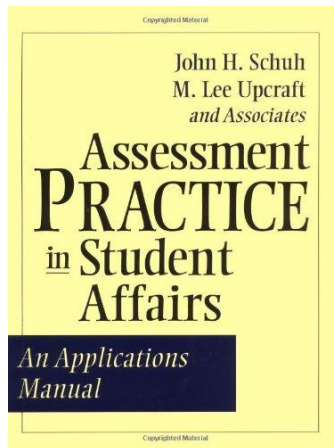


Assessment Practice in Student Affairs: An Applications Manual (2001)

Authors: John H. Schuh and M. Lee Upcraft



The authors begin with an overview of the assessment process and then detail a range of methodologies, approaches, and issues--explaining how to use them and when to recruit expertise from other campus sources. Drawing from the latest practice and a wealth of case studies, they discuss: Qualitative assessment, including how to conduct focus groups; quantitative assessment, including how to select and design instruments; data collection and analysis, including mailed questionnaires, telephone surveys, and Web-based surveys; assessing diverse needs, satisfaction, outcomes, environments, cost effectiveness, and accreditation; specialized assessment studies, including how to review dropouts, graduates, academic success, and group educational programs; select programs in student services, including first-year programs, recreation programs, financial aid, admissions, residence halls, college unions, health services, career services, counseling services, judicial affairs, and Greek life; organizational and ethical approaches to assessment.