



# Shifting the Culture of Outcomes Assessment



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# Learning Outcomes

- Attendees will be guided through a brief history of outcomes assessment efforts at a small, midwestern university.
- Attendees will understand intentional efforts employed throughout the university to promote a culture shift of outcomes assessment acceptance and best practice.
- Attendees will be provided with a set of lessons learned and the respective adjustments made during the cultural shift.

# Agenda

- History of Outcomes Assessment
- Cultural Shift
- Lessons Learned
- Next Steps
- Questions

# History of Outcomes Assessment-Initial Efforts

- Organization
- Support
- Technology
- Process
- Communication



# Change Management and Corporate Culture

- According to Kotter (n. d.), change management must include anchoring the change in corporate culture.
- “Corporate culture refers to the beliefs and behaviors that determine how a company's employees and management interact and handle outside business transactions” (Tarver et al., 2021, para. 1).



# Change Management

- Sense of urgency
- Guiding coalition
- Vision and initiatives
- Change agents
- Identification and removal of obstacles
- Celebration of successes
- Supportive infrastructure
- Anchoring the change
  - (Kotter, n. d.)



# Corporate Culture Shift

- Public display of Outcomes Assessment effort
- Continued leadership support
- Development of an OA Team
- Consistent communication
- Onboarding of new faculty
- Celebration of Outcomes Assessment activity
- Redundancy
- Succession planning



# Lessons Learned

- Administration/administrative support is required
- Clear communication of the change
- Process improvement
- Change agents
- Technology
- Training



# Next Steps

## Continual Process Improvement

- Dragon Assessment Assistance

## Communication

- Common language utilized
- Training
- Communication of Outcomes  
Assessment cycle

## Technology

- Meet the needs of the organization
- Data accessibility

# References

- Mind Tools. (n. d.). Kotter's 8 step-change model: Implementing change powerfully and successfully.  
[https://www.mindtools.com/pages/article/newPPM\\_82.htm](https://www.mindtools.com/pages/article/newPPM_82.htm)
- Tarver, E., Brock, T., & Rathburn, P. (2021). Corporate culture. Investopedia.  
<https://www.investopedia.com/terms/c/corporate-culture.asp>