**Methods/Measures Exercise**

Using your mission statement and outcomes previously created, draft an Objective along with two methods/measures for each outcome. Make sure to identify ***who*** will be assessed, ***what*** will be assessed, as well as ***how*** and ***when*** it will be assessed. What target level would you like to achieve? Each Objective should have at least one direct measure.

Direct Measures: measure the efficacy of services, programs, or initiatives quantitatively.

Examples of Direct Measures:

* Student Services – during peak registration periods the wait times for students will not exceed \_\_\_ minutes 90% of the day
* Fewer than 5% of students will have multiple active academic programs
* By the third week of class, 70% of all students will have had at least 1 documented contact by an advisor
* Accounts Payable – Percent of AP receipts paid within \_\_\_ timeframe

Indirect Measures: measures attitudes or perceptions regarding the impact or value of programs and services offered

Examples of Indirect Measures:

* Point of service satisfaction surveys
* Focus groups
* CCSSE, SENSE, NLSS

**Objective 1:**

Method/Measure 1:

*Is this a direct or indirect measure?*

Method/Measure 2:

*Is this a direct or indirect measure?*

**Objective 2:**

Method/Measure 1:

*Is this a direct or indirect measure?*

Method/Measure 2:

*Is this a direct or indirect measure?*

**Objective 3:**

Method/Measure 1:

*Is this a direct or indirect measure?*

Method/Measure 2:

*Is this a direct or indirect measure?*