Creating and Sustaining a Culture of Evidence in Student Affairs

NASPA
Student Affairs Administrators in Higher Education
Webinar

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Brenda “B” Woods
A culture of evidence reflects a commitment among student affairs professionals to demonstrate with data that the programs and services we provide are effective and contribute to an institution’s ability to achieve its goals and fulfill its mission.
Culture Exists?

• Ethical standards
• Strategic Plan alignment
• Quality
• Demonstrate value
• Learning/stakeholder focused
• Accountability and improvement
• Data-based decision making
• Align with accreditation principles
• No negative consequences
7 Elements

1) Understanding Campus Culture
2) Strong Leadership
3) Building and Nurturing Relationships
4) Common Assessment Language
5) Ongoing Professional Development
6) Reporting and Using Assessment Results
7) Recognition of Successes
1. Understanding Campus Culture

- Value of Assessment
- Dynamics
- Assessment Champions
- Assessments
- Resources
- Staff Perceptions
- Campus Climate
- Resistance
2. Strong Leadership

- Institute and Division Strategic Plan
- Demonstrates Value
- Accountability
- Knowledge of Data
- Language of the Faculty
- Assessment Results → Planning and Budgeting
- Supports Technologies
- Transparent
- Trust
- Resources
3. Build and Nurture Relationships

- Listen, Learn
- Open Communication
- Staff Competencies
- Trust
- Assessment Allies
- Mutual Respect
- Welcoming Diversity
4. Common Assessment Language

- Assessment Terminology
  - Glossary of Terms
  - Working Definitions
  - Conceptual Understanding

- Avert Angst
5. Ongoing Professional Development

- ↑Confidence & Competence
- Demonstrates Continued Commitment
- Network of Resources
- Builds Relationships
- Updates skills → Changing Knowledge
- Continuous Improvement Process
6. Reporting and Using Assessment Results

- Sharing Results Essential
  - Person(s)Commissioned
  - Executive Summary
    - Direct, inverse relationship
- Drive Decisions
- Establish Policy
- Improve Effectiveness
7. Recognition of Successes

- Classic Behavioral Psychology
  - Recognition, Repetition
- Communication Tool
  - Reinforces Outcomes
  - Established Criteria
  - Timely
- Demonstrates Importance
- Maintains Ownership
- Evidence of Need for Continued Support
Conclusion

- Campus Culture
- Leadership
- Campus Relations
- Common Language
- On-going Professional Development
- Reporting and Using Results
- Recognizing Successes
Resources

- Student Affairs Assessment Leaders (SAAL), Listserve, 2010-2013
Thank You!

Brenda “B” Woods
Director of Research and Assessment for Student Affairs
Georgia Institute of Technology

Brenda.woods@vpss.gatech.edu
404.894.9190