



Drexel
UNIVERSITY

MYTHS & MOVEMENTS: REIMAGINING HIGHER EDUCATION ASSESSMENT

BUILDING A CULTURE OF EVIDENCE

A Nuts and Bolts Approach



Deborah E. H. Kell, LLC
Higher Education Consulting

consult@dkell.us
www.dkell.us

YOU'VE BEEN DOING THIS FOR A WHILE.

Key faculty members are experienced in conducting meaningful assessment.

People don't run in the opposite direction when they see you walking down the corridor.



HOWEVER...

- It's still just too much work to keep things flowing.
- Key decision-makers still proceed without considering assessment findings.
- Assessment is still not mainstream.
- Without your nagging, assessment wouldn't happen.



MYTH: A “culture of assessment” is a natural outgrowth of assessment in key areas.

REALITY: It's not so easy.



WHAT DO WE REALLY WANT? WHAT'S OUR VISION?

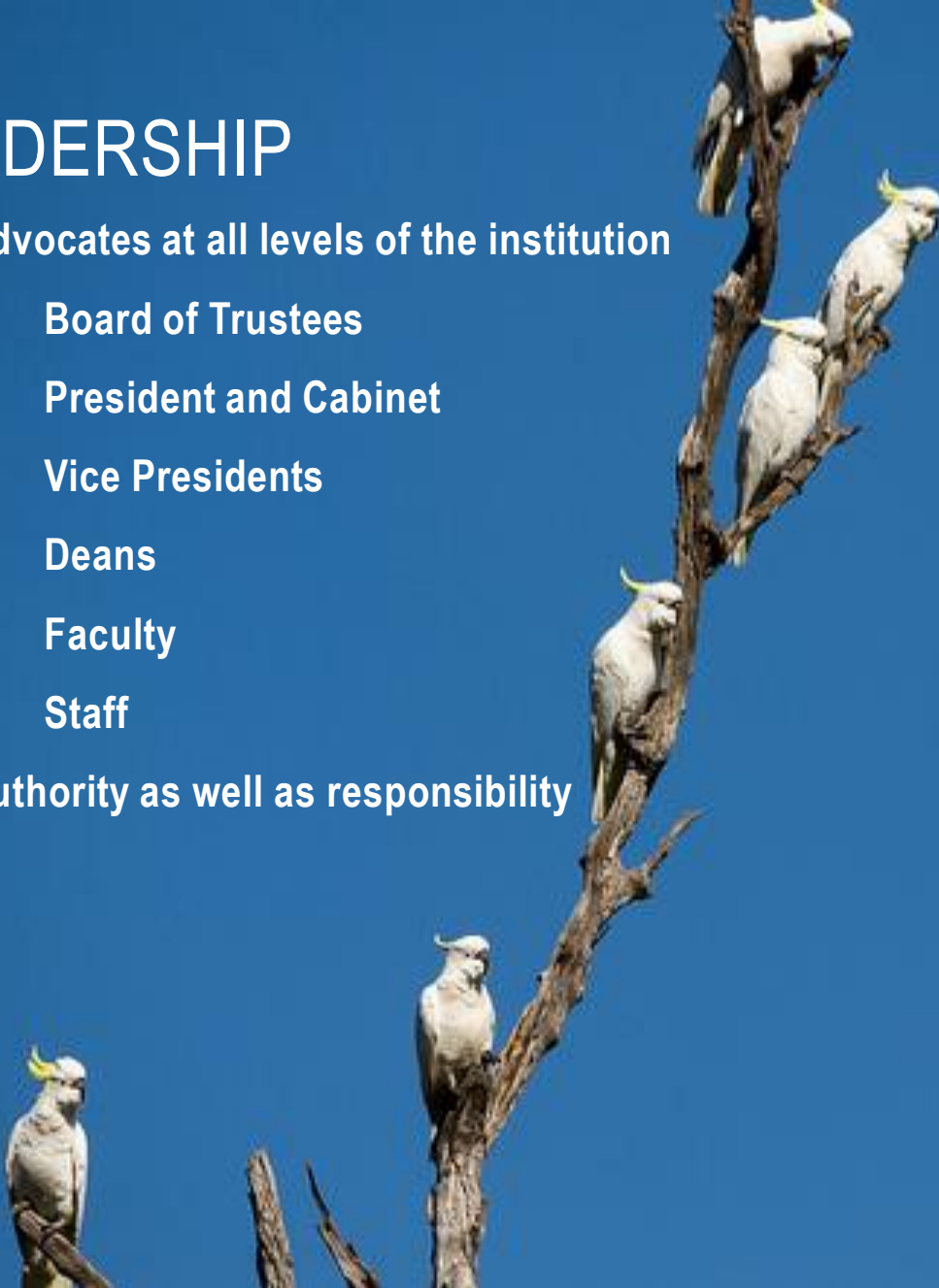



WHAT NEEDS TO HAPPEN? WHAT NEEDS TO BE IN PLACE?



LEADERSHIP

- **Advocates at all levels of the institution**
 - **Board of Trustees**
 - **President and Cabinet**
 - **Vice Presidents**
 - **Deans**
 - **Faculty**
 - **Staff**
- **Authority as well as responsibility**






THE BOARD OF TRUSTEES

MSCHE Characteristics of Excellence,
p. 14

“A manifestation of a governing body’s responsibility is its willingness to assess its own effectiveness periodically.”

November 21, 2013 DRAFT of MSCHE
Revisions, p. 12, 2.f.

“A legally constituted governing structure that ... conducts periodic, objective self-assessment.”

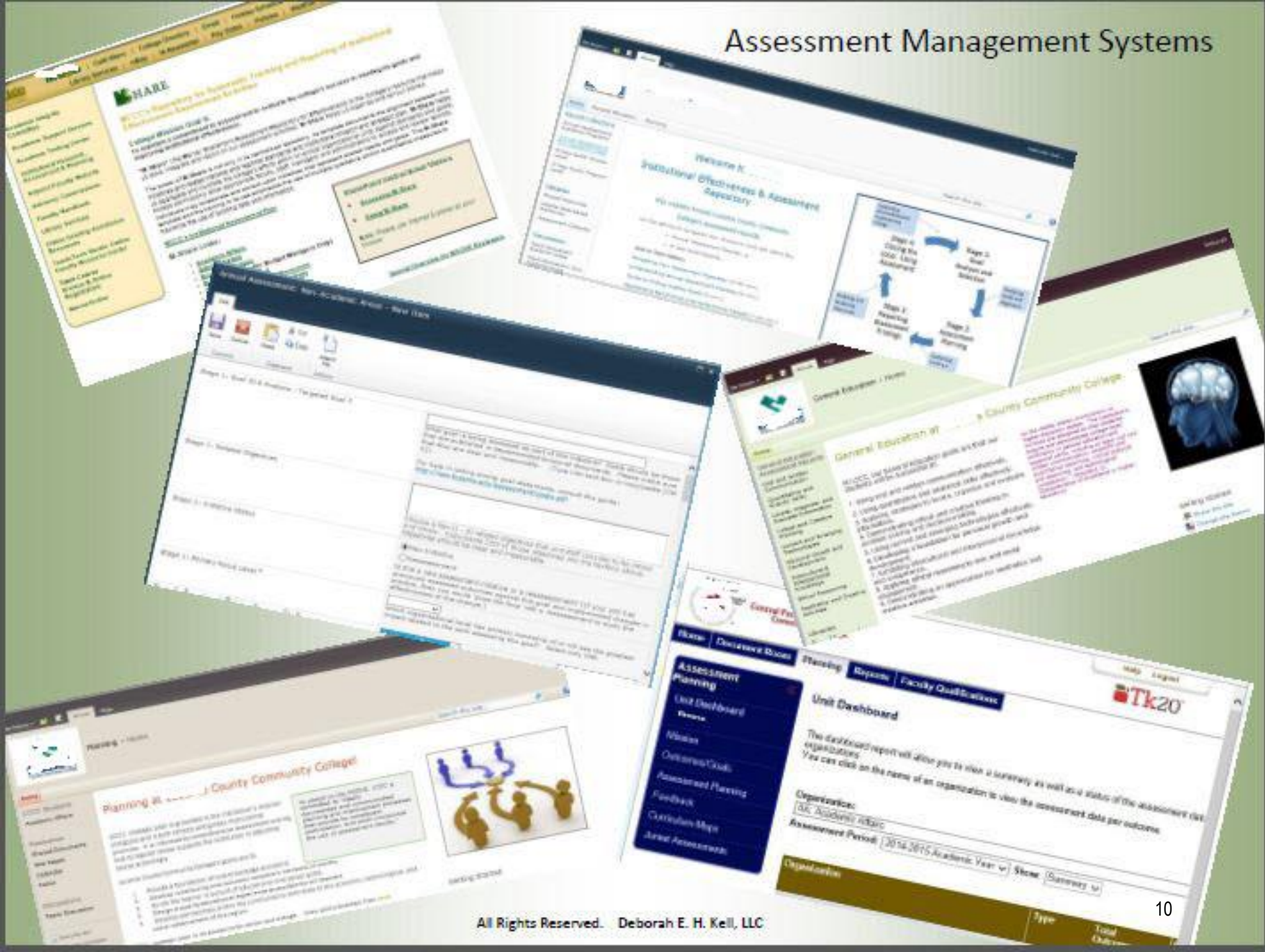




INFRASTRUCTURE

- **Governance**
- **Accountability**
- **Institutional Assessment Plan and its oversight**
- **Templates / Assessment Management System**
- **Job Descriptions**
- **Training / Orientation Processes (new faculty)**
- **Tenure / Promotion Processes**
- **Self-Evaluation Processes**
- **PD & Academic Calendar**

Assessment Management Systems





“CHOREOGRAPHED” CONVERSATIONS

Department Meeting Agendas

Professional Development

Within and Across Silos

Showcasing

Dialogue Days

Convocations

Across Academic Programs

Across Disciplines

Full College Events

Remember your
PURPOSE: What's
wanted and needed
at that particular
time?

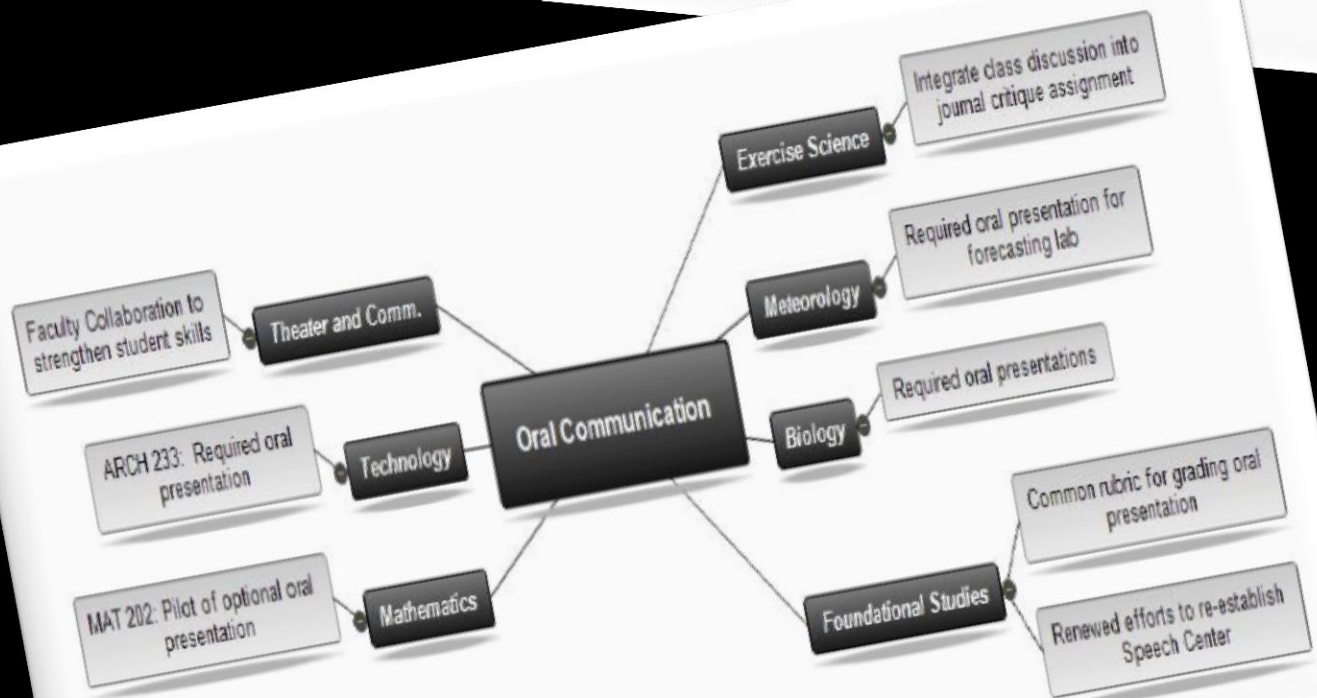
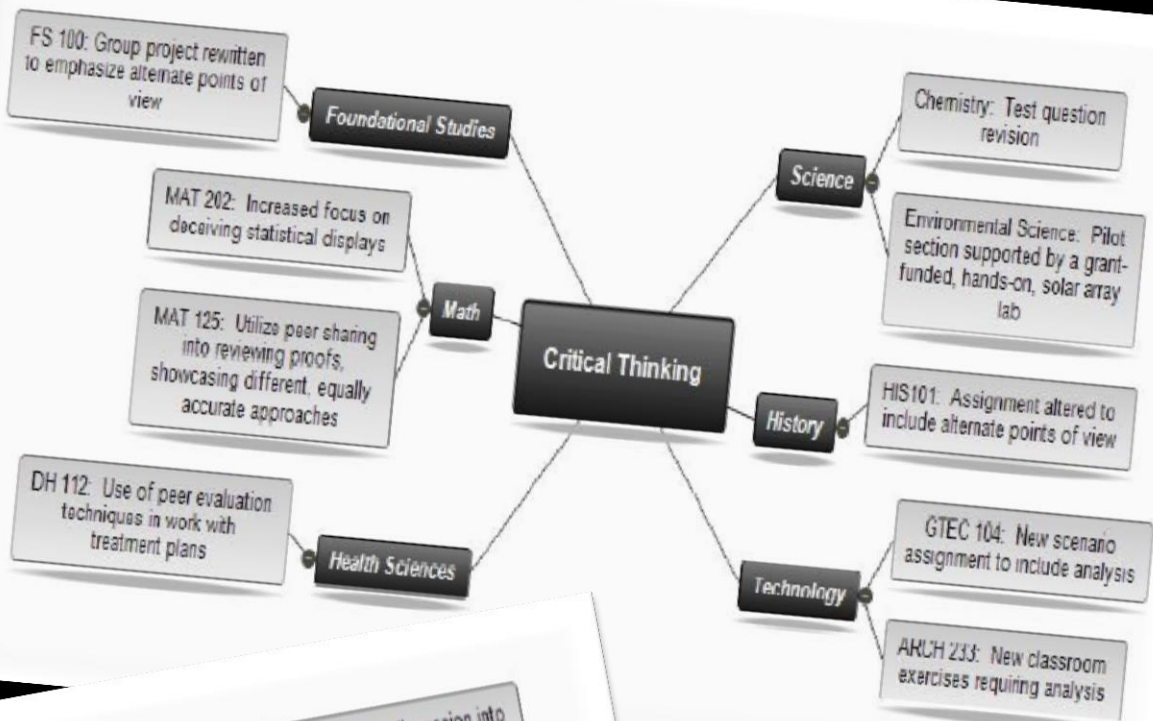
Time on Task
Visibility
Institutional Priority



WHAT MAKES AN ASSESSMENT EVENT EFFECTIVE?

- Purpose-Driven – What’s needed at this point in time?
 - Within clusters (programs, departments, disciplines)
 - Across silos (General Education, Institutional Learning Outcomes, Core Competencies)
 - Dialogues – Analysis / Problem-solving
 - Showcasing – Both ‘Best Practices’ and ‘**Frustrations**’
- Strategic Buy-In – Voices you can count on
- The Human Touch
- Logistics, logistics, logistics
- Follow-up
 - Reporting (out and back)





A Human Endeavor: Have some fun!

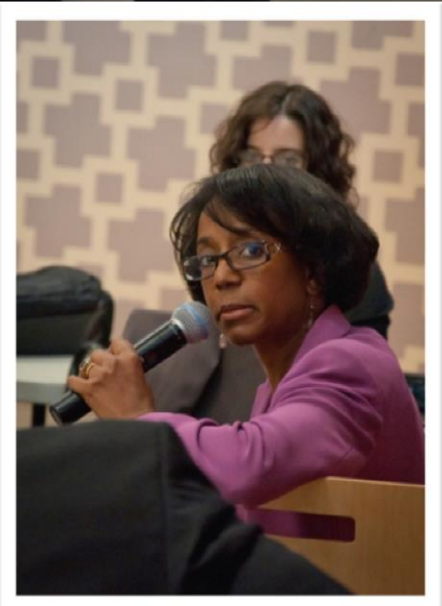


Corner photos courtesy of HACC,
Central Pennsylvania's Community
College

WHAT'S WANTED AND NEEDED?







IT'S ALL ABOUT THE CONVERSATION!



Visibility

Publicity via Website / Newsletters / Broadcast communications

Involve BOT / President's Cabinet / AA Councils / Governance Bodies / Students

Every which way you can!

Institutional Effectiveness

- Assessment Showcases

-- June 2013 Assessment

-- January 2014 Assessment

- Institutional Effectiveness Plan

- Institutional Flow Charts

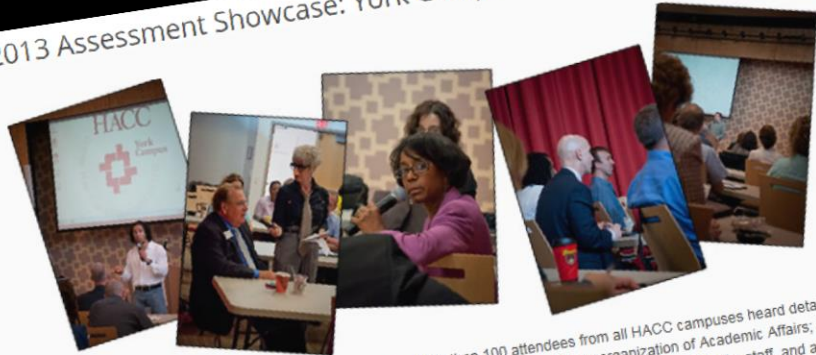
- Dashboards

- Curriculum Compliance

- Accreditation & Middle States

- Institutional Research

June 2013 Assessment Showcase: York Campus



In June 2013, the York Campus hosted an assessment showcase. More than 100 attendees from all HACC campuses heard details about the workings of CWAC and its changing perspective on General Education; they heard about the reorganization of Academic Affairs; and they heard about a large, several-semester-long assessment being conducted by Student Affairs. Representatives from faculty, staff, and administration were "interviewed" by a "roving reporter" about their efforts and the improvements that had been made in their respective areas. You may view the highlights of some of these assessment initiatives below.

Spotlight on General Education: HACC's Assessment Dialogue Day

Jan. 9, 2014



Two hundred faculty members, both full time and adjunct, came together on January 14, 2014 to discuss General Education. Faculty members met in focus groups and considered the findings of the General Education assessment initiatives that had been conducted throughout 2013; they talked about the ways in which the General Education Outcomes were addressed in their courses; and they talked about ways in which they could respond to the assessment findings.

Faculty at the in-service noted that HACC's General Education Outcomes are "owned" by everyone, from every academic program. They are:

- Academic Literacy

Screenshots from HACC and MCCC websites and newsletters

Link
Tuesday August 26, 2014

- Academic Affairs
- Administration & Finance
- Assessment
- Calendar & News
- College Safety
- Committees
- Conference Center & Other MCCC Resources
- Facilities
- Human Resources
- Information Technology Services
- James Kerney Campus
- Marketing, Publications, Public Relations
- Student Affairs

qLinks
Quick Links

Mercer
Library Services | Café Menu | College Directory | Email | Holiday Schedule | Pay Dates | Policies | Weather | www.mccc.edu

M-Share
MCCC's Repository for Systematic Tracking and Reporting of Institutional Effectiveness Assessment Activities

College Mission Goal 6:
To maintain a commitment to assessment to evaluate the college's success in meeting its goals and improving institutional effectiveness.

"M-Share" (the Mercer SharePoint Assessment Repository for Effectiveness) is the College's resource that helps us aggregate and related national and regional standards and institutional mission and strategic plan. M-Share helps Access permissions allow appropriate faculty, staff, managers and administrators to access and review records. Individuals may collaborate and consult upon initiatives that represent shared needs and goals. The M-Share template and the training in its use emphasize the use of multiple qualitative and/or quantitative measures to maximize the use of existing data and information.

MCCC's Institutional Assessment Plan

M-Share Links:

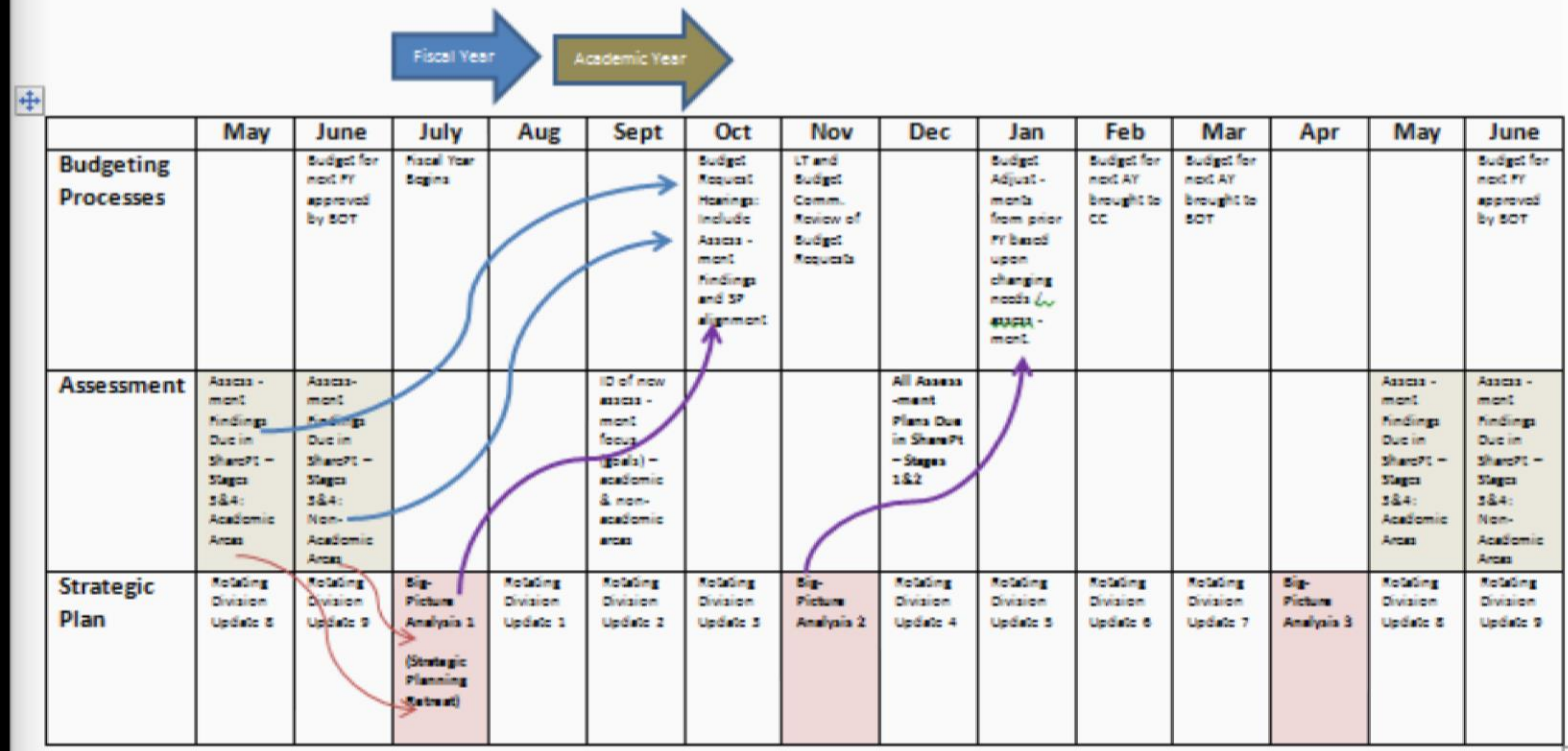
- Academic Affairs
- Administration
- Board of Trustees

SharePoint Instructional Videos

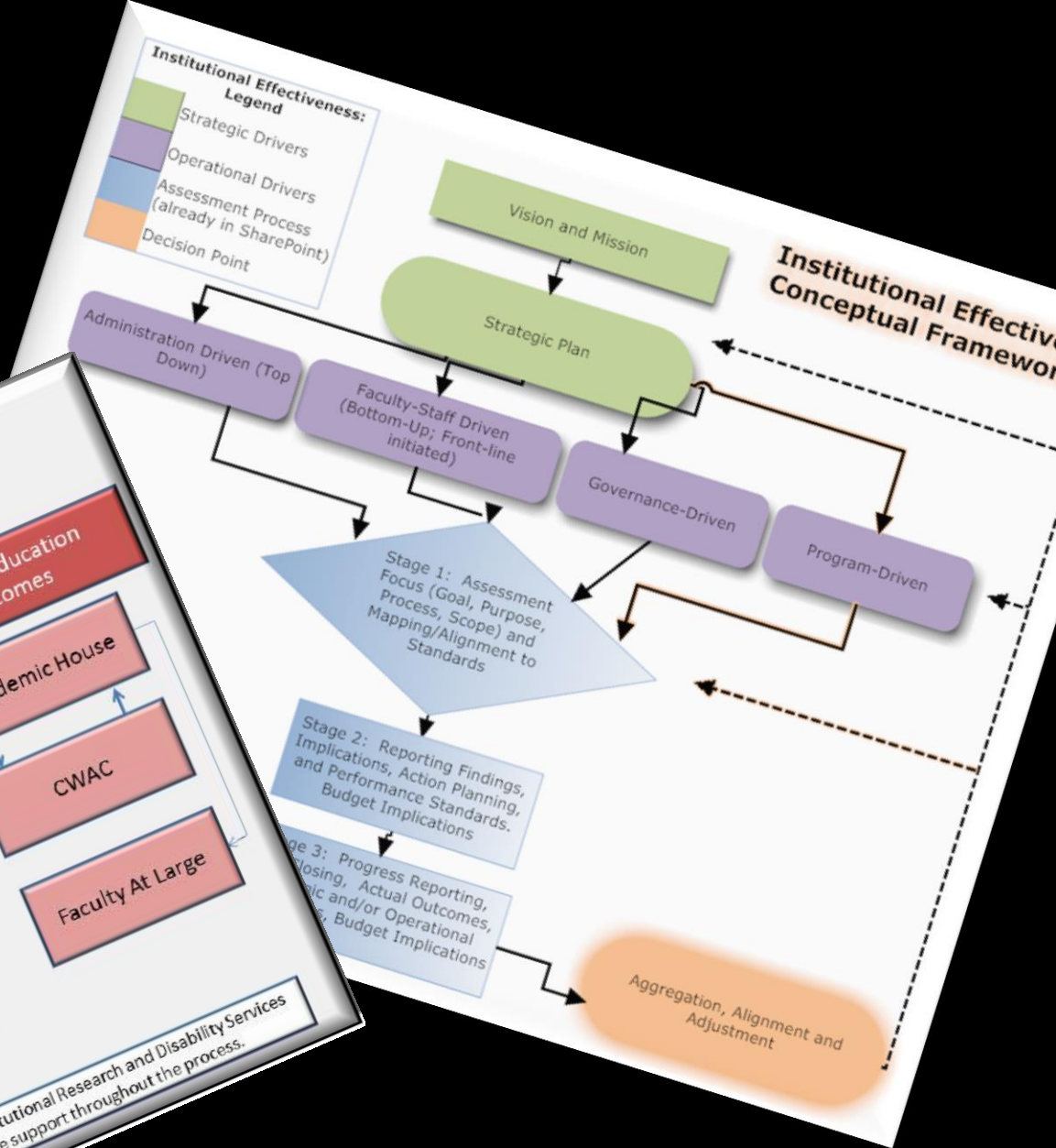
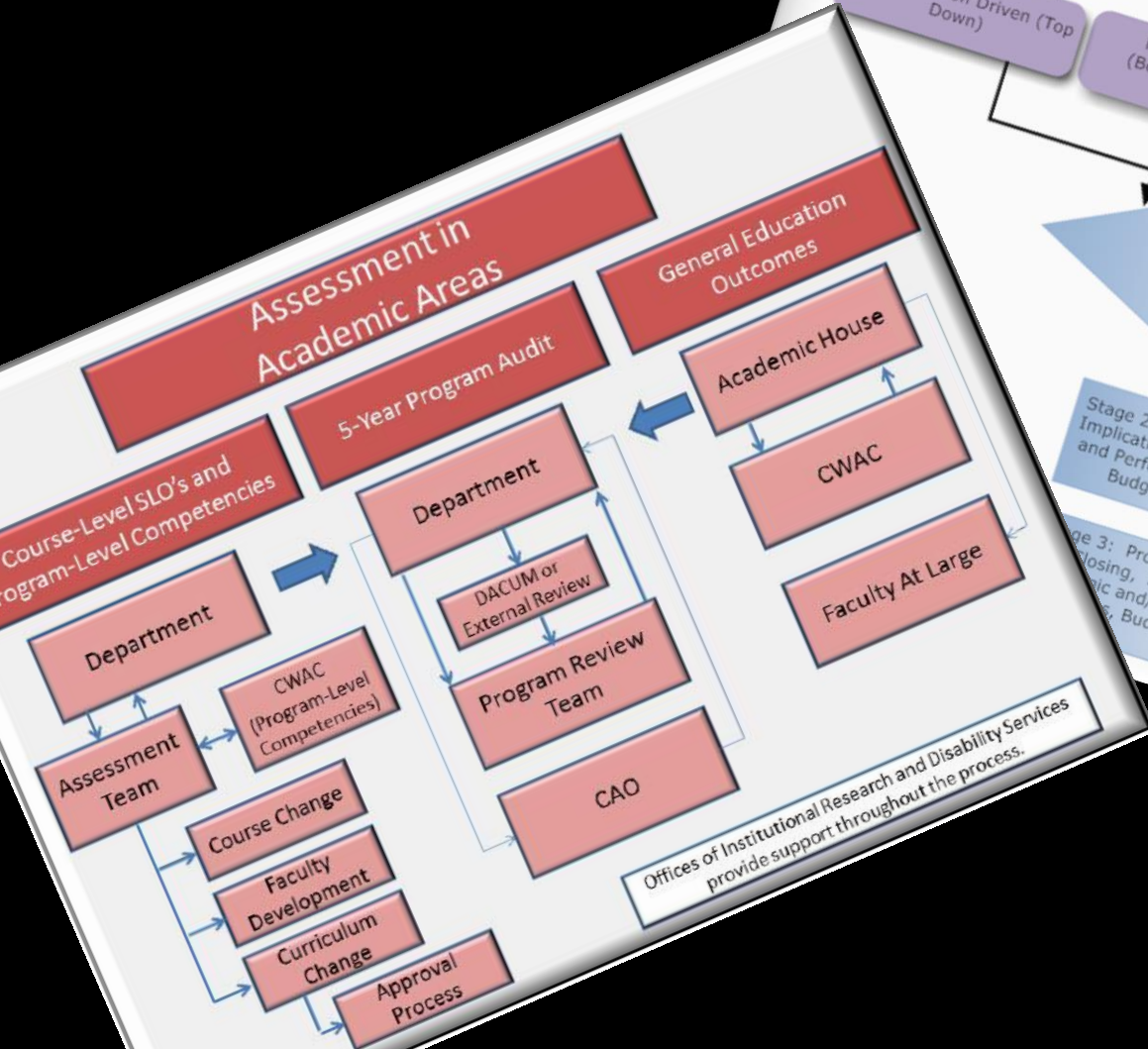
- Accessing M-Share
- Using M-Share

“CALENDARING”

The Strategic Plan, Assessment, and Budgeting: 14-month view



PROCESS MAPPING





Getting clear on the Vision

LEADERSHIP AT ALL LEVELS

Infrastructure

Visibility

Aligned Conversations

The Critical Role of Nagging

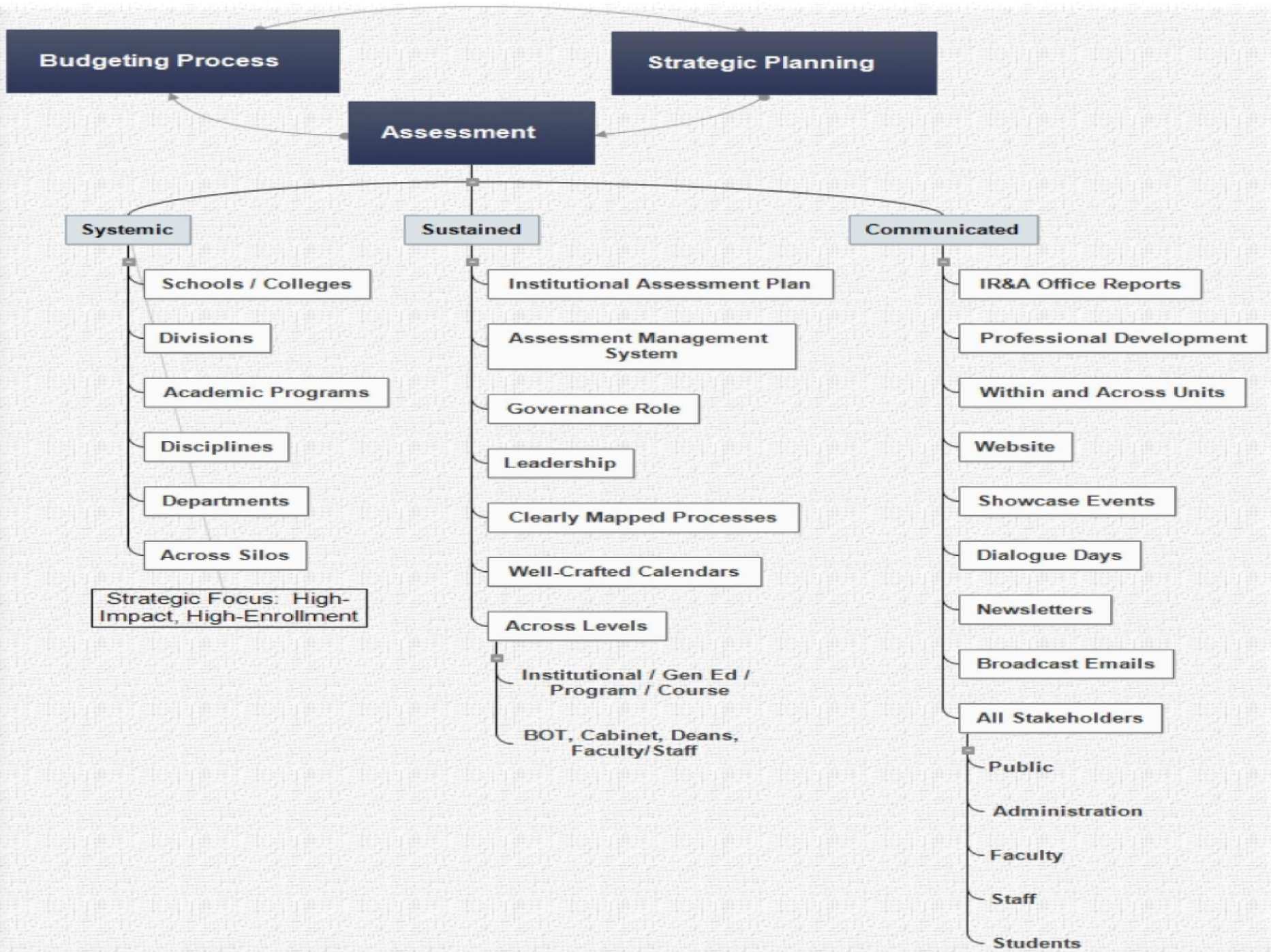
Calendaring

Process Mapping

Seizing every Window of Opportunity



REFLECTIONS



DEBORAH E. H. KELL, LLC
Commitment to the Vision of Higher Education

Higher Education Consulting Services



215 806 2029
consult@dkell.us
www.dkell.us

