BUILDING A CULTURE OF ASSESSMENT
One Instruction Librarian at a Time
HELLO! 

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PLAN FOR TODAY

- Examine the idea of an assessment culture
- Share experiences & activities from ECU
- Reflect & share about your own context
UNDERSTANDING CULTURE
Context and capacity
EAST CAROLINA UNIVERSITY

- 29,000 students
- Research & Instructional Services
  - 4 tenured faculty
  - 4 fixed-term faculty
  - 4 paraprofessionals
- New position: Coordinator of Instructional Assessment
WHAT DOES A CULTURE OF ASSESSMENT LOOK LIKE IN AN INSTRUCTION PROGRAM?
In an assessment culture, assessment becomes part of the fabric of what the library does, just like buying materials and checking them out, and its value is recognized across the institution.

-Farkas & Hinchliffe, 2013, p. 177
To what degree does your instruction program have a culture of assessment?
BUILDING CULTURE
Evidence and effort
EXISTING CULTURE AT ECU

- Top-down and checklist approach
- Quizzes, minute papers, and 3-2-1
- Peer observation
- Ebb and flow of assessment activities
Joyner Library - Instruction Scheduling Form

Teaching Librarian/Library Assistant: Wonuch
Class: SOCW 3201

Date & Time of Session: 8/31 - Wed 2:00
Location: 1418

Number of Students Expected: 25
Number of Students Attended: 23
Prep & Teaching Time: 2 hrs

Student Learning Outcome(s):
As a result of the session, students will be able to:

☐ List ways to get help from a librarian
☐ Find & retrieve an article or book
☐ Construct a search using AND/OR
☐ Other: ____________
☐ Identify characteristics of popular & scholarly articles
☐ Provide examples of intentional & unintentional plagiarism

Active Learning Exercise(s):

☐ Warm-up
☐ Fun with Boolean
☐ Periodical Comparisons
☒ Skills Practice
☐ Written Practice
☐ Other: ____________

Assessment Tool(s):

☒ Library Worksheet
☐ Book Retrieval ___ of ___
☒ 321
☐ Minute Paper
☐ Muddiest Point
☐ Other: ________

Database(s): Secondary, OneSearch

Keywords: "Social work" AND "Ethics"

Stats for this session recorded in Qualtrics: ☑ Yes ☐ No
WHAT INFLUENCES A CULTURE OF ASSESSMENT?

- Ecosystem of micro and strategic activities
- Clear expectations and strategy
- Trust and transparency
- Assessment used in practice and decision making across all levels
- Results valued and lead to action and change
- Institutional research agenda

Lakos & Phipps, 2004; Hiller, Kyrillidou, & Self, 2008; Oakleaf & Hinchliffe, 2008; Farkas, 2012; Farkas & Hinchliffe, 2013; Madsen & Hurst, 2018
WHAT BRIDGES DO YOU SEE IN YOUR INSTRUCTIONAL PROGRAM? IN YOUR LIBRARY?
BUILDING CULTURE: LEVELING UP

Spring 2016: "real talks"

Summer 2016: Environmental scan, Consultation survey, Assessment 101

Wordle from 2016 "real talks"
ASSESSMENT 101 CURRICULUM

1. Developing a shared definition of assessment
2. Writing student learning outcomes
3. Formative assessment
4. Summative assessment
5. Lesson planning workshop
BUILDING CULTURE: MAKING CHANGES

- Qualtrics launched: Fall 2016
- Instructors assess 3 sessions: Spring 2017
- New SLOs: Summer 2017

Screen grab from Qualtrics post-instruction form:

What student learning outcomes did you assess? Check all that apply.

- Formulate a useful keyword search string and apply limiters in OneSearch in order to find material relevant to their research topics

What tool/technique did you use to assess these outcomes?

What were the results of your assessment?
Fall 2016-Summer 2017
1. Moved “pink sheet” to Qualtrics
2. Kept existing student learning outcomes
3. Connected assessment to a specific outcome
4. Reflection built in
What will you change for next time?
WHAT INFLUENCES A CULTURE OF ASSESSMENT?

- Time
- Skills and training
- Leadership prioritization and support
- Shared purpose of library assessment
- User-centered culture
- Systems or technology

Lakos & Phipps, 2004; Hiller, Kyrillidou, & Self, 2008; Oakleaf & Hinchliffe, 2008; Farkas, 2012; Farkas & Hinchliffe, 2013; Madsen & Hurst, 2018
WHAT BARRIERS DO YOU SEE IN YOUR INSTRUCTIONAL PROGRAM?
IN YOUR LIBRARY?
BUILDING CULTURE: EXPANDING EFFORTS

Instructors assess 1/3 of sessions

- Fall 2017: One-on-one coaching
- Spring 2018: Generic assessment piloted
- Summer 2018: ACRL documents reviewed

Category 7. Pedagogy. Please indicate how you think our current instructional program is doing in terms of pedagogy (method/practice of teaching).

- Supports diverse approaches to teaching and learning
- We don't have or do this at all
- We're doing OK, but could use some work
- We're in great shape!
- I have no idea

Screen grab from ACRL Best Practices needs assessment
Fall 2017-Summer 2018

1. Updated learning outcomes tied to specific classes
2. Outcomes taught tied to outcomes assessed
3. Reinforced assessment expectations
4. Framework and backward design workshops
What will you change for next time?
REFLECT & SHARE
Building a culture of assessment frequently requires changing attitudes as well as behavior.

-Farkas, 2013, p. 15
BUILDING CULTURE
Lessons learned: The fails

- You can’t codify culture
- We missed targets
- Assessment coordination ≠ instruction coordination
- Closing the loop
Lessons learned: The wins

- Celebrate EVERYTHING
- Start small
- Assessment ≠ statistics ≠ evaluation
- We’re learning together
Lessons learned

- Celebrate EVERYTHING
- Acknowledge the effort and expertise
- Make expectations clear (and model them)
- Be transparent and realistic
Thanks!

ANY QUESTIONS?
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Resources


Presentation credits


- Photographs by Unsplash and MichaelGaida

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