



# Assessment Methods for Student Affairs

By John H. Schuh and Associates

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Editor John Schuh and his fellow contributors, all experts in the field, detail the methodological aspects of conducting assessment projects specifically for the student affairs practitioner who is ready to conduct assessment projects, but is not quite sure how to manage their technical aspects. Using a variety of case studies and concrete examples to illustrate various assessment approaches, the authors lead the reader step-by-step through each phase of the assessment process with jargon-free, hands-on guidance.

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## **Assessment Methods for Student Affairs** By John H. Schuh and Associates **Bibliography**

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## **Editorial Review**

### From the Inside Flap

#### Assessment Methods for Student Affairs

Accountability and demonstrating organizational effectiveness are two hallmarks of contemporary administrative practice in higher education in general and in student affairs administration in particular. As funding for student affairs is increasingly tied to the need to show how student affairs programs and services make a difference in higher education, accrediting bodies, governmental organizations, governing boards, students, parents, and other stakeholders continue to accelerate their demand that higher education organizations be accountable for their work. Consequently, the technical and methodological aspects of conducting assessment projects have become of critical importance to student affairs administrators.

Assessment Methods for Student Affairs provides a practical guide to the nuts and bolts of conducting assessments, exploring issues such as how to get started, how to use survey instruments and software, how to collect and analyze data, how to present information in a meaningful form to the various stakeholders of the assessment project—whether by writing reports or conducting briefings—and how to implement findings.

Editor John Schuh and his fellow contributors, all experts in the field, detail the methodological aspects of conducting assessment projects specifically for the student affairs practitioner who is ready to conduct assessment projects, but is not quite sure how to manage their technical aspects. Using a variety of case studies and concrete examples to illustrate various assessment approaches, the authors lead the reader step-by-step through each phase of the assessment process with jargon-free, hands-on guidance.

This book is not written for statisticians, qualitative methodologists, theoreticians, psychometrists, or others whose careers are centered on the development or refinement of various research paradigms. Written by practitioners for practitioners in a straightforward and accessible style, Assessment Methods for Student Affairs will ensure that anyone conducting an assessment can complete it successfully and efficiently.

### From the Back Cover

#### Praise for Assessment Methods for Student Affairs

"Any student affairs practitioners who are serious about demonstrating that their programs and services make a difference must read this book. After reading the manuscript, I committed to myself to buy a copy of this book for each of the twenty-five departments in our organization. The contents of this book will offer guidance to help student affairs leaders identify appropriate methods to document and explain the outcomes of our work."

—Larry D. Roper, vice provost for student affairs and interim dean, Liberal Arts, Oregon State University

"If you want to do better assessment, read this book. Wisdom from more than thirty years of assessment experience is condensed into practical advice, selected case studies, and superb guidelines for the mechanics of doing assessment well. After reading this book, you will design better assessment projects; collect, analyze, and report data more effectively; and your colleagues will act on the results. Oh, and your institution will improve as well."

—Gary R. Hanson, senior research and policy analyst, the University of Texas System

"Assessment Methods for Student Affairs is filled with useful advice for any student affairs professional engaged in selecting and implementing assessment methods in his or her practice. The case study examples allow readers to follow practical decision-making steps involved in selecting and applying methods. In addition, the steps for implementation are clearly stated and, if followed, will most likely save many practitioners from mistakes they may have otherwise easily and understandably made."

—Marilee J. Bresciani, associate professor, Administration, Rehabilitation, and Postsecondary Education, and co-director, Center for Educational Leadership, Innovation, and Policy, San Diego State University

## About the Author

John H. Schuh is Distinguished Professor of Educational Leadership and Policy Studies at Iowa State University, specializing in higher education and student affairs. He is the general editor of New Directions for Student Services and the author of two best-selling books on assessment in student affairs, and he?has conducted numerous workshops on assessment topics.

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