

Writing Administrative Outcomes

Administrative outcomes:

- Lead to improvements in what the unit is doing.
- Focus on critical functions, services, and processes that impact the unit.
- Define as statements that describe the desired quality (timeliness, accuracy, responsiveness, etc.) of key functions and services within the administrative unit.
- Rely on verbs that specify definite, observable behaviors and are observable/measurable (see [Bloom's Taxonomy](#)).
- Define level of satisfaction clients have with services offered.
- Contributes to the development and growth of students.

Questions that administrative assessment address:

- Is the outcome related to the unit mission?
- Does the outcome lead to improved services? Do the results potentially provide data the unit can use to improve services and/or what aspects of services need improvement?
- Is the outcome worded in terms of what the unit will accomplish or clients think, know, do following the use of services?
- What and how does an administrative unit contribute to the development and growth of students?

Outcomes examples:

- The Campus Recreation Services office through the George Street Fitness Center will provide a safe and accessible facility to the campus community to participate in fitness training during one's leisure time and will conduct 12+ group fitness classes and related programming during a weekly operating schedule of 80 or more hours.
- Business and Auxiliary Services units will provide exceptional customer service through accurate and timely services.
- Institutional Advancement will develop programs that inform and engage alumni in the life of the College in order to increase their participation through volunteerism and philanthropy.
- The Office for Institutional Effectiveness and Strategic Planning will work with the campus community to effectively integrate assessment into all aspects of college operations to improve student learning and operations.
- The Office of Admissions will use expanded support and staff to increase the visibility of College of Charleston in international communities and expand enrollment of international students in India.
- Marketing and Communication will implement a print and digital marketing campaign (developed in spring 2016) to enhance the College's image and reputation among prospective students (traditional, nontraditional, transfer, graduate and international) and parents to increase the enrollment of a more diverse and higher quality student population.