

Campus Assessment Attitude: Where are we currently?

Steps in a Campus Assessment Program		My Attitude	My Department/ Division Attitude	Campus-wide Attitude
Denial	It's a fad. If I ignore it, it will go away			
Acceptance	OK, I guess we have to do it.			
Resistance	I feel threatened. My department feels threatened. My campus feels threatened. Can I subvert it by not participating in the process or in some other way?			
Understanding	Maybe we can learn something useful. Can we use what we've already been doing?			
Campaign	We have a plan. Maybe it's not perfect, but let's get moving!			
Collaboration	We have a plan with long-range objectives that are clearly defined, and, based on our experience with assessment, we believe it works.			
Institutionalization	We can't imagine working without assessment. It's a permanent part of our institutional culture.			

Adapted from C. Wehlburg's (1999, May) How to get the ball rolling: Beginning an assessment program on your campus, AAHE Bulletin, 51 (9), 7-9.