



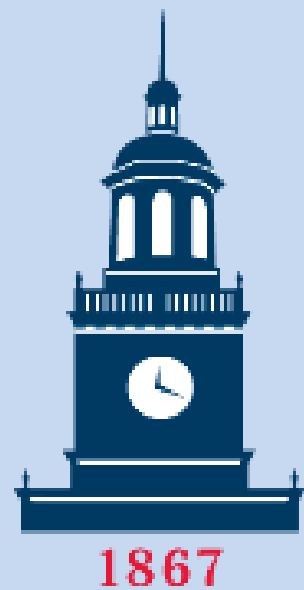
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Refining Mission, Outcomes, and Measures in AY 25-26 HAAP Plans

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Institutional Research and Assessment (IRA)
September 8th, 2025

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Agenda

- The Why of HAAP
- The What of HAAP
- The How of HAAP with Promising Practices / Resources

Why of Assessment

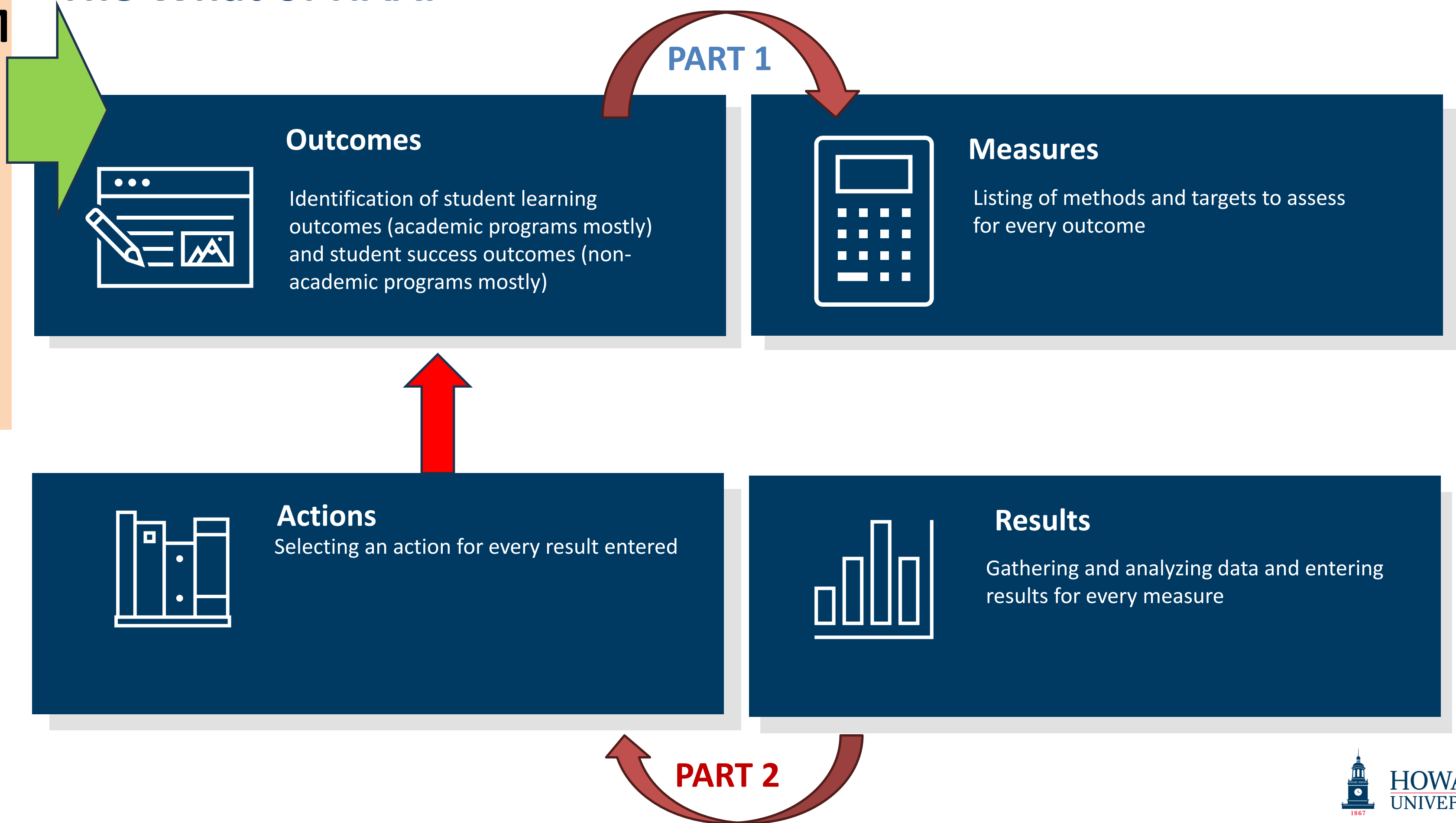
- **Guiding Principle 4; Data-based Decision Making:** “Institutions **must analyze a range of data**, including disaggregated data, to ensure students are appropriately served and institutional mission and goals are met.... Institutions can leverage periodic assessment through each standard, **using assessment results for continuous improvement and innovation** to ensure levels of quality for constituents.”
- **Standard 5; Educational Effectiveness Assessment; Criteria 2(c):** “A candidate or accredited institution...support and sustain **assessment of student learning outcomes and communicate the results** of this assessment to stakeholders.”



Why of Assessment...Cont'd

- Requirement of our university accreditor – MSCHE
- Assessment can help improve student learning and success ~ *key purpose*
- Assessment can serve as a common channel for institutional effectiveness

The What of HAAP



The How of HAAP's Part 1

- Submit a Mission Statement >> Outcomes >> Measures >> Targets
- Utilize the Step-by-Step Guide



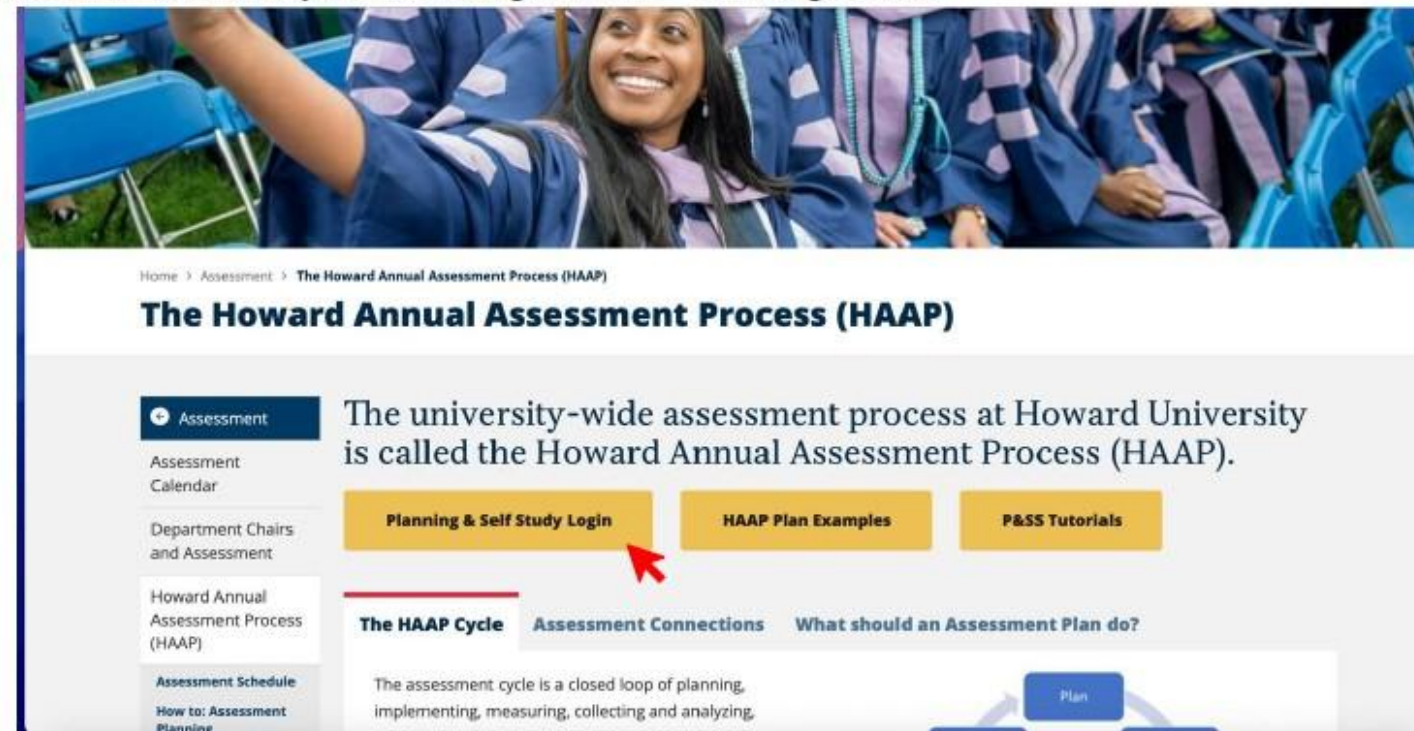
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Step-by-Step Guide to Complete Outcomes and Measures (Part 1) of HAAP Plan

1

Step 1: Log into Watermark's Planning and Self-Study

1. *Planning and Self-Study (PSS) Login:* Ensure you have access to your program or unit in Watermark's Planning and Self-Study (PSS), which is a third-party browser-based software that all faculty and staff that are identified as assessment leads on campus have free access to. See pointer 2 below if you do not have access. On the top left corner of this website is a yellow button called Planning and Self-Study Login that you can use and bookmark whenever you want to log into PSS – see image below.



Assessment for Compliance & Continuous Improvement

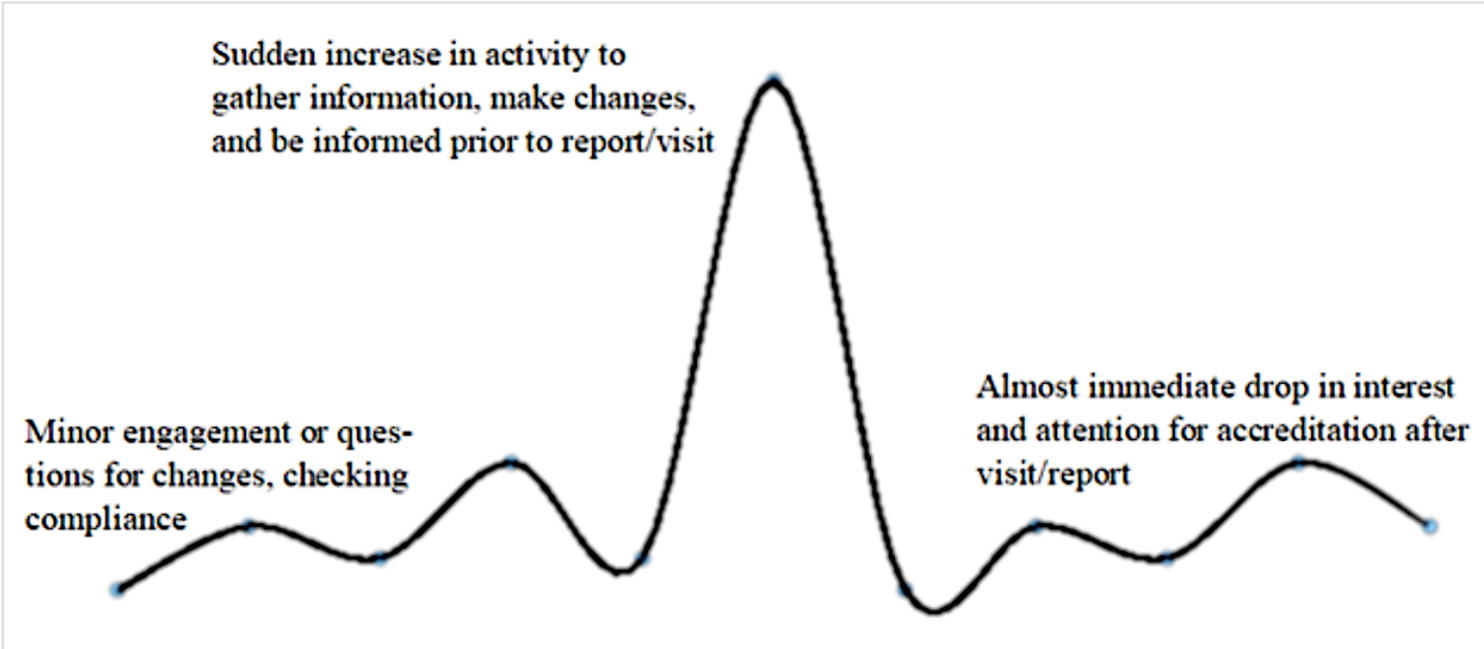


Figure 1 Visual Representation of Institutional Activity with a Compliance Mindset

Compliance-focused Assessment

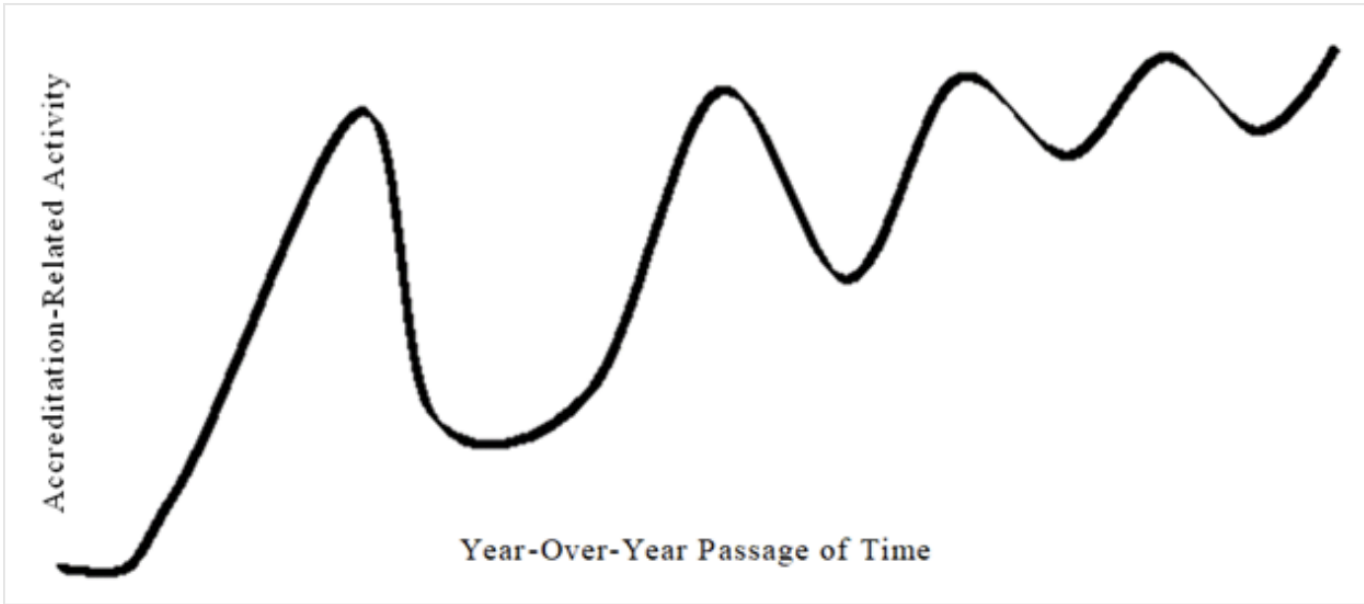


Figure 2 Visual Representation of Institutional Activity with a Betterment Mindset

Betterment-focused Assessment

Levy & Patel (2023)

The How of HAAP – Better Version

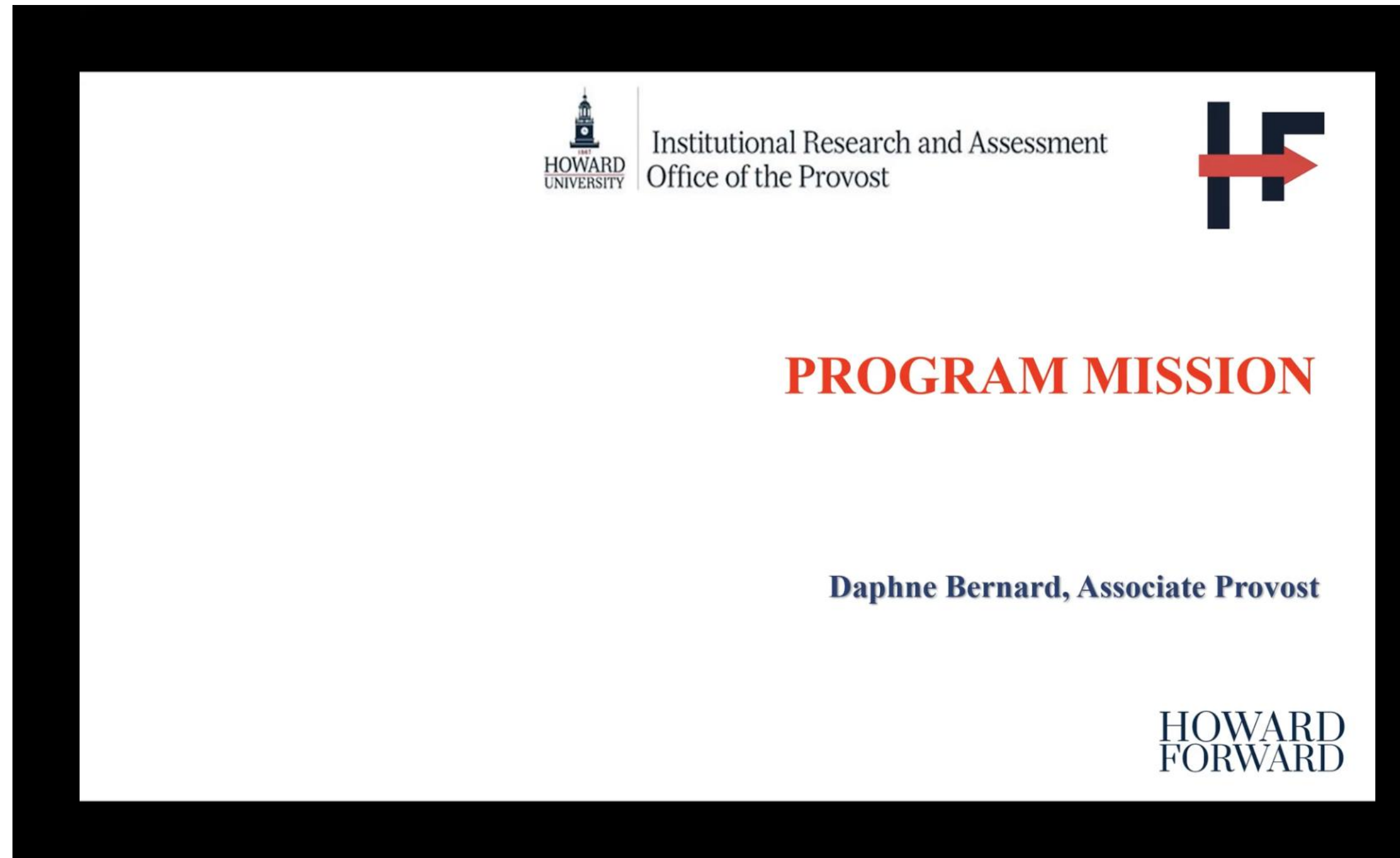
- Meets Full Criteria
- Shows Continuous Trends
- Employs Peer Feedback
- Tells a Story

The How of HAAP's Mission - Criteria

- **Mission Statement:** The purpose of your program**
- **Criteria**
 1. Clearly addresses the program or unit.
 2. Clearly states the purpose of the program or unit.
 3. Clearly addresses how the purpose serves the department or college or administrative division the program or unit is housed in.
 4. Clearly describes the program or unit's key functions or services or administrative activities.
 5. Clearly identifies the beneficiaries of the program or unit.
 6. Reads as a clear and concise mission statement.

The How of HAAP's Mission...Cont'd - Criteria

**** Review session materials from a workshop by Dr. Daphne Bernard**



The How of HAAP's Outcomes - Criteria

- **Outcomes:** What are students learning?
- **Criteria**
 1. Clearly **addresses some aspect of learning or success** that's indicated in the program ** – refer to Mission statement above.
 2. Uses **action verbs**.
 3. Is **observable**.
 4. Is **measurable**.
 5. Reads as a **clear and concise** outcome statement.

The How of HAAP's Measures - Criteria

- **Measures:** How are outcomes assessed?
- **Criteria**
 1. Title specifically **names the assessment activity**.
 2. Clearly **aligns with the Outcome** it aims to assess.
 3. **Described with sufficient detail**.
 4. Clearly identifies whether **Direct or Indirect type**. **

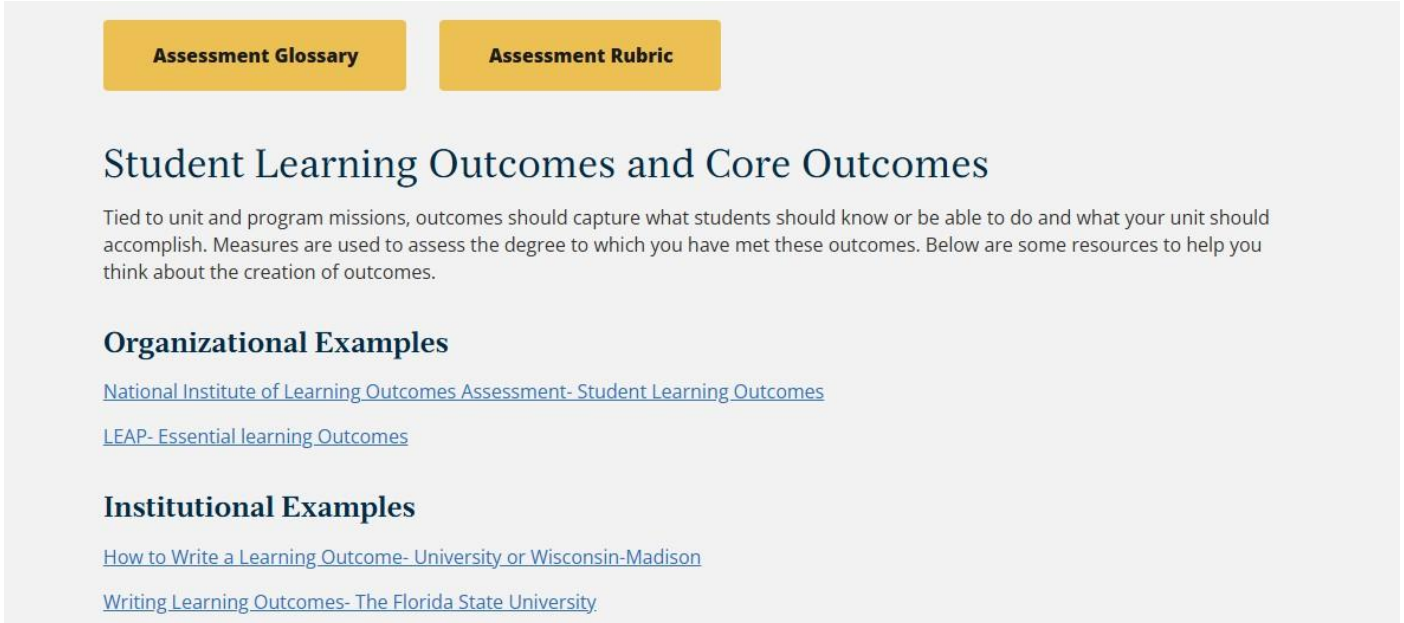
The How of HAAP's Outcomes and Measures - Criteria



**** Review session materials from a workshop by Dr. Pavithra Suresh**



**** Review resources listed on IRA website**



The How of HAAP's Targets – Criteria

- **Targets:** What metrics determine success?
- **Criteria**
 1. Clearly **aligns with the Measure** it aims to assess.
 2. Represents a **reasonable level of success**.
 3. Is **specific**.
 4. Is **measurable**.

The How of HAAP Part 1 – Showing Continuous Trends

- **Refer to recent Results and Actions** – ask what trends you want to address or compare moving forward
- **Refer to APR guidelines as appropriate** – ask what trends you can use in your next APR
- **If externally accredited** – ask what your external accreditor or reviewers would like you to report on

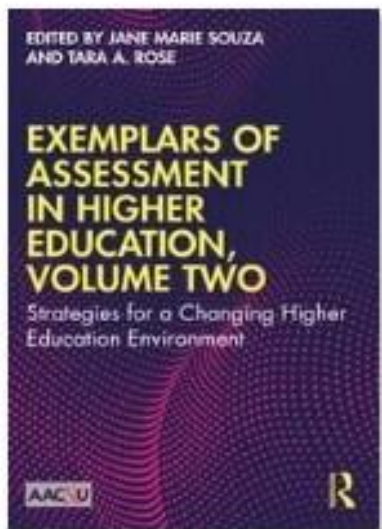
The How of HAAP Part 1 – Peer Feedback

- **Check with IRA for Peer Review** – 3-yr cycle began in Summer 2025
- **Seek feedback on HAAP drafts from IRA** – reach out for a review anytime
- **Seek feedback from content experts** – reach out to colleagues within your department or college or school or professional organizations

The How of HAAP Part 1 – Tell your Story



- **Individualize HAAP** – treat HAAP reports as a tool to tell your program story
- **Align with HU Mission** – consider how your program is an extension of HU’s legacy



Chapter

Good Practice

Storytelling as Assessment (R)Evolution

By Glenn Allen Phillips, Kyle Shanks, Britt Spears-Rhymes, Daphne Bernard, Anthony K. Wutoh

Book [Exemplars of Assessment in Higher Education, Volume Two](#)

Edition	1st Edition
First Published	2023
Imprint	Routledge
Pages	13



References

- Levy, J. & Patel, M. (2023). Combating a compliance mindset by advocating for betterment. *The Assessment Review*, 3(2).
- Phillips, G. A., Shanks, K., Spears-Rhymes, B., Bernard, D., & Wutoh, A. K. (2023). Good practice. Storytelling as assessment (r)evolution. In Souza, J.M., & Rose, T.A. (Eds.). (2023). *Exemplars of assessment in higher education, volume two: Strategies for a changing higher education environment (1st ed.)*. Routledge.
<https://doi.org/10.4324/9781003444695>

Questions?

Please send a MS Teams message to Dr. Anil Lalwani or email anil.lalwani@howard.edu



THANK YOU

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