**Assessment in Administrative units – Writing Better Outcomes**

“Not everything that counts can be counted & not everything that can be counted counts.” – Albert Einstein (or perhaps just a sign from his wall)

Objective of institutional effectiveness is to find answers to the following questions:

- How well do our current administrative services function?
- What is the skill/knowledge we want our clients to receive from the current services?
- What is the level of satisfaction of our clients with current services offered?

Four guidelines

- Is the outcome related to the unit mission?
- Is the outcome under the control of the unit?
- Is the outcome worded in terms of what the unit will accomplish or clients think, know, do following the use of services?
- Does the outcome lead to improved services? Do the results potentially provide data the unit can use to improve services and/or what aspects of services need improvement? If the result is “yes we did” or “no we did not” then it is future planning (strategic) vs assessment of current services (IE – operational or learning outcome)