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Reconnecting with “Why” to Move Beyond Assessment Sticking Points

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Kristen McKinney
March 17, 2017
WMU Assessment Day



Reconnecting with 'Why' to Move Beyond Assessment Sticking Points

**What
defines
an effective
assessment
culture?**





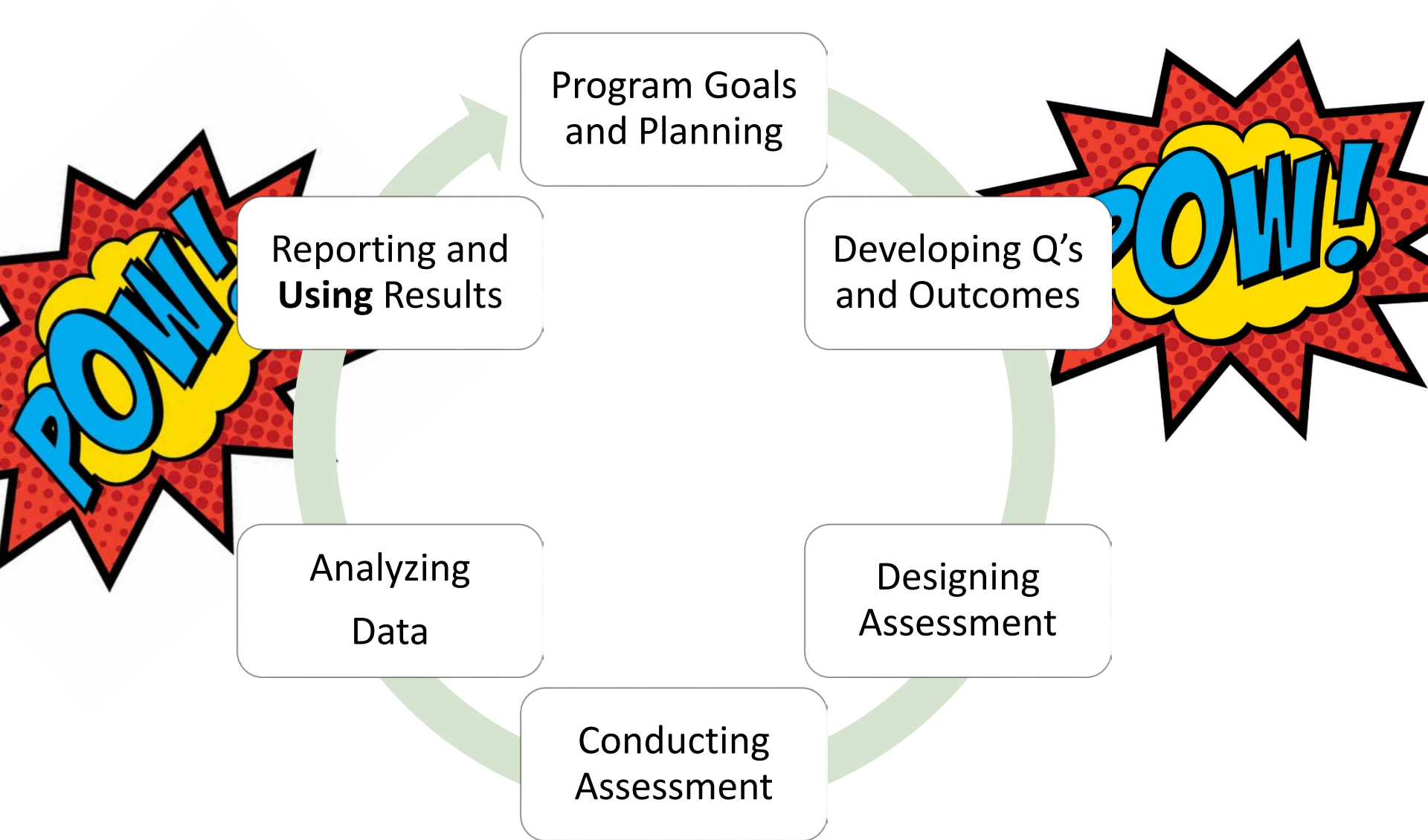
Assessment Infrastructure

- Training and Capacity Building
- Organization and Reporting
- Resources and Rewards





Sticking Points







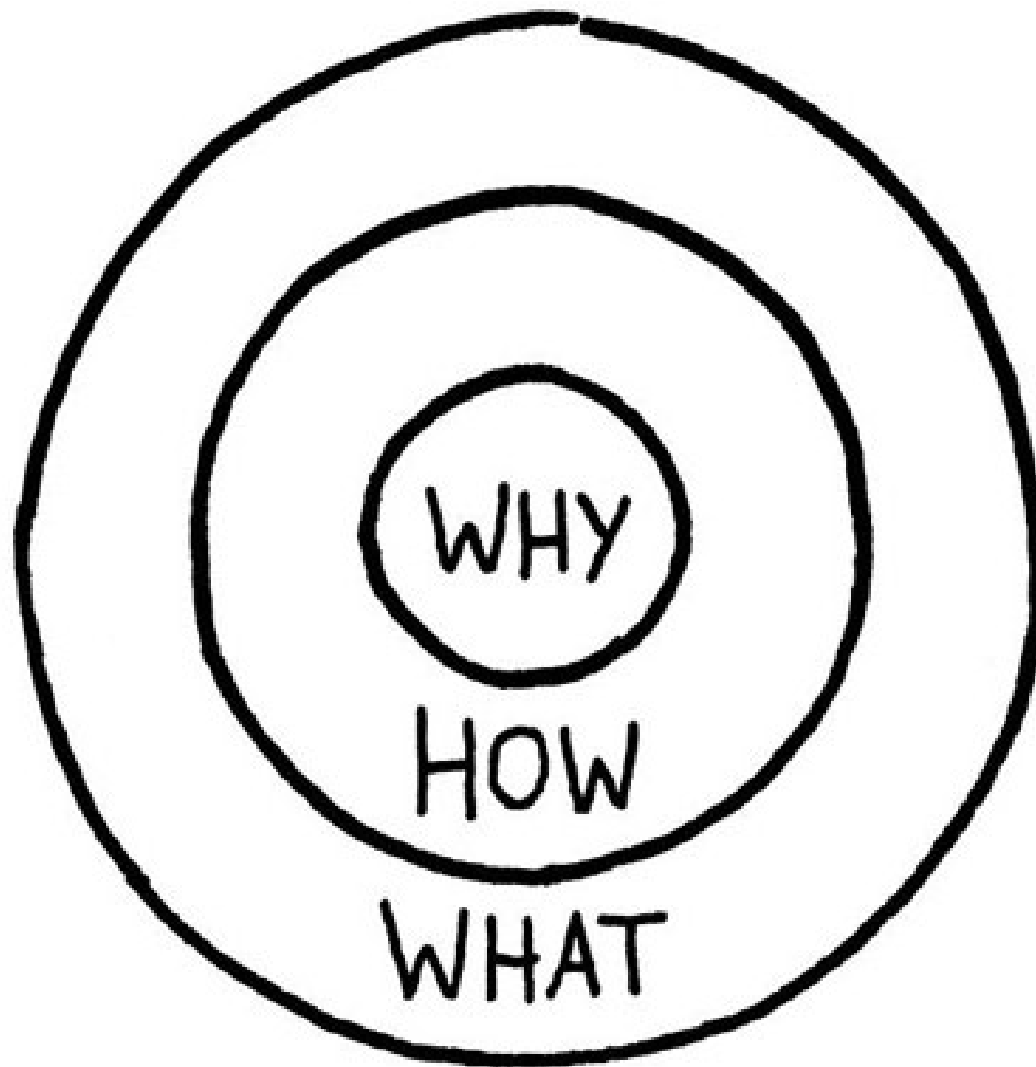


DIRECT THE RIDER

MOTIVATE THE ELEPHANT

SHAPE THE PATH





Sinek, Simon (2011). Start with Why





Revisiting the Sticking Points

To what extent do your outcomes focus on your why?

If your outcomes and assessment questions are more focused on the things you think are important, the more likely you are to work on them.



Revisiting the Sticking Points

What change do you want to make?

What's your contribution?

Prioritize that in your assessment practice.

- What assessment questions will help you understand how you are doing in that area?
- How might you involve students in helping you frame what is important?





Revisiting the Sticking Points

What is the goal of sharing your results?

Reframe how you present results

- Move beyond traditional reporting
 - More ad-hoc & process-oriented when appropriate

Schedule reporting into your process

Involve students in reviewing and making change



Questions?