Introduction

What is our definition of qualitative assessment?

From Merriam (1998)- an umbrella concept covering several forms of inquiry that help us understand and explain the meaning of social phenomena with as little disruption of the natural setting as possible.


Mike’s takeaway- I want to understand how reality is constructed by people who connect with or engage in a experience within their social world.”

Sharon’s takeaway- The richness of these data give insight into the context of our stakeholders’ experiences by helping us answer the question- “WHY?”
What are you doing now?

We use qualitative assessment more than we think. It’s just not a formalized process in our assessment plans and activities.

Use the worksheet to:
- Explore ways in which you already do qualitative assessment either formally or informally.
- Take notes and write down ideas to use on your campus.

Planning the Process

- Why do qualitative?
- When might you do it?
- How often?
- Who should do it? Who should lead?
- How will you share data so others see it as evidence for making decisions?

Approaches to Qualitative Assessment

- Interviews
- Focus Groups
- Narrative Inquiry
- Text/Comment Analysis
- Observations
- Rubrics
- Analysis of Artifacts
Analyzing Data

• How do we summarize data?
• Use of Technology (pros and cons)
• Recognize and control for biases in the interpretation of data
• You have to immerse yourself in your data
• Sometimes the journey is as or more beneficial than the result

Q & A

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