The imprecise use of assessment leads to confusion, which can have consequences for campaigns and operations. The meanings in green are appropriate because their real-world use includes qualifying terms that lend specificity and prevent misunderstanding.

Avoid casual or colloquial uses
Instead of assessment or assess, use analyze, characterize, identify, consider, observe, note, etc.

Stop describing activities in category 3 (situational awareness, running estimates of context) as assessment
Refer to these activities as the production of estimates.

Never use assessment by itself
Always include one or more qualifying or specifying terms, ideally prior to assessment.

**Recommended Usage**

- **Progress assessment**: Requires at least one objective (e.g., goals, end states, mission objectives) and measures progress toward that objective. May include multiple operations, activities, or investments (OAIs). Note that a campaign assessment might aggregate multiple operations assessments, but both are a type of progress assessment. (Category 1)

- **Performance assessment or effectiveness assessment**: Subordinate to progress assessment. Performance assessment includes MOPs and captures the extent of implementation or execution of a program or OAI. Effectiveness assessment measures the contribution of an individual program or OAI toward meeting an objective. Includes MOEs and MOEIs. (Category 2)

- **Estimate**: Does not require an objective. Provides situational awareness about a context, environment, or audience. Different types of estimates are possible; always include qualifying terms. (Category 3)