Strategies for Assessment in Online Environments

Aaron Zachmeier
Assistant Director for Instructional Design & Development, Online Education
University of California, Santa Cruz
Online Education at UC Santa Cruz

• Our mission: Create courses (online, hybrid, and technology-enhanced) that challenge, engage, and inspire students
• Our clients: Faculty, lecturers, and graduate student instructors
• Our audience: UC Santa Cruz undergraduate students, UC undergraduate students, and learners around the world
Our Approach to Assessment

• Tie it to learning outcomes
• Assess everything
• Focus on “authentic” activities
• Provide timely and actionable feedback
• Make it an opportunity for learning
• Reduce overhead
• Design for scalability
• Create community
Learning in Hybrid, Online, and In-Person Environments

• What do we know about it?
• “Media comparison” studies
• Recent meta-analyses of differences among online, hybrid, and face-to-face instruction
Cases

• Frequent quizzes
• Question banks
• Automatic feedback
• Choice
• Peer assessment
• Rubrics
• Proctoring
Much of all this is now contentious.
And sometimes it will stay OE in the English word, like amoeba.
While science, in great detail, can tell us what we are.
Those melodies that we associate with parlor song,
and see what kind of relationship we have here.
you do it individually digit by digit.
Accounting: Information for Decision Making

* Accounting System
* Financial Accounting Information
* Management Accounting Information
* Integrity of Accounting Information
  - GAAP
    - Sources of principles
    - Single comprehensive list of GAAP
    - Types of reports
  - Audit
    - Purpose
    - User of the audit
    - Implications of the report

So now in order for the third parties to rely on these financial statements...
Implementing New Strategies

• Start small
• Test often
• Evaluate the effects on student learning
• Ask for help
• Start with design, not technology