

DEVELOPING LEARNING OUTCOMES

With learning outcomes, you need to be intentional with teaching and learning. Ask yourself, “What am I trying to get out of this thing I’m doing?”

The ABCD’s of a learning outcome:

1. Audience – who is the learning outcome for?
2. Behavior – what do you want the audience to learn and why is this important?
 - a. Could be developing a skill such as communication, decision making, time management
 - b. Could be a technical, such as applying a specific technique to a project
3. Condition – how is the audience learning the behavior?
 - a. Ex. work experience, projects, meeting customer deadlines, organizing steps of a project
4. Degree – measurement, a clear metric
 - a. Ex. to the customer’s satisfaction (this can be collected through a customer survey at the end of a project), speed and accuracy, quality, etc.

Learning outcome statement structure:

As a result of (condition), the student will (behavior) + (degree).

“By (condition), the student will (behavior) + (degree).”

Example: As a result of taking ownership of projects, the student will be able to produce quality content that meets the customer’s satisfaction.

Things to consider when developing learning outcomes:

- Look at the [LPDI Core Competencies](#) and be intentional with helping students develop these
- Look at industry standards and create an outcome that ensures students are achieving/working towards this competency
 - “What should a marketing professional have?”
 - “What are the standards of excellence for [a set skill] in the industry?”
- Be more specific than broad in your statement
- Use action words such as demonstrate, prepare, report, show
 - Review Bloom’s Taxonomy of Cognitive Skills
- Tie in the [Steps to Leaps pillars](#)
- Ask yourself, “What do we already have in place that could be applied to an outcome?”

Resources:

Baylor University’s Student Learning Outcomes: Transforming Student’s Lives through Intentional Educational Experiences: A Guide for Planning & Assessment (Handout)

A Faculty and Staff Guide to Creating Learning Outcomes, University of South Carolina (Handout)

DEGREE – how will the behavior be measured?

Behavior	Degree

With the information above, come up with an outcomes statement. Use the following structure

as a guide:

“As a result of (condition), the student will (behavior) + (degree).”

“By (condition), the student will (behavior) + (degree).”

Learning Outcomes Statement

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