Mission Statements: Action Verbs
Words/Phrases to Avoid
What is a Learning/Operational Outcome?
Key Elements
Outcome Formula
SWiBAT Formula
- Look at Mission Statements
- Wording is Important
- Action Words
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<th>Action Words</th>
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<tr>
<td>Analyze</td>
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<td>Apply</td>
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<td>Argue</td>
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<td>Classify</td>
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Words/Phrases to Avoid

- Appreciate
- Become aware of
- Become familiar with
- Know
- Learn
- Understand
The mission of the Division of Student Affairs is to anticipate, plan for, and respond to the needs of a diverse and changing student body by providing services and programs that promote physical and emotional well-being and foster intellectual and personal development. Divisional efforts to meet student needs are intended to create a supportive and challenging living and learning environment and a sense of community essential to advancing the University's goals of excellence in education, research and public service.
Learning Outcome (LO): A learning outcome is the desired learning effect of a program, service, or intervention but is more specific than a goal. It is results-focused and participant centered.
Operational Outcome (OO): A measure that documents how well the operational aspects of a program or activity are functioning, but does **not** document learning or overall impact of the program or activity.
Look at your mission, what your department does.

Is your intended audience (e.g., students) learning what you intend them to learn from your intervention? (LO)

Are students obtaining what you think they are getting from your service? (OO)

How can you measure the service to make sure?

That’s where LO’s and OO’s come in...
To write a learning/operational outcome, follow the formula:

_______  ______  ______  ______  ______
Audience  Condition  Behavior  Degree  Competency
Key Elements: ABCD Formula

- **Audience (Who)**
  - Who is the target of the outcome?

- **Behavior (What)**
  - What should the audience be able to know, do or value?

- **Condition (How)**
  - What will facilitate the learning?

- **Degree (How much)**
  - How much will be accomplished or demonstrated?
- (Audience) in (condition), will (behavior in future tense) to a (degree) in order to meet (competency).

- Example:
  - Staff participants in the Community of Practice session will write a program/learning objective that describes one of their departmental assessment efforts in order to meet the UC Core Competency of Job Mastery and Continuous Learning.
Learning/Operational Outcome = SWiBAT + Action Verb + Condition

Students will be able to differentiate between two styles of leadership as a result of attending the leadership workshop.