How Centers for Teaching and Learning Can Influence Campus Culture on Emerging Educational Trends
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Strategic Change Framework (adapted from Schroeder, 2010)

Understand Your Center
- History
- Culture
- Strengths & Challenges
- Expertise & Resources

Align with institutional priorities
- Campus history
- Campus culture & practices
- Strategic Plan
- Stakeholder commitments

Build relationships & reputation
- Seek out opportunities to contribute
- Stay (and keep others) informed
- Align center marketing
- Manage expectations

Build capacity
- Build staff expertise
- Build (or reallocate) center resources
- Seek external support
- Stay current on relevant literature

Evaluate
- Learn more about “the problem”
- Learn more about what’s worked before
- Plan for regular evaluation
- Ask often: “How will we know if we’ve met our goal?”
Understand Your Center

<table>
<thead>
<tr>
<th>Typical Strengths</th>
<th>Typical Challenges</th>
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</thead>
<tbody>
<tr>
<td>Aligning process with goals &amp; context</td>
<td>Not authorized to enact direct institution-level change</td>
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<tr>
<td>Connecting micro to macro</td>
<td>Highly dependent on reputation &amp; relationships</td>
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<tr>
<td>Evidence-based decision making</td>
<td>Susceptible to mission creep</td>
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<tr>
<td>Relationship building across silos</td>
<td>Perceived too narrowly as service providers</td>
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<tr>
<td>Building buy-in</td>
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<tr>
<td>Developing CTL staff capacity</td>
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What are your next steps?