Assessment and Evaluation Model for Distance Education Strategic Planning

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.

- 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.

Analyse

• 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.
• 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.

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