



*Measuring College Behaviors
Beyond Academics*

University Learning Outcomes Assessment (UniLOA) Fast Facts

The UniLOA is a nationally normed, psychometrically sound 70-item instrument with 15 demographics questions that takes, on average, 15 minutes for a student to complete. It measures levels of student engagement along 7 critical domains of learning, including

- Critical Thinking
- Self-Awareness
- Communication
- Citizenship
- Membership & Leadership
- Relationships

To date, over ½ million college students have completed the UniLOA, representing large, small, public, private, not-for-profit, and proprietary institutions across the country.

Unlike other instruments that measure input variables (i.e., SAT, ACT, BCSS) or the environment (i.e., MapWorks, NSSE), the UniLOA measures student learning outcomes, completing Astin's IEO model.

UniLOA data provides both diagnostic and prescriptive results in that they reveal areas of specific student behavioral deficiency. As such, institutions can develop targeted supports, services, interventions, and programs designed to bolster specific student growth, learning, and development.

The UniLOA's web-based administration provides instant feedback through a downloadable comprehensive report which includes individual student scores contrasted against national means along with recommendations for behavioral changes.

Because individual students' behaviors are highly variable, outliers negatively impact standard deviation as a reliable indicator of variance. As such, patterns have been identified over the years suggesting that score differences of over 3 points are significant at the item and domain levels.

Consistent patterns in the UniLOA results have been revealed over the past 10 years of administration, supporting a high degree of external reliability.

Pricing for the UniLOA is variable, depending on the institution's student body size, customization to meet local needs, length of service agreement, and others. As such, pricing is unique to each institution.