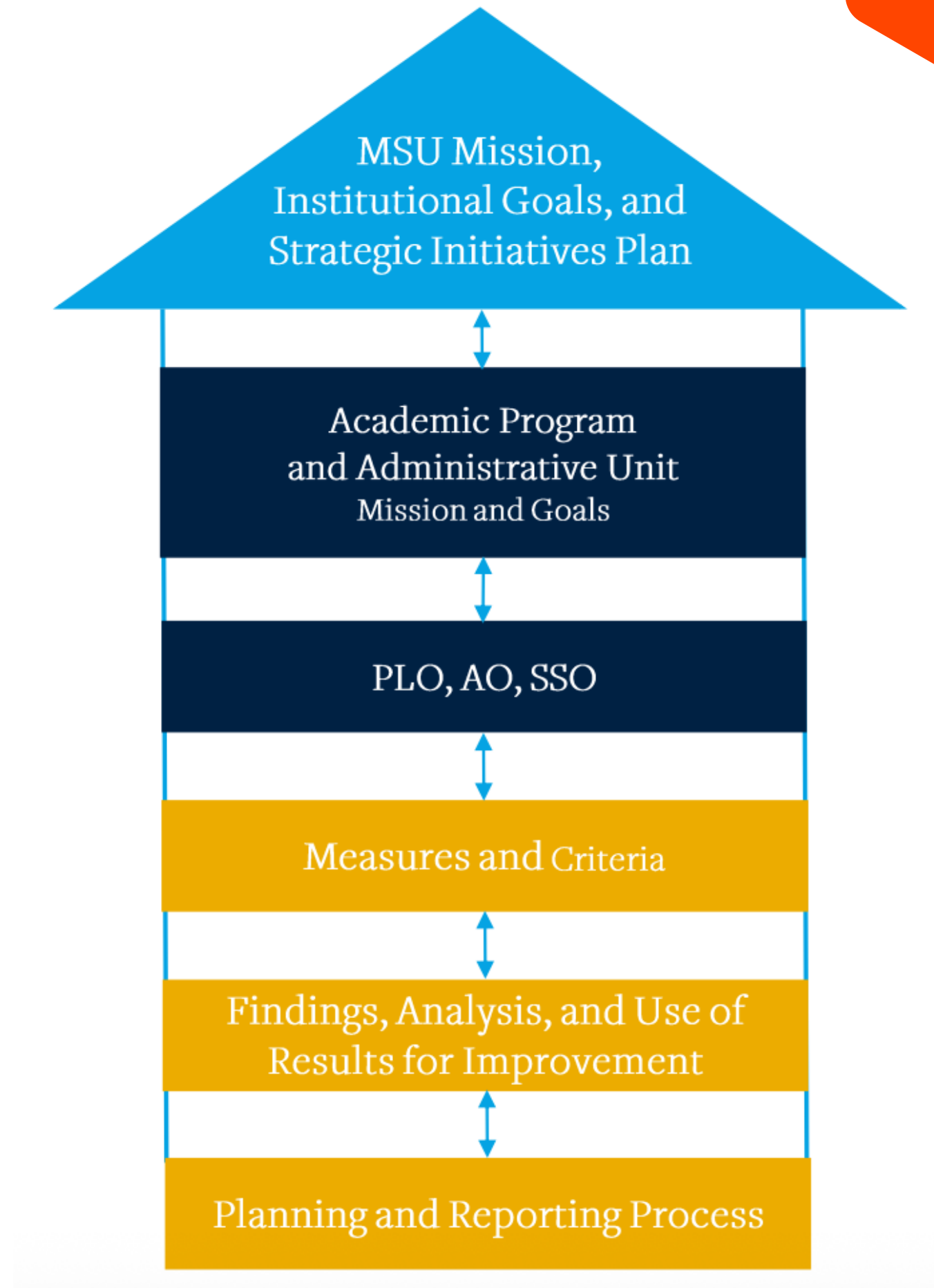
## One-Month Workflow After Receiving Submissions

Timeline	Tasks
Week 1	OIA staff starts the internal process that includes, but is not limited to, checking submissions for completeness, downloading plans and reports from the assessment platform, assigning reviewers, and setting up a Google Drive folder for reviewers to access their assigned materials.
Week 2 and 3	UAC will have two weeks to review their assigned plans or reports.
Week 4	OIA staff concludes the internal process that includes, but is not limited to, tracking completed rubric scores, uploading graded rubrics to the assessment platform, notifying assessment coordinators when their rubrics are available, sending reminders as needed, and preparing reports for the Provost's Office.

**Note:** Programs and units who received a Level 1 rating will have two weeks from receipt of the scored rubric to submit revisions.

# How It All Connects to MSU's Mission and Strategic Plan?

- [Goal and Strategic Plan Alignment](#)
- [Annual MSU Outcomes Assessment Report](#)
- [Achievements of MSU's Institutional Goal](#)
- [Achievements of MSU's Strategic Initiatives Plan](#)



# Tools, Resources & How to Reach Us?

- Assessment Handbook
- Assessment Policies
- Assessment Rubrics



## WEBSITE

[bit.ly/msu-oia](https://bit.ly/msu-oia)



## YOUTUBE

@msuassessment



That's a little about us.  
We'd love to hear from you!



## CONSULTATIONS

<https://tinyurl.com/oia-consult>



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## MAILING LIST

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