

**Top ten ways to kill your assessment program:**

10. Provide no resources or training. Just demand assessment or else.
9. Treat students like mushrooms – keep ‘em in the dark about desired outcomes.
8. Treat everyone else like mushrooms. Don’t communicate -- about purpose, findings, improvements, or anything else. Let rumors and confusion fester.
7. Send off data-heavy reports with many recommendations. Let others worry about how – or whether -- to follow up.
6. Dump the assessment job on an isolated IR person. Better yet, dump the job on a terrified junior faculty member.
5. Leave tenure, promotion and reappointment processes untouched. After all, they’re sacred.
4. Make assessment an add-on: extra work with no extra support. People need a challenge.
3. Ignore good work. It’s what they should be doing anyway. For goodness’ sake, don’t reward it!
2. Don’t worry about results or improvement. Just be sure the data make you look as good as possible.
1. Raise the anxiety level as high as you can. Draw invidious comparisons. Point fingers. Embarrass programs and people whenever possible. It’s a surefire motivator.

(BDW, 4/06)