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| **SUNY Potsdam**  **Administrative Unit**  **Assessment Plan**  Administrative Unit: Unit Contact Name: Date:    Phone: Email Address: Assessment Cycle: | |
| **PURPOSE**  Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable. | |
| **UNIT MISSION STATEMENT** | |
| **GOAL #1**  *Reminder:**Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.* | |
| **GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**  (Select all that apply)  Retention and Enrollment  Financial Stability and Analysis  Academic Programs and Planning  Strengthening Community Connections  ☐ Diversity, Equity, Inclusion, & Belonging | **Briefly describe the link between goal #1 and the institutional priority area(s) selected.** |
| **GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES** Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound | |
| **GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS** Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets. | |
| **GOAL #2** | |
| **GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**  (Select all that apply)  Retention and Enrollment  Financial Stability and Analysis  Academic Program Excellence  Strengthening Community Connections  ☐ Diversity, Equity, Inclusion, & Belonging | **Briefly describe the link between goal #2 and institutional priority area(s) selected.** |
| **GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES** Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound | |
| **GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS** Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets. | |
| **GOAL #3** | |
| **GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**  (Select all that apply)  Retention and Enrollment  Financial Stability and Analysis  Academic Program Excellence  Strengthening Community Connections  ☐ Diversity, Equity, Inclusion, & Belonging | **Briefly describe the link between goal #3 and institutional priority area(s) selected.** |
| **GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES** Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound | |
| **GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS** Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets. | |