

CAMPUS LEADERSHIP in ASSESSMENT – *Summary*

Dr. Patsy Butterbrodt, Lincoln Memorial University College of Veterinary Medicine

How do people know that assessment is important and why it matters?

1. The mission includes self-assessment and improvement as an institutional goal
2. The culture of the institution is one that has assessment as a standard expectation – it's what we do here
3. Be transparent and vocal about what you do and how the information is used

How do we engage people in participating in assessment activities?

1. Ease of use – online/phone accessible, familiar programs
2. Incentives – comes with additional duties and responsibilities
3. Personal connection to individuals and groups
4. Verification that their participation is appreciated and the information is used

How do we strengthen the assessment process institutionally?

1. Get to know the assessment staffs across the entire campus
2. Work as a campus team – share best practices, name-dropping, data gathered
3. Share professional development responsibilities and information with each other
4. Develop a reputation of knowledge and helpfulness – become the “go-to” people

Leadership Styles to Apply to Assessment

1. Collaborative leadership – working together to help each other
 - a. Be the connector in your department and on campus
 - b. Engage the stakeholders, including marginalized groups
 - c. Collaborate with control – know when to influence and when to step in
2. Transcollegial leadership – working for the good of the institution
 - a. I'll help you with this if you'll help me with that
 - b. I'll help you with this. Don't worry about paying back.
 - c. It's the right thing to do. We're all in this together.
3. Servant leadership – working to improve and empower others
 - a. In your own office – communicate information and ideas, give credit where due
 - b. In your college or department – share information and ideas, listen to feedback
 - c. When people know they are being heard and their ideas are appreciated, they feel empowered and will want to interact more
 - d. Make the job fun – enthusiasm is contagious – people will want to join in

CAMPUS LEADERSHIP in ASSESSMENT – *worksheet for PowerPoint presentation*
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INCENTIVES – for each group listed, identify ideas for incentives to help encourage them to participate in data gathering activities:

- Students

- Faculty

- Staff

- Community

Who is responsible for handling incentives? _____

Transcollegial Leadership exercise:

1. Institutional Effectiveness
2. Student Services
3. Academic Affairs
4. Financial Aid
5. Athletics
6. Registrar/Bursar
7. Custodial / Maintenance
8. Purchasing
9. Alumni Affairs
10. Security

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