

How Centers for Teaching and Learning Can Influence Campus Culture on Emerging Educational Trends

Donna Qualters & Annie Soisson, Tufts; Stacy Grooters & Cristina Mirshekari, BC

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

Typical Strengths

- Aligning process with goals & context
- Connecting micro to macro
- Evidence-based decision making
- Relationship building across silos
- Building buy-in
- Developing CTL staff capacity

Typical Challenges

- Not authorized to enact direct institution-level change
- Highly dependent on reputation & relationships
- Susceptible to mission creep
- Perceived too narrowly as service providers

What are your next steps?