Co-curricular outcomes (CCO) are statements of direction that create a bridge between your goals and your strategies. CCOs should support your overall vision of success, but break it down into manageable and actionable focus areas.

**Characteristics of CCOs**
- CCOs should be more detailed than goals, but are derived from and support them
- Should address specific functional areas of your program (can address people and skills; operations/processes; growth; clients/customers; or other topics)
- CCOs can address accuracy, efficiency, effectiveness, quality, deficits/gaps in programming, student satisfaction, overall success, among others.
- Used for administrative, educational, and student support services
- Provides measurable information for what we do and how
- Able to be assessed in approximately three years

**Three Components of CCOs:**

<table>
<thead>
<tr>
<th>ACTION VERB</th>
<th>DESIRED IMPACT</th>
<th>INTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase</td>
<td>the number of students participating in X program by 10%</td>
<td>by improving social media outreach frequency.</td>
</tr>
<tr>
<td>Implement</td>
<td>a staff training program</td>
<td>by administering a staff needs survey by the end of the academic year.</td>
</tr>
<tr>
<td>Create</td>
<td>educational opportunities for students</td>
<td>by providing monthly workshops on X</td>
</tr>
<tr>
<td>Assess</td>
<td>the effectiveness of programming</td>
<td>by analyzing program survey data completed by students</td>
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</tbody>
</table>

**Questions to Consider When Developing CCOs:**
- Do the proposed CCOs align with and support our vision, mission, and goals?
- What do we want to accomplish?
- What is our approach to achieve success?
- Are your proposed measurements aligned with your CCOs?

**Remember:**
- Every goal should have at least one CCO.
- CCOs should be stated as simply as possible. Useful CCOs are clear and simple declarative sentences.
- CCO statements should be unique to your programming and purpose. Some CCOs can be overarching in nature while others can be more contextualized.
- Publicize CCOs on your website, annual reports, brochures, etc.
- Collaboratively develop CCOs to increase staff engagement.
- Do you have an existing data stream(s) to support your CCO?

Need more information about co-curricular assessment and CCOs? Contact us at assess@unm.edu