

Administrative Assessment

Handbook for Program Coordinators

Office of Institutional Effectiveness

Last revised: July 2026

More info at: <https://srinfo.sulross.edu/ie/administrative-assessment/>



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Administrative Assessment Program Coordinator

Role and Responsibilities

What is Assessment?

Assessment is the ongoing and systematic process of identifying objectives and means to measure them, gathering measurements of the objectives, using the information to make decisions about improvement, and implementing improvements based on the data gathered. Administrative assessment program coordinators understand the usefulness of such information and inspire others to engage in this continuous cycle of improvement.

Responsibilities

- 1.** Review, analyze, and evaluate the assigned administrative program's outcomes and assessment from the previous and current assessment year.
 - The current assessment year for Administrative Assessment Reports is September 1 to August 31.
 - Throughout the year, the administrative assessment program coordinator should consider the administrative program's outcomes and assessment methods to ensure ease of reporting at the end of the assessment year.
- 2.** Use collected assessment data from colleagues within an administrative program to complete the Administrative Assessment Report in the Watermark system.
 - Administrative Assessment Reports are due August 31 of each year.
- 3.** Administrative program outcomes and assessments may align with a strategy outlined in the "Strategic Plan 2022-2027: Our Student-Centric Focus." Through the Watermark system, administrative assessment program coordinators are asked to align at least one of their department or division's Administrative Assessment outcomes to one or more of the strategies listed in the strategic plan.
- 4.** Keep in contact with the Institutional Effectiveness office (contacts at the end of this handbook) regarding due dates and technology issues.
- 5.** Attend professional development and assessment training or meetings.

Your service to Sul Ross State University is greatly appreciated.

Importance of Administrative Assessment

Purpose of Assessment

1. **To improve** – The assessment process should provide feedback to determine how the administrative unit can be improved.
2. **To inform** – The assessment process should inform department heads and other decision-makers of the contributions and impact of the administrative program to the development and growth of students.
3. **To prove** – The assessment process should encapsulate and demonstrate what the administrative entity is accomplishing to students, faculty, staff, and outsiders.
4. **To support** – The assessment process should provide support for campus decision-making activities such as unit review and strategic planning, as well as external accountability activities such as accreditation.

Supporting Accreditation Requirements

SACSCOC 7

An institutional planning and effectiveness process involves all programs, services, and constituencies; is linked to decision-making processes at all levels; and provides a sound basis for budgeting decisions and resource allocations.

SACSCOC 7.3

The institution identifies expected outcomes of its administrative support services and demonstrates the extent to which the outcomes are achieved.

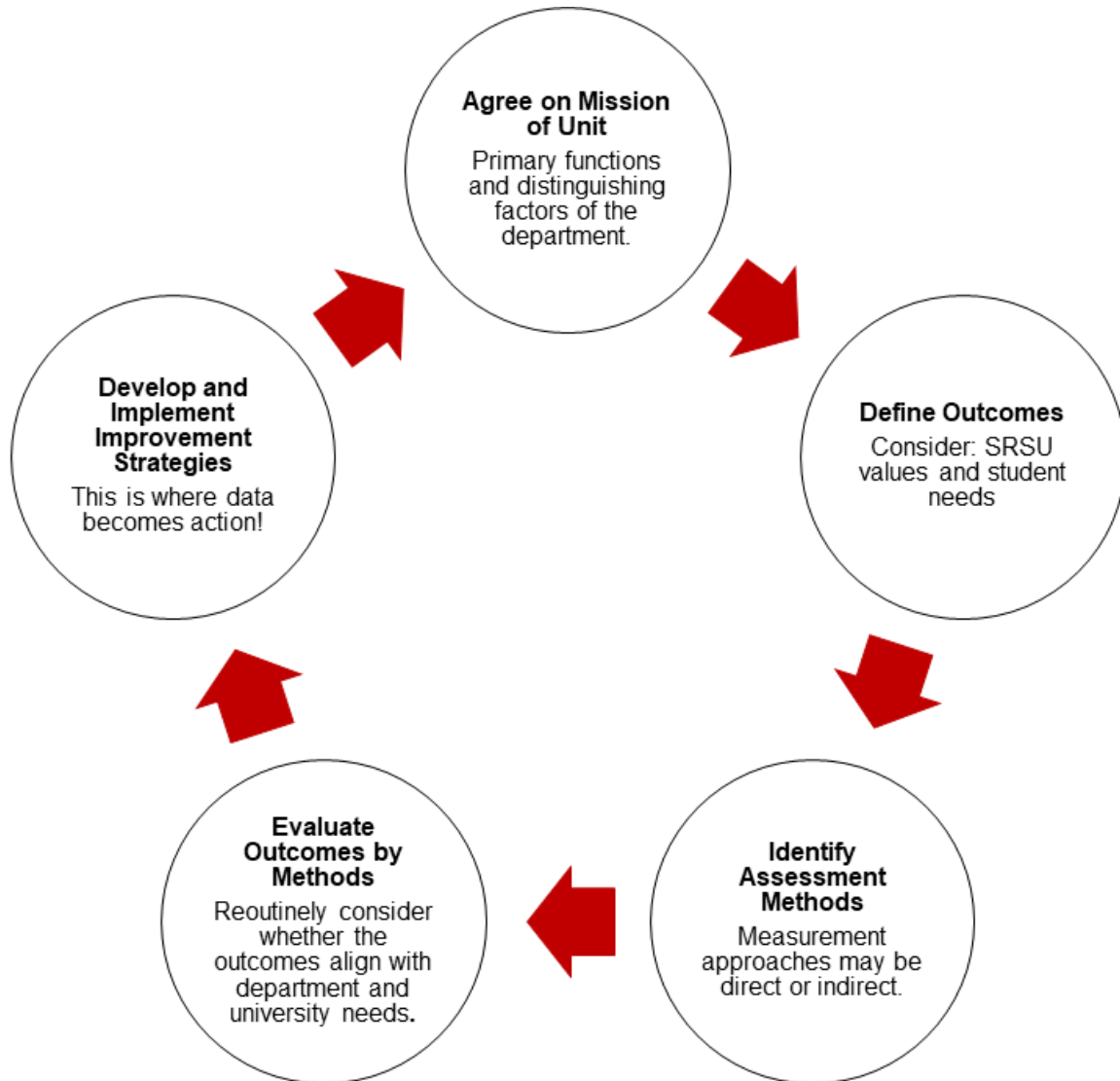
SACSCOC 8.2.c

The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of results for academic and student services that support student success.

SACSCOC 12.1

The institution provides appropriate academic and student support programs, services, and activities consistent with its mission. The expectation is that the institution maintains descriptions of the various programs outlined above, as well as a narrative relating to the impact of these programs, services, and activities.

The Sul Ross Administrative Assessment Process



This five-step cycle promotes continuous improvement.

Applying the Administrative Assessment Process Flow Chart

Preplan: Organize for Assessment

Before assessment can begin, key staff, faculty, committees, and structures must be identified. One or more persons may lead the administrative program assessment process, but it is critical for all staff to assume the responsibility of designing, implementing, and carrying out the assessment process.

1. Define the Mission Statement

A mission statement is a description of what a department, division, unit, or office does, and what philosophy and principles guide it. The department or division mission statement must be succinct, and convey how the unit supports the overall mission of the institution. Mission statements should not be easily rewritten.

2. Define the Desired Outcomes

Administrative outcomes should reflect the program's most important initiatives or improvements over the course of an assessment year. Programs should not use the department or division's normal operations as part of the assessment initiatives but should focus on improvements and special projects that will enhance the entity. Programs are encouraged to identify outcomes that align with the institution's most recent strategic plan to increase the overall assessment of the institution.

Outcomes are statements of intention, describing a task to accomplish or a goal to meet. They are specific, measurable, and quantifiable statements that can be used to determine progress toward the overall mission of the entity. Outcomes should be reasonably achieved within an expected timeframe and with available resources.

A general formula for writing an outcome can be employed, although it is not required.

Outcome = Target/Subject + Verb/Action+ Object + Modifiers

Outcome Example using Registrar's Office:

The Office of Records and Registration provides accurate student, class, and faculty data reports to the Texas Higher Education Coordinating Board as required by statute.

Outcome Example using the Library:

The Library enhances student success and retention by providing an environment conducive to learning.

Applying the Administrative Assessment Process Flow Chart

3. Define and Identify Assessment Methods

An assessment method identifies evidence and processes the administrative assessment program coordinator will use to determine whether the program is achieving the expected results. Assessment methods should be quantitative and show performance compared to criteria for success in relation to expected outcomes.

In collecting this evidence, the program should learn two things: (1) whether the outcome is being met, (2) where there is room for improvement. For each outcome, at least one to two assessment methods must be identified to gather this needed information, ideally one direct and one indirect.

Direct methods of assessing operational or strategic outcomes include measurements of the demand, quality, efficiency, and effectiveness of key functions and services. Direct methods include key terms such as number of, percentage, level, average, etc.

Indirect methods of assessing operational or strategic outcomes include measurements of constituents' perceptions of or satisfaction with key functions and services. Indirect methods can support and contextualize direct methods of assessment. Indirect method data may be found in surveys, focus groups, documented feedback, etc.

4. Evaluate Outcomes by Assessment Methods

At the end of the assessment year, each unit must write an assessment report which consists of the findings, action plan(s), and analysis. The first step is to collect the findings (or results) associated with each measure. Findings are merely quantifiable data, without any analysis, that result when the measures listed in the assessment plan are completed.

Report your findings and whether the target was met, not met, or partially met. The analysis section will then provide you with the opportunity for a more comprehensive response to your findings. The analysis of findings should be comprehensive in how it impacts your department, division, and/or the university.

5. Develop and Implement Improvement Strategies

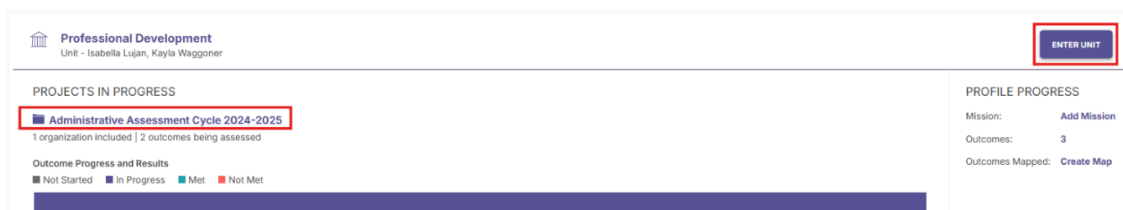
The analysis of unit outcomes during an assessment year should be used to guide future outcomes and methods in an effort to achieve desired results and improvements. Outcomes should be considered and adjusted in preparation for the next assessment year.

Using the Watermark Platform for Administrative Assessment Reports

Log in with Single Sign-On (SSO) at <https://srinfo.sulross.edu/ie/administrative-assessment/>. Select the Planning & Self-Study option.

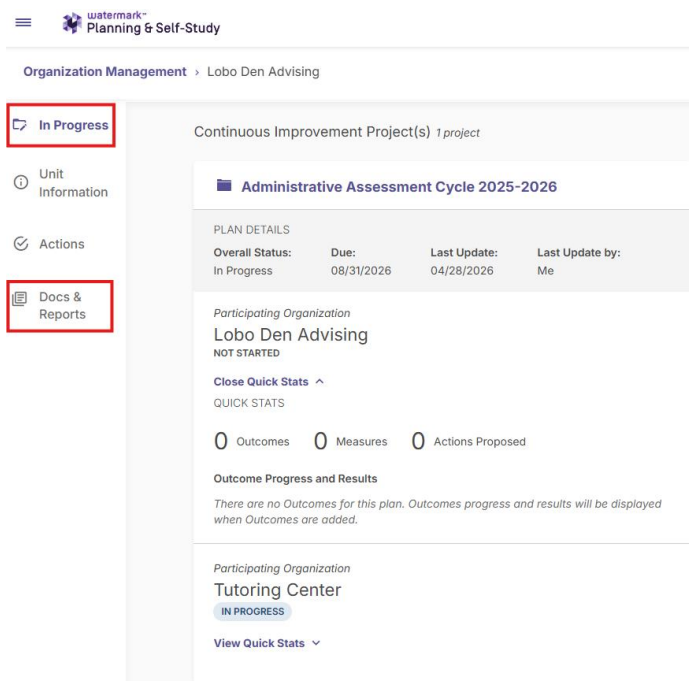
Assessing a Plan

For every Department that a Coordinator is assigned to as a Lead, there will be a Department card listed on the user's home page.



The Department card presents two options for accessing the Plan.

1. On the Department card, there is a section titled "Projects in Progress". If the Plan is still open, it will be listed here, and the user can click on its name to enter it. (skip to the next page in this handbook)
2. Alternatively, the user can click **Enter Unit** to be brought into the Departments area. From here, there will also be an **In Progress** tab on the left, under which any open Plan can be selected.



Note - if the Plan has been closed, a report containing its data can be located in this area, under the **Docs & Reports tab.*

Entering Results, Findings, and Actions in an Assessment Plan

To begin, select the **Administrative Assessment Cycle 2025-2026**

Continuous Improvement Project(s) 1 project

Administrative Assessment Cycle 2025-2026

PLAN DETAILS

Overall Status:	Due:	Last Update:	Last Update by:
In Progress	08/31/2026	04/28/2026	Me

Participating Organization
Lobo Den Advising
NOT STARTED

Close Quick Stats ^

QUICK STATS

0 Outcomes 0 Measures 0 Actions Proposed

Outcome Progress and Results

There are no Outcomes for this plan. Outcomes progress and results will be displayed when Outcomes are added.

Participating Organization
Tutoring Center
IN PROGRESS

View Quick Stats v

For a new assessment cycle you will need to **Select Outcomes** that you are assessing (All should be selected unless otherwise discussed with Institutional Effectiveness).

Lobo Den Advising Outcomes

No outcomes have been selected for this program.

SELECT OUTCOMES

Select the Outcomes and select **Apply Selection**

× Select Outcomes for Assessment 0 Outcomes Selected

APPLY SELECTION

CREATE NEW OUTCOME

Lobo Den Advising NonLearning Outcomes (3)

Outcomes that articulate other indicators of student success that are not directly tied to mastery of learning outcomes.

☐

Advise Freshmen, TSI-Affected, and Undeclared Students
The office of the Lobo Den will seek to learn how satisfied the student population (Freshmen, TSI affected students and Undeclared) is with advising services and classes placed in, as well as find out what improvements need to be done in order to pro...[Read More](#)

☐

Retention Through Early Registration
The office of the Lobo Den: Advising and Tutoring Center with the help of the office of Institutional Research will track if students who register early (before the end of the semester) are retained at a higher rate compared to the general student po...[Read More](#)

☐

Lobo Den Promotion
The office of the Lobo Den: Advising and Tutoring Center will organize and hosts registration events and campaigns throughout the registration periods to promote advising and registration.

CREATE NEW OUTCOME

Drop down the Outcome you wish to add results to and click the **Add Results** button for the Measure.

Administrative Assessment Cycle 2025-2026
Reporting Year: IE Reporting Cycle 2025-2026 Plan Admin: Isabella Lujan Due Date: 08/31/2026

Lobo Den Advising

ADD/EDIT OUTCOMES ACTIONS

Lobo Den Advising Administrative Outcomes

Advise Freshmen, TSI-Affected, and Undeclared Students
The office of the Lobo Den will seek to learn how satisfied the student population (Freshmen, TSI affected students and Undeclared) is with advising services and classes placed in, as well as find out... [Read More](#)

SO 1b: End of Semester Advising
No results added.
ADD RESULTS

SO 1a: End of Semester Advising
No results added.
ADD RESULTS

Add Measures
[+ Create a new measure](#)
[- Select from existing measures](#)

Retention Through Early Registration Not Started

*If no measures appear, you will need to choose **Select from existing measure**. If you have no existing measures, contact the Office of Institutional Effectiveness before creating a new measure.*

This will present a page from which the Results format can be selected.

Administrative Assessment Cycle 2025-2026 SO 1a: End of Semester Advising

SAVE & CLOSE

Definition
Details of the measure activity

Results
Evaluation of the measure activity

Select the results format that you would like to use for this measure.
You will also be able to include a summary once results have been added.

Upload results and write a summary.

Collect results from another system

Findings
Analysis of the results
PAST FINDINGS

Measure Status
Select Measure Status

Analysis
B I U FONT FAMILY

Please note that you may not see all of the following options, based on the type of Outcome assessed and details associated with the Measure.

Results

Evaluation of the measure activity

Select the results format that you would like to use for this measure.
You will also be able to include a summary once results have been added.



Upload results and write a summary.



Collect results from another system

Please note that, while you cannot change the Results method without deleting the data that has already been collected, the Results that were entered for the chosen method can be edited at a later point. In other words, if the option to enter Counts is selected, the actual Counts themselves can be edited later on.

Results Options Explained:

- Upload results and write a summary:** This will allow the user to upload data files as evidence (*Optional*) and add information relevant to the Results. (*Required*).

If uploading files, click the **Attach Files** button. This will produce the computer's file directory, from which a single or multiple files can be selected for upload.

Results

Evaluation of the measure activity

Change Collection Method

Upload Results & Write Summary

Result Files

ATTACH FILES

File Requirements

Summary of Results

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Words : 0 Characters : 0

After the file(s) is uploaded, it will appear with options to download or delete it.

- **Collect results from another system:** This option allows adding Results that were collected in Blackboard Ultra OR from additional Watermark products.
 - For information on adding Results from Course Evaluations & Surveys, please click [HERE](#).

Collect results from another system

Select how the results will be collected



Fields marked with * are required.

Select whether you would like to collect results from another system yourself, or send a request to faculty to collect and submit results.*

☒ I want to collect results myself

Select this option if you would like to bring in results from other Watermark products or a Learning Management System you have credentials to.

☐ I want to send a request to faculty

Select this option if you would like Faculty members to bring in results from a Learning Management System they have credentials to.

To send a request to faculty, a course must be selected on the previous page.

To send a request to faculty, a course must be selected on the previous page.

Selecting, **I want to collect results myself** from **Collect results from another system**, and click **Next**. Selecting this option will allow you to bring in results from other Watermark products or Blackboard you have credentials to.

Collect results from another system > Select Source

Align Results



Unit: Professional Development Outcome: Faculty Development

Fields marked with * are required.

Select where your results will be coming from. Next, you can select the specific type of results you need. You will be able to filter your results later.

Source*

Select an Option



Select an Option

Watermark Course Evaluations & General Surveys

Analyzing Results with Findings

Once the Results have been documented, the next step is to enter the Findings.

The screenshot shows a 'Findings' form with the following sections:

- Findings** (Analysis of the results) with a **PAST FINDINGS** button in the top right.
- Measure Status** section with a dropdown menu labeled 'Select Measure Status'.
- Analysis** section with a rich text editor toolbar (bold, italic, underline, font family, font size, text color, background color, bulleted list, numbered list, link, unlink, undo, redo, and insert link) and a large text area. The bottom right of the text area shows 'Words : 0 Characters : 0'.
- Actions** section with an 'ADD NEW ACTION' button and the text 'There are no actions for this measure'.

The first step in this category is to document the Measure Status for this Measure. From the dropdown menu, select whether the criteria for this Measure was Met or Not Met, based on the Results.

After selecting the Measure Status, enter a narrative Analysis explaining how or why the results were Met or Not Met, as shown in the screenshot above.

To display all previous Plans that the Measure was assessed in, select **Past Findings**. Relevant Findings data will appear on a panel on the right-hand side of the screen.

This screenshot shows the 'Findings' form with the 'Past Findings' panel open on the right. The 'PAST FINDINGS' button in the top right of the form is highlighted with a red box. The 'Past Findings' panel displays the following information:

- Past Findings** (close button)
- Administrative Assessment Cycle 2024-2025** (selected with a red circle)
- IE Reporting Cycle 2024-2025**
- Status:** MET
- Target:** Social media posts averaged 500 views.
- Summary of Results**
Lobo Den averaged 708 views on social media posts.
- Analysis**
Lobo den posted 33 times with an average of 708 views. We were able to achieve this from staff, students and the main SRSU social media sharing our posts.
- Actions**
 - Collaborate with another department / unit / program
Not Started
 - Revise Benchmark / Target
Not Started

Adding Actions

Once Results and Findings have been documented, you have the opportunity to create Actions, thereby closing the loop on assessment planning. Selecting **Add New Action** under the Measure title will begin the process.

Findings
Analysis of the results

PAST FINDINGS

Measure Status
Select Measure Status

Analysis

Words : 0 Characters : 0

Actions

There are no actions for this measure

ADD NEW ACTION

This will open the Actions panel on the right-hand side of the page, in which the user would select the type of Action they would like to document:

Add New Action

Select the type of action you recommend.

Restructure Outcome Statement

Revise Measurement / Assessment

Gather Additional Data

Revise Benchmark / Target

Implement New Program Or Services

Community Partnership

Modify Position / Personnel

Modify Policies / Procedures

Adopt Or Expand Technologies

Additional Training

Collaborate With Another Department / Unit / Program

Modify Physical Environment

Maintain Assessment Strategy

Other

CANCEL CREATE ACTION

Once the Type is selected, the Action Status, Description, and optional Due Date can be entered.

Add New Action

Action Type

Adopt or Expand Technologies

Change Action Type

Status

Not Started

Action Description*

Describe your recommended Action

Recommended Due Date

mm/dd/yyyy

Once the Action is created, it will appear below the Findings entry area. Actions can be edited or deleted at any time by selecting either the Edit or Delete options to the right of the Action Name.

Actions

ADD NEW ACTION

Adopt or Expand Technologies

Description

Test

Status

NOT STARTED

Updates

Edit

Delete

Add New Update

Once the Results, Findings, and Actions are added, select **Save & Close** in the top-right.

SAVE & CLOSE

After all Outcome's Measures have been created, and their Results, Findings, and Actions have been documented, an overall Analysis of the Outcome itself may be desired.

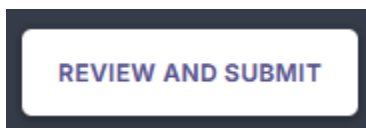
This will present an Outcome Analysis text entry area, as well as an Outcome Status drop-down.

Lastly, there will also be the opportunity to document any Actions that are not specifically tied to a Measure.

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Reviewing and Submitting

After all Outcomes are updated click **Review and Submit** in the top-right.



Review your assessment report for this Program. You can continue to edit in the outcomes workspace by clicking **Edit**. Once satisfied with all reported, click **Submit**. Once submitted, you will still be able to edit this report until it is permanently closed by Institutional Effectiveness. Submitting will allow you to comment to reviewers and tag administrators.

MEASURES	RESULTS	ACTIONS
SO 1c: Electronic Self-Paced Learning Tool Electronic Self-Paced Learning Tool sponsored by the University with individual login credentials for each faculty. Direct - Counts Target Target 80% of faculty employees.	No results have been added.	No actions have been added.

For any questions you may have, please contact the Office of Institutional Effectiveness at ie@sulross.edu or 432-837-8224.

For more Watermark Resources, visit:

[Accessing the Assessment Plan as a Contributor](#)

[Selecting Outcomes to Include in a Plan](#)

[Adding Measures to an Outcome](#)

[Measures - Editing, Revising, Removing, Deleting](#)

[How to Enter Results, Findings, and Actions in an Assessment Plan](#)

[Tracking Actions and Adding Updates](#)

Support

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Use, Navigation, and Training of the Watermark Platform

Isabella Lujan, Director of Planning and Accreditation

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Assessment Strategies and Report Writing

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Works Cited

Marymount University. (2007). *Administrative Assessment: A Guide to Planning, Implementing, and Reporting Division-Wide Evaluation and Assessment*.

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