The Department of Mathematics at Shippensburg University has been carrying out formal assessment, in a variety of settings, for more than ten years. This talk briefly describes our journey toward our somewhat irreverent credo which forms the title of the talk. The major emphasis of the talk, however, is on the loosely-constructed contrapositive of the title: *Assessment: If you do it, make it be useful.* We describe a variety of specific instances in which we have closed the loop, thus making formal assessment a useful effort. As a sidelight, we feature the university’s adoption of the "five-column model" for assessment. (Received September 20, 2009)