Assessment and Evaluation Model
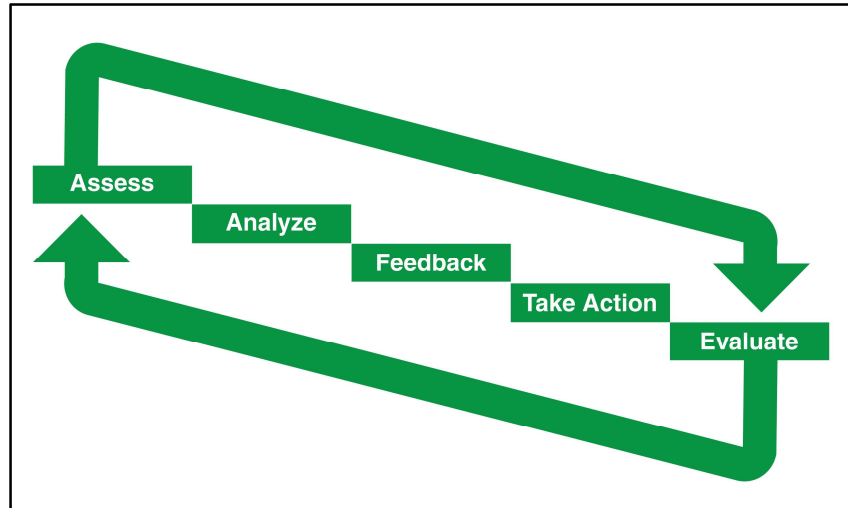# for Distance Education Strategic Planning

Figure 1 Assessment and Evaluation Model (based on the work of Shelley Phipps)

Assess (Discover)

- Establish a timeline and stakeholders for development of the plan for distance education.
- Complete environmental scan, including identification of internal and external factors that have an impact upon the program.
- Identify program purpose, values, and vision to guide analysis of environmental scanning data.

Figure 2 Strategic Planning Model (based on the work of Peter Drucker)

- Identify best practices, educational standards and appropriate benchmarks.
- Identify effective outcomes.
- Establish program priorities aligned with the college strategic plan.
- Formulate appropriate goals that are doable and sustainable.

- Identify constraints, concerns and issues for each goal that could affect successful achievement.
- Realign, as necessary, ongoing projects.
- Select strategies and tactics that are most likely to be successful for each goal.
- Identify possible budget ramifications and effects upon partnerships.
- Verify that program quality, credibility and integrity are maintained.

Analyze

- Identify success factors.
- Determine point(s) at which success factor(s) is achieved (success indicators).
- Consider the price of achieving success for each goal (cost effectiveness, return on investment and/or scope of impact).
- Identify resources (inputs) which are required for each goal's successful achievement.
- Identify processes or procedures that must change for efficiencies.
- Translate success indicators into measurable outcome objectives.
- Create a timeline for objective(s) completion.
- Identify the person(s) who is responsible for each objective's completion.
- Verify that evaluation measurements are appropriate and statistically valid.
- Publish a review draft of the plan for distance education for stakeholder examination.

Get Feedback

- Seek input from constituents (stakeholders) about review draft.
- Ask stakeholders for input about success indicators, measurable outcome objectives, and additional concerns and issues.
- Revise the draft and publish the final plan.

Take Action

- Initiate actions necessary to achieve each objective.
- Gather data and track progress for each objective.

Evaluate (Measure)

- Record the results data on the appropriate Planning and Evaluation Tracking (PET) form.
- Make generalizations from data where applicable and report the analysis on the appropriate PET form.

Amarillo College

- Store data in central repository (Tk20 database) according to college policies and standards.
- Use evidence-based decision-making to create a plan of action, and record the plan on the appropriate PET form.
- Publish and distribute methodology, results, analysis, and action plan to stakeholders.
- Make recommendations for budget and policy changes annually, and report those recommendations and the resulting decisions during Program Review.
- Use the assessment and evaluation model to revise goals, strategies and tactics, and success indicators as appropriate.

Approved: Feb. 11, 2009