



The Scarlet Letter:

Assessment Plans and Departmental Buy-In

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The Scarlet Letter: A for Assessment

“Every gesture, every word, and even the silence of those with whom she came in contact, implied, and even expressed, that she was banished, and as much alone as if she inhabited another sphere, or communicated with the common nature by other organs and senses than the rest of human kind.”

Nathaniel Hawthorne, The Scarlet Letter, Chapter V



The Scarlet Letter: Your Context

- Imagine
- Share



The Scarlet Letter: What We Did

- TAMU purchased WEAVEonline
- Scheduled planning meetings for two
- Balfour attended SACS conference & gathered resources
- Dean sent memorandum to department heads
- Scheduled meetings with departments and programs
- Assembled handouts tailored to departments
- Met to anticipate dynamics prior to department meetings
- Held 14 meetings scheduled by heads and directors



The Scarlet Letter: What We Provided

- Letter from the Dean
- Department's or Program's Mission Statement
- Ten Tips for Better Assessment, Summary (AAC&U)
- Basic Instructions for WEAVEonline
- Sample Assessment Plan (English)
- WEAVEonline Assessment Plan Worksheet
- WEAVEonline Worksheet: Program Measures
- Sample Rubrics (AAC&U)
- Assessment for Departments (Walvoord)



The Scarlet Letter: Why It Worked

- Partnered with someone committed and congenial with complementary strategies
- Took advantage of framework in place (WEAVE, OIA)
- Had personal, face-to-face meetings
- Maintained empathic attitude to department culture and mood
- Carefully chose handouts / resources
- Took time and did homework
- Maintained flexibility, adaptability, attitude of helping
- Emphasized program, program, program
- Kept a sense of humor



The Scarlet Letter: Discussion

- Reimagine

How do you see your earlier challenging scenario now?

- Questions, comments, suggestions



The Scarlet Letter: A for Acquitted

“She assured them, too, of her firm belief, that, at some brighter period, when the world should have grown ripe for it, in Heaven’s own time, a new truth would be revealed. . . .”

Nathaniel Hawthorne, *The Scarlet Letter*, Conclusion



Thank You!

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