Improve KSU is our university-wide, continuous improvement initiative. Each educational program develops an assessment plan, which includes Student Learning Outcomes and associated Measures.

**STUDENT LEARNING OUTCOME**: An area of focus for improvement of student learning.
- Select a knowledge/skill area with a need for improvement.
- Focus on **one** specific knowledge/skill area per outcome.
- Include at least one direct measure.
- Use clear language and action verbs.

Examples:
- “Students will communicate effectively in writing.”
- “Program graduates will be able to define and interpret methodological and statistical constructs.”
- “Students will be able to explain how key values and social practices associated with American life have evolved in distinct historical periods.”

**MEASURES**: Specific method used to collect evidence of the outcome.
- Measures may be quantitative (numerical data) or qualitative (lists, themes, or descriptive analyses).
- For Student Learning Outcomes, include at least one direct measure. Direct measures are tangible, visible, and compelling evidence of the outcome. Indirect measures are signs or perceptions of the outcome.
- Specify the course and timeframe for assessment (i.e., “ENGL 1101 - Composition I, Spring semester”).
- When using exams for assessment, specify the exam and individual items (i.e., “Final Exam, Items #3 and #7”). Attach items and scoring rubric, if applicable.
- When using projects, presentations, papers, or other assignments for assessment, please attach the assignment description and grading rubric. These are the same documents provided to students.
- Individual items on a rubric may be separate measures, but please specify the item(s) that pertain to the outcome (i.e., “Item 4, Speaking Skills, on the attached rubric”).
- Course grades and passing rates are not effective measures of Student Learning Outcomes.

**Additional Resources**
The Improve KSU website (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.