Improve KSU is our university-wide, continuous improvement initiative. Each student services and student affairs unit develops an assessment plan, which includes Performance Outcomes and associated Measures. At present, Performance Outcomes are optional for educational programs, departments, and colleges.

**PERFORMANCE OUTCOME:** An area of focus for improvement efforts.

- Select an area of unit performance with a need for improvement.
- Use clear and succinct language.
- Avoid including strategies for improvement within the Outcome or Measure fields.
- Targets are not required for Improve KSU and even incremental improvement is beneficial.

**Examples:**

- “Improve student, customer, or staff satisfaction.”
- “Increase the number and/or variety of services provided by the department/center.”
- “Improve alignment of services with customer needs/market demand.”
- “Increase the efficiency of the ___ process.”
- “Increase marketing and/or brand recognition.”
- “Increase the participation of faculty, staff, and/or students in community engagement activities.”
- “Increase external funding from sponsored grants and/or contracts.”
- “Decrease expenditures related to ___.”
- “Increase scholarly activity of faculty and students (i.e., publications and presentations).”
- “Decrease department turnover.”
- “Improve facilities, equipment, and/or space utilization.”

**MEASURES:** Specific method used to collect evidence of the outcome.

- Measures may be quantitative (numerical data) or qualitative (lists, themes, or descriptive analyses).
- Measures may be direct or indirect. Direct measures are tangible, visible, and compelling evidence of the outcome. Indirect measures are signs or perceptions of the outcome.
- When using surveys or focus groups for assessment, attach a copy of the survey or focus group questions and specify the items that relate to the outcome (i.e., “Items #3 and #5 on the attached survey”).
- Requests for institutional data may be emailed to data@kennesaw.edu.

**Additional Resources**

The Improve KSU website ([https://cia.kennesaw.edu/assessment/improve-ksu.php](https://cia.kennesaw.edu/assessment/improve-ksu.php)) provides additional resources to support your assessment efforts. Please contact the Assessment Team at assessment@kennesaw.edu if you have any questions or you would like to schedule a consultation. Thank you for your commitment to continuous improvement at KSU.