BUILDING A CULTURE OF EVIDENCE
A Nuts and Bolts Approach

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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
“CHOREOGRAPHED” CONVERSATIONS
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!
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-semesters-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:

- Institutional Effectiveness
- Assessment Showcases
-- June 2013 Assessment
-- January 2014 Assessment
- Institutional Effectiveness Plan
- Institutional Flow Charts
- Dashboards
- Curriculum Compliance
- Accreditation & Middle States
- Institutional Research

MCCC’s Institutional Assessment Plan

MCCC’s Repository for Systematic Tracking and Reporting of Institutional Effectiveness: Assessment Activities

College Mission Goal 5: To maintain a commitment to assessment to evaluate the college’s success in meeting its goals and improving institutional effectiveness.

M-Share (the MCCC SharePoint Assessment Repository for Effectiveness) is the college’s resource that helps us store, evaluate, and report our assessment data.

The power of M-Share is not only in its centralized repository, but it also includes its role in the assessment process itself. M-Share helps identify and track data on key indicators of institutional performance; it assists in setting goals, objectives, and strategies; and it provides a mechanism for evaluating our progress toward achieving these goals. M-Share also provides a framework for institutional research and planning by enabling us to analyze and report data on key performance indicators across all our programs and campuses.

MCCC’s institutional assessment outcomes:

- Assessment
- Accreditation
- Board of Trustees

SharePoint Instructional Videos
- Accessing M-Share
- Using M-Share

Screenshots from HACC and MCCC websites and newsletters
"CALENDARING"

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

Calendar model courtesy of Luzerne County Community College
The Critical Role of Nagging

Visibility

Process Mapping

Infrastructures

Leadership at a Glance

Seizing every Window of Opportunity

Calendaring

Expected Conversations

Getting clear on the Vision

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