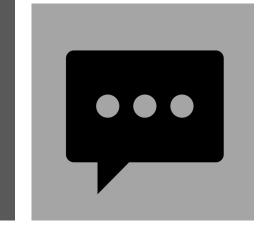
Re-Positioning the Learning Improvement Effort



Welcome!

As you enter, feel free to drop in the chat: 1) your name, 2) your location, and 3) one word to describe your feelings about assessment



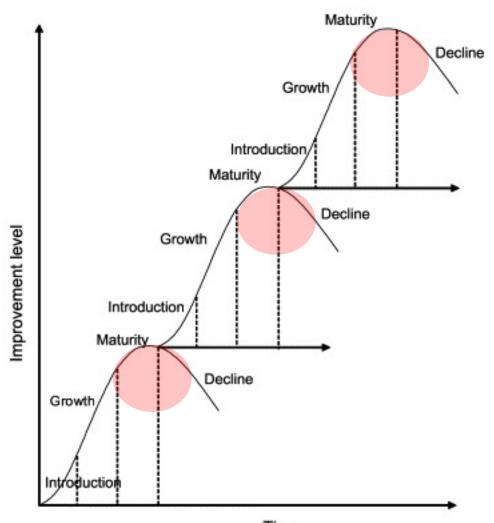
JAMES MADISON UNIVERSITY







Why Learning Improvement?



Wu, C. W., & Chen, C. L. (2006). An integrated structural model toward successful continuous improvement activity. *Technovation*, *26*(5-6), 697-707.)

Time



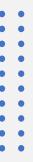
Learning Improvement Effort



Barrier to Transformation



Possibilities!





Learning Improvement Effort



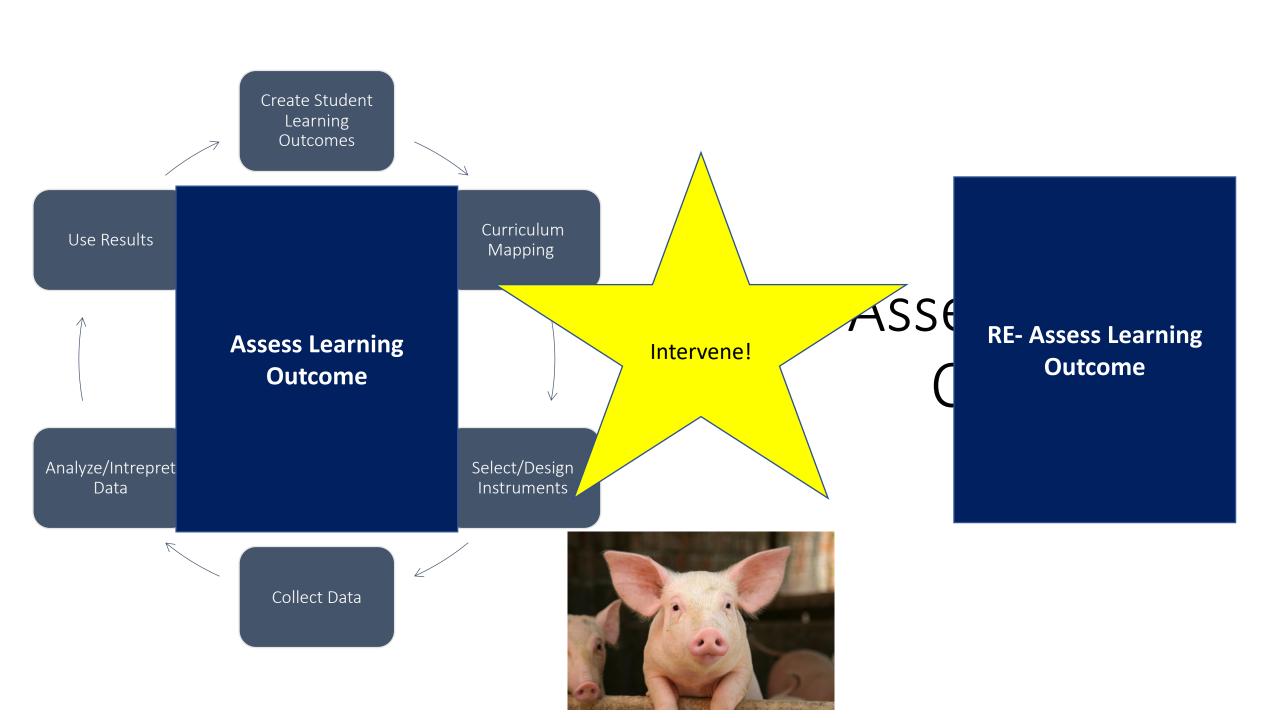
National Institute for Learning Outcomes Assessment

December 2014

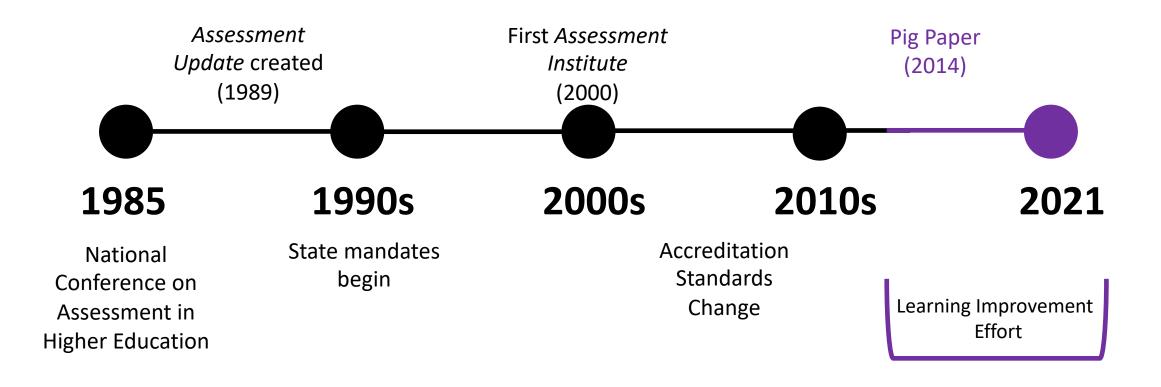
A Simple Model for Learning Improvement: Weigh Pig, Feed Pig, Weigh Pig

Keston H. Fulcher, Megan R. Good, Chris M. Coleman, and Kristen L. Smith

7 years



7 years



Ewell, P., & Cumming, T. (2017). Introduction: History and Conceptual Basis of Assessment in Higher Education.

Where Is the Learning Improvement Effort?



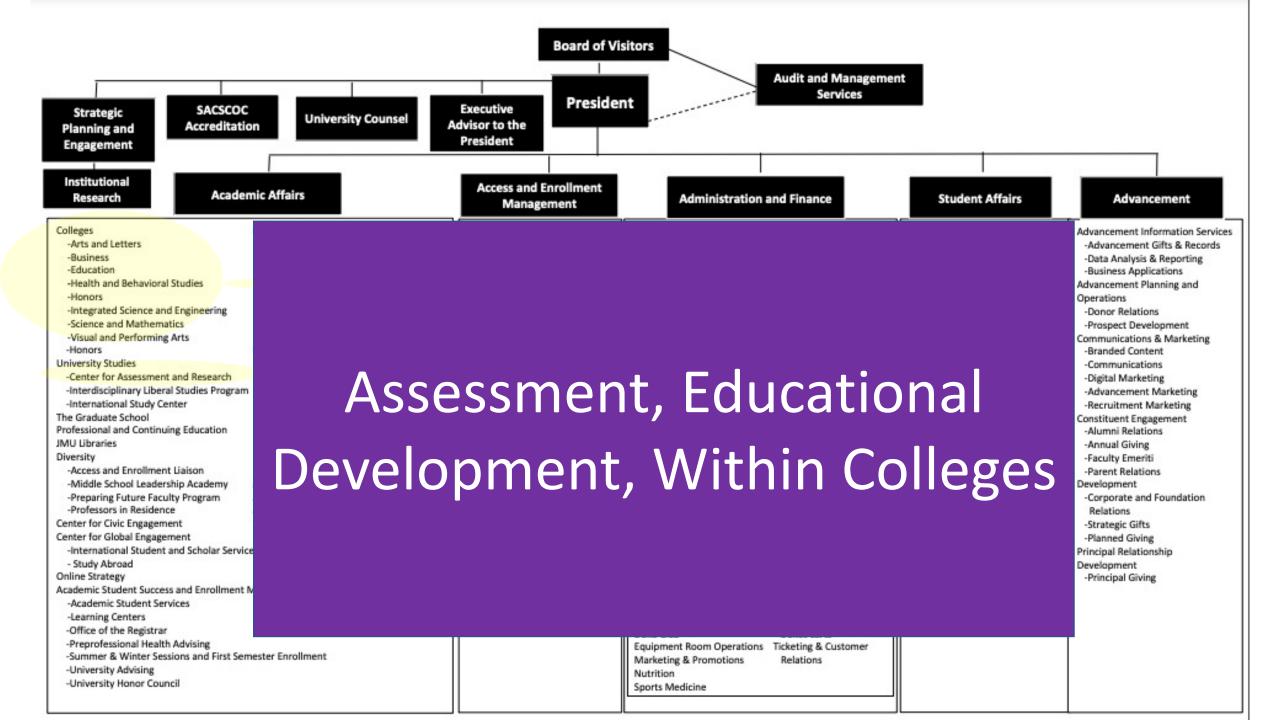
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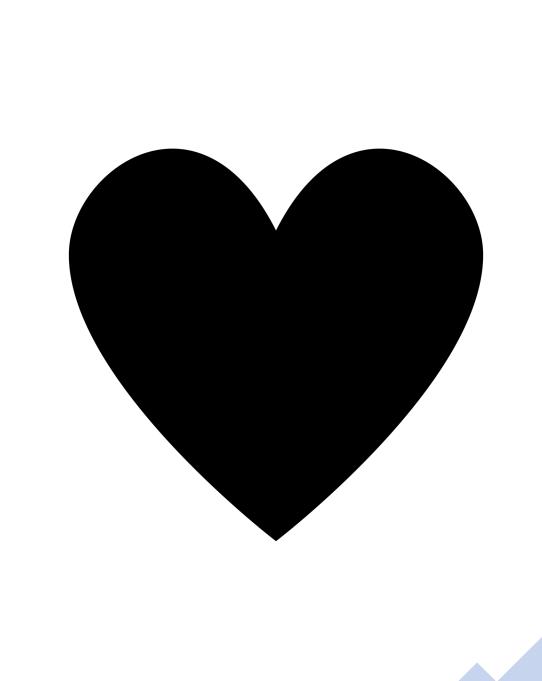
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LEARNING IMPROVEMENT COMMUNITY

Assessment practitioners, educational developers, educators, and scholars in higher education reshaping learning outcomes assessment

As the student learning outcomes assessment movement has evolved in U.S. higher education, a wide range of approaches, methods, frameworks, and practices have emerged. But the core purpose of learning assessment, its reason for being and its most important challenge, is to facilitate the improvement of student learning. Ironically, this is a theme about which not enough is known. And that, in turn, is where this community comes in.







Lack of Urgency

John P. Kotter

Change Management

Leading Change: Why Transformation Efforts Fail

Leaders who successfully transform businesses do eight things right (and they do them in the right order). by John P. Kotter

From the Magazine (January 2007)

THE 8-STEP PROCESS FOR LEADING CHANGE

- I. Create a sense of urgency
- 2. Build a guiding coalition
- 3. Form a strategic vision and initiatives
- 4. Enlist a volunteer army
- 5. Enable action by removing barriers
- 6. Generate short-term wins
- Sustain acceleration
- Institute change



Kotter's Error #1 : Not Establishing a Great Enough Sense of Urgency

"Most successful change efforts begin when some individuals or some groups start to look hard at a company's competitive situation, market position, technological trends, and financial performance."

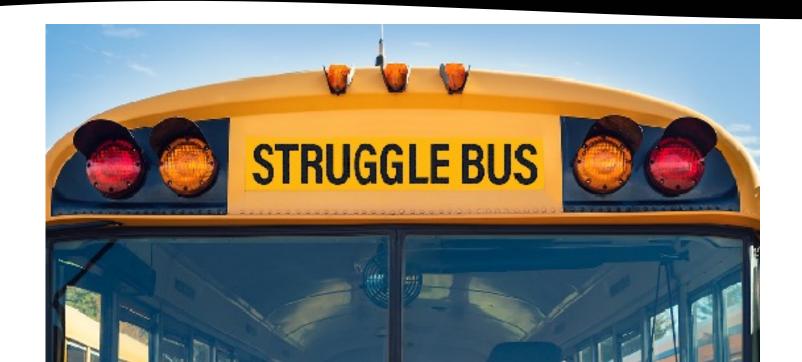


Higher Education IS a business



They Don't. They Should.

BIGPICTURE



Declining Enrollment

Forbes

Jun 10, 2021, 01:10am EDT | 13,178 views

Latest Numbers Show Largest College Enrollment Decline In A Decade



Michael T. Nietzel Senior Contributor ①

Education

I am a former university president who writes about higher education.

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Competition





No experience necessary

Learn job-ready skills, even with no relevant experience.

1.300.000

in-demand job openings across

Learn at your own pace

Complete the online program on your own terms.

Under 10 hours

of flexible study per week

Stand out to employers

Make your resume competitive with a credential from Google.

82%

of Certificate graduates report a

A path to in-demand jobs

Connect with top employers who are currently hiring.

\$63,600

average salary for entry-level roles

Forbes

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Jun 29, 2021, 06:00am EDT | 1,723 views

New Survey: College Students Optimistic About Pandemic's End, But Worried About Job Prospects And Value Of College



Michael T. Nietzel Senior Contributor ①

Education

I am a former university president who writes about higher education.

This pessimism is connected to one other finding that higher education institutions must address. As the pandemic progressed, students' doubts about the value of a college degree have increased Almost two-thirds (65%) now believe that higher education is not worth the cost anymore, an increase from 57% in December and 49% in August.

Malcolm Gladwell



MALCOLM GLADWELL

Revisionist History

VIEW EPISODES





SPOTIFY







SEASON 6 · 07/08/2021

Project Dillard

A historically Black university in New Orleans is beloved by everyone – except the US News best colleges rankings. We hack our way back into the algorithm and show how Dillard University can rise to the top. Part two of a two-part series.



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APPLE PODCASTS



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STITCHER



SEASON 6 · 07/01/2021

Lord of the Rankings

For 30 years, US News & World Report has been using a secret formula to rank the best colleges and universities in the United States. As a public service to our listeners, we hack the algorithm and discover the dirty little secret of the rankings game.



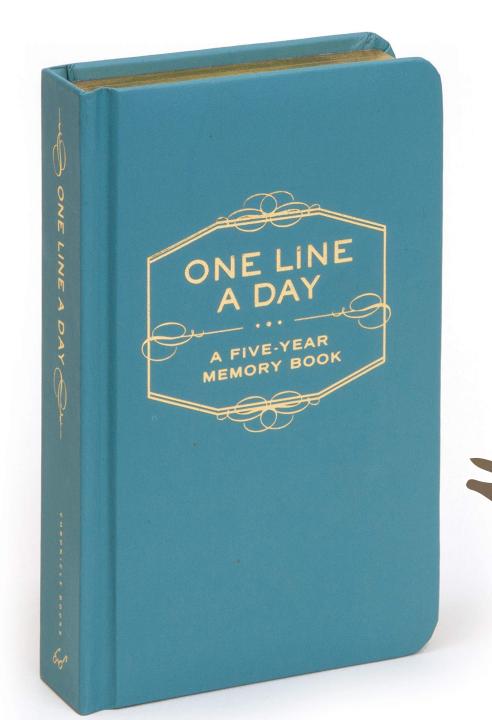
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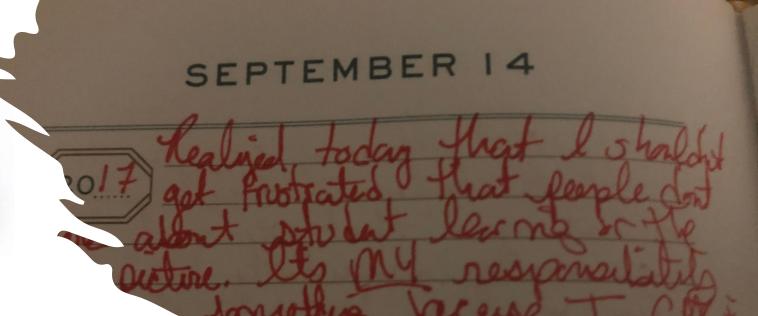






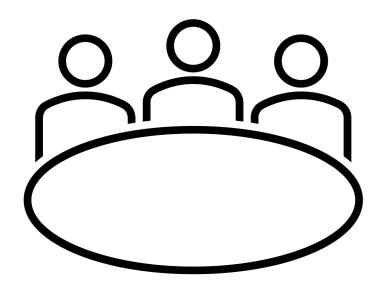
September 14, 2017

"Realized today that I shouldn't get frustrated that people don't care about student learning or the big picture. It's MY responsibility to say something because I CARE."

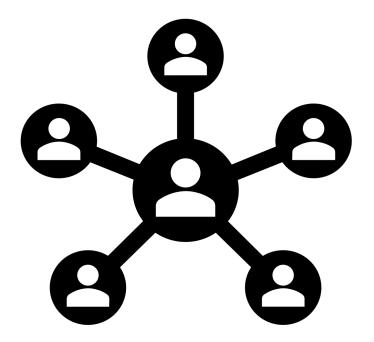


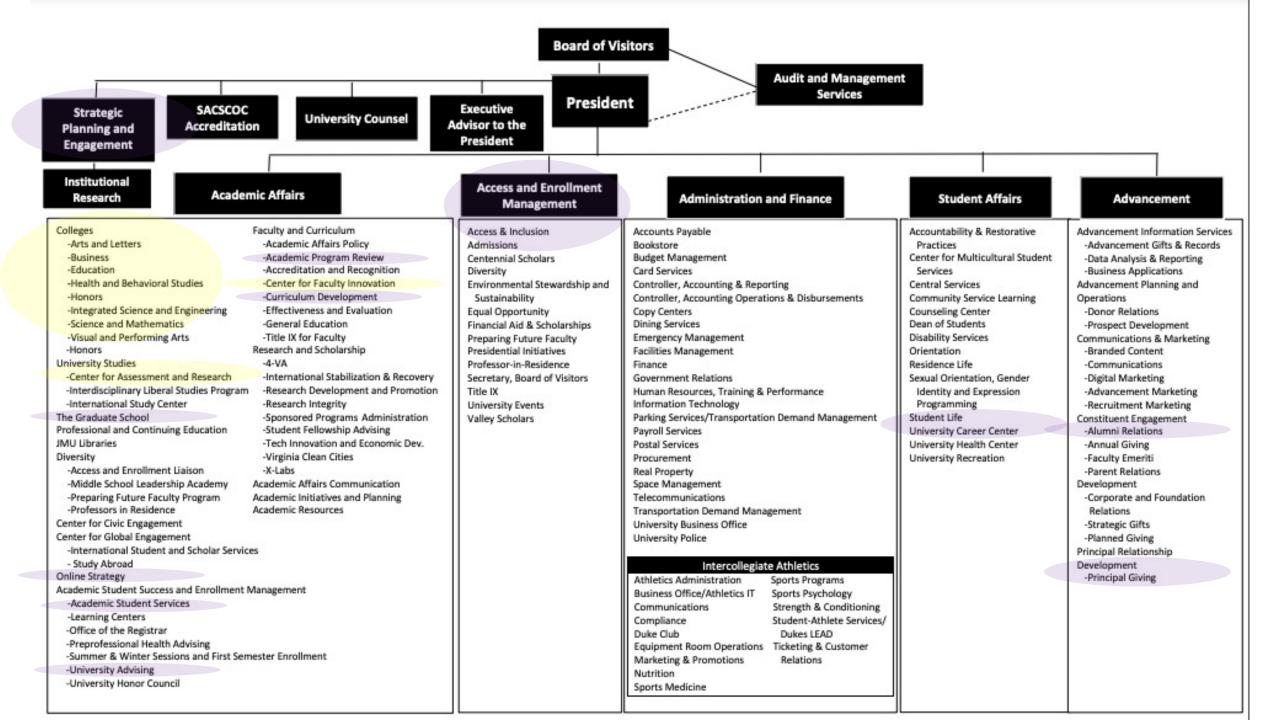
So what can I do?

Practice Learning Improvement



Create NEW Partnerships







Prospective Partners

- Admissions
- Career Center
- Alumni Affairs
- Development/Advancement
- Online Education Leaders

What is Higher Education's Unique Value Proposition?







Students Get
Serious About
EDUCATION

Summary

- The Learning Improvement at the local-level is transformational!
- It could use more steam with some urgency
- We can help create this urgency by:
 - Practicing learning improvement
 - Changing hearts and minds on campus AND potentially with our most treasured stakeholder – students

Thank you!

Megan Good

Good2MR@jmu.edu

Come by the CARS Booth!

Questions?