<table>
<thead>
<tr>
<th><strong>OUR GOALS</strong></th>
<th><strong>Think Differently</strong></th>
<th>Possibly provide a different may to think about your assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Easy to Implement</strong></td>
<td>Provide some ideas that you might be able to begin incorporating tomorrow</td>
<td></td>
</tr>
<tr>
<td><strong>Road Map</strong></td>
<td>Help see a road to your destinations</td>
<td></td>
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<tr>
<td><strong>Reinforce</strong></td>
<td>Reinforce that what you are doing is already heading in the right direction</td>
<td></td>
</tr>
<tr>
<td><strong>Help</strong></td>
<td>Help you to think about the different types of drivers and avoid being on autopilot</td>
<td></td>
</tr>
</tbody>
</table>
COMMON PHRASES AND ACTIVITIES

Data Driven  Data Informed  Strategic Planning  Assessment
Close the loop  Outcomes  Improvement  Aligning these is difficult
WHO IS DRIVING THE CAR?

- PERMIT DRIVERS
- YOUTH AND INEXPERIENCE
- GOOD DRIVERS THAT RECEIVE INSURANCE DISCOUNTS
- PEOPLE WHO POSSIBLY SHOULD HAVE STOPPED DRIVING
- NO ONE. AUTOMATION
- WHICH ONE OF THESE BEST DESCRIBES YOUR ASSESSMENT SYSTEM?
GOALS AND ASSESSMENT PRACTICES

• Has the "why" and "how" been communicated and documented?
• Do people know where you're going?
• What are your goals? Do people know where to find them?
• Do people use them?
• Whose watching course, program, college, university or institutional data?
GOALS AND ASSESSMENT PRACTICES

Know who the "driver" of your assessment is!

Make sure our assessment practices are aligned with our key performance measures!

Make sure those doing your assessment work can explain how the map they're following will get them to their forward destination.

Make sure those doing and those using your assessment data can explain how it is used to drive changes.

Make sure those doing and using the assessment know the purpose!

Make sure your goals, at all levels, are aligned with and driving your assessment.
EVERYONE CAN LEARN TO DRIVE BETTER...

- List all of your assessment and survey tools, don’t stop with just the big picture methods.
- List your organization’s current goals.
- How well do the two lists match up?
- What do you do if the lists don’t match up or if they are overwhelming?
STRATEGIC INITIATIVES

• WHAT IS EVERYONE TRYING TO ACCOMPLISH
• HOW DO WE KNOW WHEN WE’VE ARRIVED AT THE DESTINATION OR WAYPOINT?
  • ARE WE CREATING OR MODIFYING ASSESSMENTS TO HELP?
• IT’S OK TO HAVE SOME PET ASSESSMENT PROJECTS OR SOME JUST BECAUSE THEY SOUND INTERESTING AND WORTH SEEING WHERE THEY GO
  • THIS MAY NOT WANT TO BE THE BULK OF WHAT’S DRIVING YOUR ASSESSMENT PRACTICES
<table>
<thead>
<tr>
<th>Define</th>
<th>Define your assessment cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify</td>
<td>Identify what drives your assessment</td>
</tr>
<tr>
<td>Clarify</td>
<td>Clarify the role of goals and strategic initiatives</td>
</tr>
<tr>
<td>Help</td>
<td>Help others recognize that if they own goals and initiative they probably own the assessment that goes with it</td>
</tr>
<tr>
<td>Remind</td>
<td>Maybe remind other drivers of their role</td>
</tr>
</tbody>
</table>

- Senior Leaders, Division/Department Leaders, IR People (they can help a great deal), Deans, Program Chairs, Faculty
OUR DAY IN REVIEW

- IT DRIVES ASSESSMENT
- LIMITATIONS OF ASSESSING WITHOUT ALIGNMENT TO GOALS AND STRATEGIC INITIATIVES
- MONITOR WHAT’S IMPORTANT
- IMPROVEMENT WHAT’S IMPORTANT
- POST AND REVIEW YOUR ALIGNMENT OF ASSESSMENT, GOALS, STRATEGIC INITIATIVES, WORK IN YOUR LANE AND IN THE SAME DIRECTION
IT’S OK IF YOU’RE NOT A PERFECT DRIVER

- KEEP DRIVING TOWARD YOUR DESTINATION
- YOU MAY NEED TO ADJUST YOUR SPEED
- DETOURS MAY SUDDENLY APPEAR
- IT’S A LONG TRIP – YOU WILL NEED OTHER DRIVERS
- DON’T LET THE CAR DRIVE ITSELF
MOVE FORWARD FROM WHEREVER YOU ARE

- Start small
- Move at a pace that works for your place
- Help each leader know their role
- Discuss assessment aligned with goals – ask for progress
- Stop doing what’s not being used to move goal
- Ask for assistance
- Enjoy the trip
WE LOVE THIS STUFF

• PLEASE CONTACT US TO DISCUSS OR SHARE YOUR PERSPECTIVE AND INSIGHT, OR ASK FOR ASSISTANCE
• WE’D ENJOY DISCUSSING ASSESSMENT, GOALS, AND STRATEGIC INITIATIVES.

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LEE VAN DUSEN: LEE.VANDUSEN@LOGAN.EDU