

## What Will You Gain?

As a leader in assessment, JMU's Center for Assessment and Research Studies (<http://www.jmu.edu/assessment>) and the Assessment and Measurement Ph.D. program receive frequent requests for trainings, workshops and presentations on assessment practice by institutions and individuals who are trying to meet accreditation and accountability demands. This certificate is designed to meet that need while recognizing that busy assessment practitioners desire professional development that fits into their busy lives.

This online certificate program will provide the most up-to-date information about assessment practice in higher education, and help you develop skills to apply that knowledge at your institution.

**Next cohort begins Fall 2010.**



To apply, please visit  
[www.jmu.edu/outreach](http://www.jmu.edu/outreach).



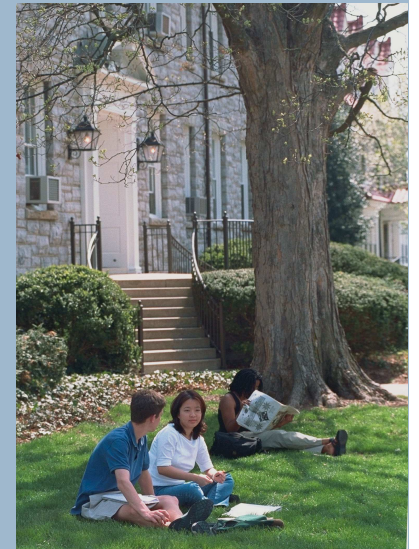
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## Higher Education Assessment Specialist

### Graduate Certificate

### Online Certificate Program



James Madison University

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[www.jmu.edu/outreach/](http://www.jmu.edu/outreach/)

## Higher Education Assessment Specialist

JMU's Higher Education Assessment Specialist graduate certificate program offers professional development and certification for assessment practitioners at institutions of higher education. All coursework is delivered entirely online, making it convenient for your busy schedule.

### Certificate Program Objectives:

- Students will discuss policy issues in higher education and how policy affects assessment practice in colleges and universities.
- Students will develop professional assessment skills, including instrument design and consultation, through applied projects and experiences.
- Students will participate in all phases of the assessment process working on an assessment-related experience at his or her home institution.
- Students will develop, select, and critique higher education assessment instruments guided by modern validity theory.
- Students will identify the appropriate measurement tools and statistical analyses needed for common assessment situations.
- Students will develop communication skills necessary for assessment practice including: interpersonal, consultation, and professional etiquette.

## Curriculum

*PSYC 501, Workshop in Psychology: Public Policy Related to Assessment in Higher Education* (3 credits). This course examines the role of assessment, accountability, and quality assurance in the governance, funding, and purposes of higher education. It briefly examines the history of relevant higher education accountability policy. The primary focus of the course is on current policy and its implications for assessment practice.

*PSYC 501, Workshop in Psychology: Foundations of Measurement and Assessment Design* (3 credits). This course provides a foundation for the more technical aspects of assessment including development/selection of methods, data collection, and analysis.

*PSYC 601, Instrument Design for Higher Education Assessment* (3 credits). This course covers issues in assessment instrument design in higher education. Reliability and validity issues associated with instrument development will be covered throughout the course. Students will examine the appropriateness of instrument selection, adaptation and development. The Standards for Educational and Psychological Testing will be discussed from the perspective of both the test user and the test developer.

*PSYC 601: Assessment Consultation in Higher Education* (3 credits). This course provides guided opportunities, both online and as part of JMU's Summer Assessment Institute (3 days on JMU's campus), for supervised application of sets of assessment skills and competencies. The purpose is to develop one's professional self as an assessment practitioner. Students will engage in an assessment project at their home institution. Ethics will be emphasized throughout the assessment process.

## Admission and Contact Information

Admission to the certificate program requires that applicants have completed at least a bachelors degree (B.A./B.S.) and have a working knowledge of basic statistics including hypothesis testing, correlation, regression, and significance testing including analysis of variance. Applicants are encouraged to be engaged in or have an opportunity to engage in assessment practice at his or her home institution.

### For information about application and registration, contact:

JMU Outreach & Engagement  
540.568.4253  
[outreach@jmu.edu](mailto:outreach@jmu.edu)  
[www.jmu.edu/outreach](http://www.jmu.edu/outreach)

### For information about the certificate, contact the Program Coordinator:

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