

NOVEMBER'S TIP OF THE MONTH...

assessment vs. evaluation

DO YOU KNOW THE DIFFERENCE?

ASSESSMENT: MEASUREMENT FOR THE PURPOSE OF IMPROVEMENT

EVALUATION: A MEANS TO MEASURE, COMPARE AND JUDGE THE QUALITY OF A SERVICE, PROGRAM OR STUDENT WORK

A COMPARISON:

ASSESSMENT	EVALUATION
Formative: ongoing to improve learning	Summative: final to gauge quality
Process-Oriented: how is learning going?	Product Oriented: what's been learned?
Flexible: adjust as problems are clarified	Fixed: success/failure
Diagnostic: identify areas for improvement	Judgmental: arrive at an overall grade/score
Reflective: internally defined criteria/goals	Prescriptive: externally imposed standards
Cooperative: learn from each other (win-win situation)	Competitive: individualistic, self-focused (win-lose situation)

Challenge: *Are you process-oriented or product-oriented?*

Do you work with your colleagues on both assessment and evaluation?