Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit

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Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit

Yao Zhang Hill
Maura Stephens-Chu
Adrian Alarilla
Context

• 240 academic programs

• All required to do program learning assessment

• Increase in using assessment results: 51% in 2011 to 84% in 2020.

• We use assessment poster exhibit to showcase, promote, and cultivate a culture of assessment on campus
Goals and Outcomes

• Recognize that program assessment is for improving student learning
• Recognize that program learning-assessment is a form of scholarly inquiry
• Gain ideas to inform own program assessment
Offered every year or other year from 2014

Average 20 posters and about 90 attendees, totaling:

123 posters

529 attendees
Context and challenges during the pandemic

Challenge 1: Faculty and staff were overwhelmed?

Challenge 2: How to deliver the event to increase the interactivity online?

Challenge 3: How to deliver high quality posters so that it's worthwhile for the attendees?

Challenge 4: How to support the presenters and make them feel valued by the campus?

Challenge 5: How to entice participants?
Dec. 11 – Feb. 16
Presenter recruitment (targeted & general)

Feb. – Mar.
Support for presenters

Mar. 5 – Mar. 12
Peer reviewer recruitment

Mar. 12
Event registration opens

Apr. 5
Asynchronous online gallery opens with announcement

Mar. 17 – Mar. 24
Targeted advertisements

Apr. 9
Live online poster session!

Apr. 12
Reminder for evaluation survey submission; Announcement of prize winners; Prepare thank-you letters
2021 Assessment Poster
Event Structure
Part I: Asynchronous Online Viewing
4/5-4/30, 2021
2021 Assessment Poster
Event Structure

Part I: Asynchronous Online Viewing
4/5-4/30, 2021
2021 Assessment Poster Event Structure

Part II: Interactive Session 4/9/21

- 11:30-12:00 Presenter only
- 12:30-1:45 to the public

Welcome to the 2021 Assessment for Curricular Improvement Virtual Poster Exhibit
Our Center staff welcome you!

Monica Stitt-Bergh
Specialist

Yao Z. Hill
Associate Specialist

Maura Stephens-Chu
Graduate Assistant
Event Coordinator

Adrian Alarilla
Graduate Assistant
Targeted Presenter Recruitment

- Assessment Leadership Institute 2019 and 2020 participants
- Assessment Fund recipients
- Excellent program assessment report submitters
- General recruitment (contacted all Assessment Coordinators and department chairs)
- Recruitment outside of the University of Hawaiʻi at Mānoa (new!)
Strong support for presenters

- Multiple offers of one-on-one consultations
Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates

Poster Templates
We encourage you to use one of our poster templates (52" width x 39" height max size). Please download and modify to fit your poster's needs (requires Microsoft PowerPoint or equivalent).
Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates
- Exemplary posters

- Best Poster Design
- Best Faculty Engagement
- Best Use of Assessment for Improvement

Support for presenters

• Multiple offers of one-on-one consultations
• Poster templates
• Exemplary posters
• Poster evaluation rubric

2. Use of Assessment for Improvement

4 Wow! A group of faculty members (or other stakeholders) collaborated to use an assessment process or the assessment results directly and intentionally for the purpose of improvement (of student learning, the curriculum, resource allocation, policies, assessment processes themselves). They implemented the assessment process, engaged in critical reflection, and used the process and/or assessment results to logically inform changes. Bonus points to posters in which a follow-up assessment project was conducted to examine the effectiveness of the changes made.

3 Good. Assessment for improvement because the faculty (or other stakeholders) made changes that were informed by assessment processes and/or results.

2 Okay. The faculty (or other stakeholders) discussed possible actions but no clear action has been taken —OR— the faculty made changes but it’s not clear how the actions are tied to the assessment process/results.

1 Umm... The project focuses on the assessment process or results itself without reflection/discussion/use of the process/results for improvement actions.
Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates
- Exemplary posters
- Poster evaluation rubric
- Tutorials

https://pro.panopto.com/Panopto/Pages/Viewer.aspx?id=fb78ade5-2522-42ee-acdf-acd401746974&start=1.091432
Support for presenters

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https://pro.panopto.com/Panopto/Pages/Viewer.aspx?id=7cbbc29f-2ea5-44c3-b330-ace50181907f&start=1.505797
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- Tutorials

Poster Design Tutorial: Making a Timeline

https://drive.google.com/file/d/1NvVeKuum-YRuVy1tHZBvHaDIX5NCJbip/view
Presenters used a variety of ACSC resources for their poster preparation (n=22)

- Best strategies to create effective posters: 15
- Sample topics and posters from previous exhibits: 14
- Poster Evaluation Criteria: 14
- Suggested poster content: 11
- Poster templates on the ACSC website: 8
- Video/written tutorial: 4
- Other: 3
The majority of presenters felt very supported by the ACSC (n=24)
Evaluation results – presenters

Monica, Yao, and Maura were very helpful from the very beginning - when we submitted the proposal all till we completed the revised poster. Their professionalism is truly exemplary! [sic]

The emails and links to resources were all helpful in getting us to the finish line.

The ACSC team was incredibly helpful. They had a number of resources for presenters and communicated effectively to ensure a smooth event.
Evaluation results – presenters

The most valuable experience from the event was the opportunity to discuss our posters with attendees. The round-robin style was great in facilitating movement in a similar fashion to face-to-face poster conferences. I wish there had been more time!

As a presenter, it was really helpful to be able to talk through our work in progress with a variety of visitors who had different levels of knowledge about our specific field.
Targeted and broad publicizing of the event

1. Multiple mass emails: call-for-proposal, gallery available for public viewing, live poster event
2. To the campus chairs and deans overall
3. To the chairs and deans of the presenters
4. To campus partners: other offices and assessment committees
5. To ASSESS listserv
6. Recruit reviewers from previous presenters & assessment committee--> 21 reviewers
Increase value for the presenters

- VCAA gives welcome talk and get to know the presenters
Increase value for the presenters

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• Presenter-only session: share and learn from programs of similar contexts
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• Special guests are invited to visit the least-visited rooms

Breakout Room 1
- 4 participants

Breakout Room 1
- 1 participant

Breakout Room 1
- 6 participants
Increase value for the presenters

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- Special guests are invited to visit the least-visited rooms
- Door prize quiz requires knowledge of the posters
Increase value for the presenters

- VCAA gives welcome talk and get to know the presenters
- Presenter-only session: share and learn from programs of similar contexts
- Each receives feedback from at least two peer reviewers
- Special guests are invited to visit the least-visited rooms
- Door prize quiz requires knowledge of the posters
- Posters can win awards
To enhance attendees’ experience

Reminders to move around rooms every 10 minutes

It is 11:45. Feel free to join another breakout room.
To enhance attendees’ experience

Door prizes as teaching and assessment books
To enhance attendees’ experience

Virtual gallery for viewing and commenting at one’s own time
Technical strategies

- Zoom capabilities vs. limitations
  - Create named breakout rooms ahead of time
  - Allow attendees to choose their own rooms
  - Have staff in the main room to assist attendees with technical difficulties
  - Rehearse technical aspects with presenters ahead of time

Join breakout rooms
- Poster 1 (Arai. General Ed, Chaminade)
- Poster 2 (Brown. History)
- ...
- Lounge 1 (for networking)
- Lounge 2
- ...

Create named breakout rooms ahead of time
Allow attendees to choose their own rooms
Have staff in the main room to assist attendees with technical difficulties
Rehearse technical aspects with presenters ahead of time
Event Evaluation

14 questions (plus 4 additional questions for presenters)

Sent to all attendees, all presenters, and all peer reviewers

67% response rate, with 58 of 86 attendees (excluding ACSC staff) completing the survey
The Poster Exhibit achieved all of our goals (n=54)

<table>
<thead>
<tr>
<th>Question</th>
<th>To a large extent</th>
<th>To a moderate extent</th>
<th>To a small extent</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent did the poster exhibit showcase examples of assessment as supporting student learning? (Q2)</td>
<td>80%</td>
<td>19%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To what extent did the posters demonstrate examples of scholarly inquiry? (Q3)</td>
<td>61%</td>
<td>33%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>To what extent did you gain ideas that can be used by your program? (Q4)</td>
<td>48%</td>
<td>37%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The majority of participants visited both event components (n=61)

- 56% BOTH Live Poster Exhibit and Asynchronous virtual poster gallery
- 39% Live Poster Exhibit ONLY
- 5% Asynchronous virtual poster gallery ONLY
Evaluation results –

Asynchronous Poster Gallery increased accessibility of the posters

I think just access to the poster gallery all week was really interesting, and I honestly liked how accessible it was in the online format. I attended and presented as an ALI participant, but I would participate again in the future if the event was online. Mahalo for coordinating this, and especially for the wonderful ALI experience! (Q11)

...I really liked having the posters displayed with the video asynchronous for viewing. It allowed you time to go through all the posters at different times over the two weeks and to have a more time to reflect on their presentations. (Q18)
Evaluation results – Attendee enjoyed the convenient structure of Zoom...

...Was good to be able to have an intimate conversation with a group of attendees in each session, which felt more organized and effective than what it would have been in person.

Excellent job! I actually found it easier to move from poster to poster in the online environment.

I loved the structure and delivery mode for the Poster Exhibit. It worked very well and was easy to use and jump into other rooms...

I would love to see this continue as a virtual event. I don't know that I would make it to UHM if it were there in person, but it was so easy and rewarding to be able to attend virtually. Mahalo!
Summary of strategies

- Targeted Presenter Recruitment
- Strong support for presenters
- Targeted and broad publicizing of the event
- Intentional strategies to increase value and experience for presenters & attendees
Thank you

Contact

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Assessment and Curriculum Support Center at airo@hawaii.edu (Maura and Adrian)
Image sources used

- Royal free imagines from University of Hawai‘i at Mānoa
- Paid subscription with storyblocks.com
- Paid subscription with thenounproject.com
- Built-in Microsoft Office templates
- Book images from amazon.com
- Individual people’s photos were used with their permission
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Resource Handout

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Assessment and Curriculum Support Center, University of Hawai‘i at Mānoa

1. Assessment for Curricular Improvement Poster Exhibit Searchable Archive: https://manoa.hawaii.edu/assessment/workshops/poster-exhibit/poster-index/