As we have revised our introductory statistics courses to focus more on conceptual understanding and to use student activities in the classroom, we have concurrently revised our assessment strategies. In this talk we present some examples of assessment items that we have found helpful for improving student learning in introductory statistics. These examples will include quizzes, exams, essays, and laboratory assignments. We will also present examples of our use of "practice problems" and "what went wrong" exercises for providing quick, formative feedback to students. All of these assessment examples will focus on developing students' understanding of fundamental statistical ideas. We will also provide some general advice for writing assessment items in keeping with the GAISE recommendations. (Received September 28, 2005)