



CUNY's Assessment Council, in collaboration with the Central Office of Academic Affairs, invites CUNY faculty and staff to participate in assessment of student learning workshops.

All workshops will be held at the Macaulay Honors College.

Content Analysis as a Tool for Assessment of Student Learning Outcomes

Friday, October 9th, 2009

9:30 AM to 12:00 PM - Continental Breakfast will be served
Macaulay Honors College Building – Lecture Hall
35 West 67th Street, New York, NY

Facilitators:

**Vanessa Vacchiano, Coordinator of Assessment, Baruch College and
Diane Phillips, Director of Institutional Research and Assessment, Macaulay Honors College**

Assessment need not be restricted to quantitative research. Using content analysis we can draw on multiple kinds of evidence (student journals, narratives, portfolios) to provide persuasive evidence of the process and outcomes of student learning.

Who should attend?

Faculty and staff interested in using qualitative data analysis for assessment.

Format:

This is a hand-on workshop intended to provide participants with the opportunity to ask questions, explore, and learn about practical applications of content analysis as a research tool for assessing student learning outcomes. An overview of content analysis will be provided as well as some examples of research projects. Exercises will be conducted to provide the participants with first-hand opportunity to apply content analysis techniques to data.

As a result of this workshop participants will be able to:

- Demonstrate an understanding of the basic principles and procedures of qualitative content analysis as a tool in assessment
- Identify challenges of content analysis
- Identify advantages and disadvantages
- Recognize examples of different uses of content analysis
- Code and analyze qualitative data systematically and flexibly

Space is limited! To attend, please RSVP to OAAevents@mail.cuny.edu by October 1st and indicate in the email the title of workshop you plan to attend.

If you have any questions, please contact Sherri Ondrus at (212) 794-5765.