

## Examples of Direct and Indirect Methods of Assessment for Administrative and Support Units

**Direct Methods:** Used to measure the performance of a unit's processes or the efficacy of services, programs, initiatives, etc.

**Indirect Methods:** Used to collect information about client/stakeholder perceptions, attitudes, or opinions about support unit processes, services, or experiences.

### Examples:

Direct Methods	Indirect Methods
<ul style="list-style-type: none"><li>• Enrollment data</li><li>• Institutional data</li><li>• Graduation rates</li><li>• Retention statistics</li><li>• Response times</li><li>• Error rates</li><li>• Financial reports</li><li>• Call or visitor logs</li><li>• Participation/attendance figures</li><li>• Website traffic data</li><li>• Unit or audit records</li><li>• External reviews/audits</li></ul>	<ul style="list-style-type: none"><li>• Student surveys</li><li>• Faculty and staff surveys</li><li>• Alumni surveys</li><li>• Employer surveys</li><li>• Questionnaires</li><li>• Event evaluations</li><li>• Interviews</li><li>• Focus groups</li></ul>

If possible, objectives should have more than one assessment method to increase the reliability of the results. Ideally, assessment plans should include both direct and indirect methods, with an emphasis on direct methods. However, the types of objectives and methods will vary depending on the unit and its purpose/goals.

