Choosing the Right Assessment Method:
Counts and Averages

Definition:
A service unit can take counts or averages of various aspects of their services to discover whether or not they are meeting their process service unit outcomes. Data can be collected annually or by semester. Counts or averages can include:

- Amount of program/event/training participants.
- Amount of applications.
- Amount of staff training hours.
- Amount of dollars raised.
- Amount of grants successfully earned.
- Amount of complaints about aspects of the process.
- Amount of users.
- Wait or service times.
- Processing time for requests.
- Amount of funding awarded.
- Level of accuracy in monthly reports.
- Level of accuracy in ad hoc reports.

- Advantages:
  - Information is easy to obtain.
  - Data can be analyzed quickly.
  - Large amounts of data can be collected.
  - Direct form of assessment.

- Disadvantage:
  - Data will not provide much insight into why the expected level of achievement was or was not reached.

- Ways to reduce the disadvantage:
  - Utilize this method in conjunction with another method, such as a short survey or focus groups to better understand the results.