The opening statement of the Assessment chapter of the MAA Instructional Practices guide make the following claim: Effective assessment occurs when we clearly state high-quality goals for student learning, give students frequent informal feedback about their progress toward these goals, and evaluate student growth and proficiency based on these goals. We detail some of the ways that effective assessment can be implemented in various types of courses. We consider ways to make assessment consistent with course design and practice to promote effective learning for all students, as well as the value of creating a positive culture of assessment for faculty and departments. (Received September 11, 2017)