AWE Guide to Types of Assessment Instruments

Type of Instrument	Happy Face ☺ (Typical Formative)	Activity Feedback (Formative)	Combination: Form + Substance	In-Depth Research Instruments
Description	▪ Short survey developed to get positive activity feedback ▪ Based on activity components ▪ Typically quickly done	▪ Short to Mid-length survey developed to provide activity feedback ▪ Based on activity components ▪ Typically built from previous examples ▪ Sometimes addresses specific activity objectives ▪ May include tracking of participants	▪ Mid-length survey developed to provide activity feed back and to understand impact of program ▪ Incorporates activity feedback with some feedback on efficacy of activity as measured by goals, objectives and outcomes ▪ Includes at least short term tracking of participants	▪ Longer survey developed to measure objectives and outcomes of an activity ▪ Incorporates assessment of efficacy of activity as measured by goals, objectives and outcomes with some formative activity feedback ▪ Includes short and long term tracking of participants
Typical Use	▪ Shape activities and planning ▪ Provide good feedback for reports ▪ Fulfill assessment requirement	▪ Typically seen as providing formative data ▪ Test popularity or effectiveness of activity components ▪ Provide feedback for reports ▪ Change/improve activity to make more popular or effective based on participant opinions	▪ Gather formative data with some summative attributes ▪ Test effectiveness of activity components against objectives ▪ Test immediate impact of activity on participants ▪ Change or improve activity to make it more effective	▪ Gather summative and formative data ▪ Test efficacy of overall activity and activity components against objectives ▪ Test immediate and long-term impact of activity on participants ▪ Change or improve activity to make it more effective based on objectives and outcomes
Value	▪ PR Tool ▪ Data unvalidated ▪ Can provide formative data ▪ Easily recorded data ▪ Easy to develop, implement, score, record & summarize ▪ May not need to keep completed copies on hand	▪ Good PR Tool ▪ Data unvalidated ▪ Provide formative data ▪ Can improve offerings ▪ Easily recorded data ▪ Easy to develop, implement, score, record & summarize	▪ Good PR Tool ▪ Data sometimes validated ▪ Provide formative and partial assessment data ▪ Provide data that may improve ability of activity to meet objectives, outcomes ▪ Somewhat easily recorded data ▪ Viewed as more sophisticated ▪ Good for conference publications; grant proposals; reports to corporations and stakeholders ; internal reports	▪ Great PR Tool ▪ Data validated and tested ▪ Provide reliable assessment information ▪ Reliable and outcomes-based planning tool for future activities ▪ Provide data that can improve ability to meet objectives and desired outcomes ▪ Allow meaningful data analysis & summative evaluation ▪ Good for scholarly publications as well as conference publications; grant proposals; reports to corporations and stakeholders ; internal reports
Problems	▪ Typically doesn't address objectives ▪ Provides information that cannot be use to identify or measure outcomes ▪ Can be misleading if taken as true assessment ▪ Increasingly viewed as unsophisticated by funders	▪ Typically doesn't address long range objectives ▪ Standard of change is based upon participant satisfaction rather than achieved goals ▪ Fails to measure impact of activity on participants or in depth objectives	▪ Fails to reliably capture assessment of desired outcomes ▪ Fails to reliably assess impact on participant ▪ Incomplete assessment of the activity	▪ Data recording more complex ▪ Requires long-term planning and resources