**DRAFT RUBRIC FOR EVALUATING NON-ACADEMIC UNIT ASSESSMENT REPORTS**

| **CRITERIA** | **Level 1:****UNACCEPTABLE** | **Level 2:****ACCEPTABLE** | **Level 3:****EXCEPTIONAL** | **SCORE** |
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| Goals/Outcomes | * Not measurable or difficult to measure
* Vague; lacks specificity or focus
* Inappropriate or irrelevant for unit
 | * Measurable
* Clearly defined
* Appropriate for unit
* Aligned to the unit’s mission
 | * Measurable using multiple strategies
* Clearly defined and specific
* Reflect high expectations
* Future-oriented
* Clearly aligned to the strategic plan
* Where applicable, reflect peer, industry, and/or national standards
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| Assessment Tool(s) | * Not identified or not relevant
* Does not measure effectively the goal or outcome
* Not related to the mission/purpose of the unit
 | * Clearly described
* Appropriate measure of the goal or outcome
* Produces meaningful data
 | * Assessment tool is evidence-based, valid, and reliable
* Provide(s) long-term comparable data
* Where appropriate, industry/national assessment tool is used
* Where appropriate, multiple assessments including both direct and indirect measures
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| Benchmarks | * Not stated or not clearly defined
* Not aligned to assessment tool
* Unrealistic or trivial
 | * Clearly stated
* Aligned to assessment tool
* Appropriate for unit’s mission/purpose
* Where appropriate, reflect some knowledge of peer, industry, and/or national standards
 | * Reflect high expectations
* Clearly advance the mission of the unit and/or institution
* Where appropriate, aligned to peer, industry, national, or other external benchmarks
* Where appropriate, reflect long-term aspirations
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| Processes | * No responsible person identified
* No timeline identified
* Standard operating procedure (workbook) for collecting/analyzing data is not described or poorly defined
 | * Responsible person identified
* Appropriate timeline clearly stated
* Standard operating procedure (workbook) for assessment is clearly described
 | * Back-up assessment personnel identified
* Sustainable process for collecting/storing data is in place
* Results are shared with stakeholders both within and outside the unit as appropriate
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| Analysis of Data | * Data summary is missing or incomplete
* Basic data analysis missing or incomplete
* Questionable methodology for analyzing data
* Results are unclear, disorganized, or not supported by data
 | * Data summary is clear, concise, and informative
* Basic data analysis is complete
* Acceptable methodology used for analyzing data
* Results are clear, organized, and supported by data
* Data analysis identifies strengths and/or weaknesses related to the attainment of the goal/outcome
 | * Data analysis is sophisticated and reflects implications for the unit’s stated goals/ outcomes
* Where appropriate, analysis includes comparisons to external benchmarks
* Where appropriate, longitudinal analysis of data is included
* Where appropriate, data from multiple measures are analyzed and compared to identify trends
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| Use of Data to Inform Decisions | * Decisions based on data are missing or incomplete
* Decisions provided but not relevant to the goal or outcome
* Description of decisions is confusing, vague, or trivial
 | * Decisions are clearly stated and appropriate
* Decisions reflect results of data analysis and address identified strengths and/or weaknesses as appropriate
* Decisions support attainment of goal/outcome
* Decisions are clearly communicated to all stakeholders
* When appropriate, “closing the loop” is clearly described through examples or actions
 | * Decisions are future-oriented and focused on improvement(s)
* Decisions describe innovations informed by unit data and (where appropriate) peer, national, industry, and/or research-based data, programs, or trends
* When appropriate, “closing the loop” is clearly described through examples/actions and demonstrated through before/after comparison data
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| Overall Quality of Report | * Report is confusing, vague, or nonsensical
* Report is incomplete
* Report is late
 | * Report is clearly understandable to the layperson
* Report is grammatically correct with no spelling errors
* All required components are included
* Report is submitted on or before the due date
 | * Report is well-written and engaging
* Report clearly reflects the mission and/or purpose of the unit
* Report clearly supports the strategic plan of the institution
* Where appropriate, report clearly reflects input from multiple stakeholders
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| **TOTAL SCORE** |  |
| **COMMENTS:** |