



UNIVERSITY
of HAWAII®
MĀNOA



ACSC
Crawford Hall 230 & 231
2550 Campus Rd, Honolulu, HI 96822
manoa.hawaii.edu/assessment

Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit



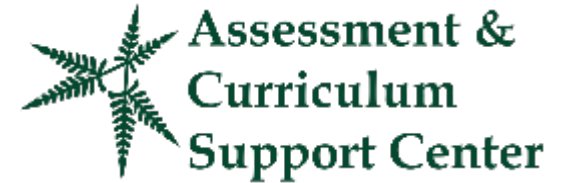
Hill, Y.Z., Stephens-Chu, M., and Alarilla, A. (2021, July 27). *Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit* [Presentation]. Assessment and Curriculum Support Center, University of Hawai'i at Mānoa, Honolulu, HI, United States

Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit

Yao Zhang Hill

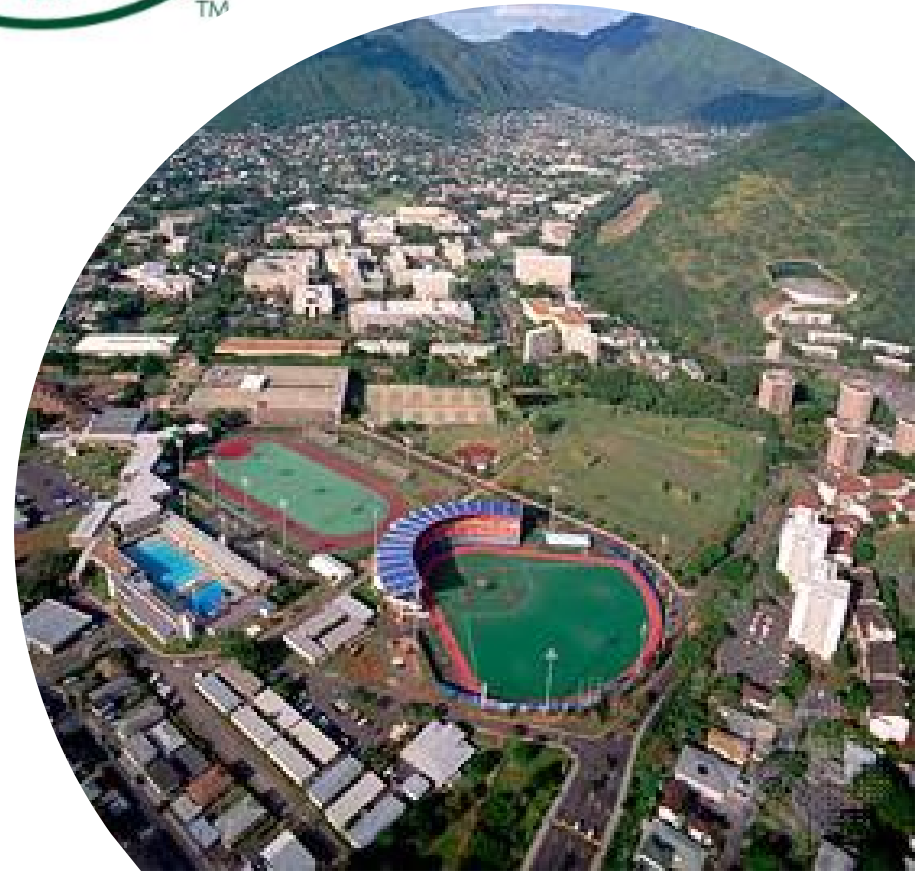
Maura Stephens-Chu

Adrian Alarilla



Context

- 240 academic programs
- All required to do program learning assessment
- Increase in using assessment results: 51% in 2011 to 84% in 2020.
- We use assessment poster exhibit to showcase, promote, and cultivate a culture of assessment on campus



Assessment for Curricular Improvement Poster Exhibit



Goals and Outcomes

- Recognize that program assessment is for improving student learning
- Recognize that program learning-assessment is a form of scholarly inquiry
- Gain ideas to inform own program assessment

Assessment for Curricular Improvement Poster Exhibit



Offered every year or other year from 2014

Average 20 posters and about 90 attendees, totaling:

123

posters

529

attendees

Posters are tagged
and searchable

Browse by Category

Program Type

[Arts, Humanities & Languages](#) | [Co-Curricular & Other](#) | [Natural Sciences](#) | [Professional Schools](#) | [Social Sciences](#)

Assessment Level

[Undergraduate Level](#) | [Graduate Level](#) | [Institutional Level](#)

Assessment Process

[Assessment as Scholarship](#) | [Curriculum Map](#) | [Faculty Engagement](#) | [Formative Assessment](#) | [Rubric](#) | [Student Learning Outcomes \(SLOs\)](#) | [Use of Results & Closing the Loop](#)

Assessment Method

[Capstone](#) | [Embedded Assessment](#) | [Field Experience](#) | [Interview & Focus Group](#) | [Signature Assignment](#) | [Survey](#)

Browse by Year

[2021](#) | [2019](#) | [2017](#) | [2016](#) | [2015](#) | [2014](#) | [2009](#) | [2008](#)

Browse all Poster Titles

Show entries

Search:

Author/s	Department/Unit	Poster Title	Year
Arai, Meiko	Center for Teaching and Learning, Chaminade University	The Road to Institutional Effectiveness: Cultivating Partnerships for General Education Assessment	2021
Brown, Shana	History	Capstone Signature Assignment Development in a History BA Program	2021

<https://manoa.hawaii.edu/assessment/workshops/poster-exhibit/poster-index/>

Context and challenges during the pandemic



Challenge 1: Faculty and staff were overwhelmed?



Challenge 2: How to deliver the event to increase the interactivity online?



Challenge 3: How to deliver high quality posters so that it's worthwhile for the attendees?

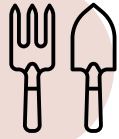


Challenge 4: How to support the presenters and make them feel valued by the campus?



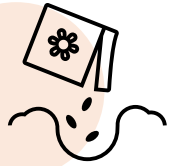
Challenge 5: How to entice participants?

Planning & Execution Timeline



Dec. 11 – Feb. 16

Presenter recruitment
(targeted & general)



Feb. – Mar.

Support for
presenters



Mar. 5 – Mar. 12

Peer reviewer
recruitment



Mar. 12

Event registration
opens



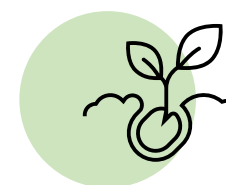
Apr. 9

Live online poster
session!



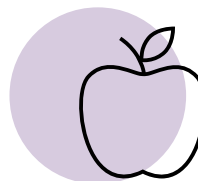
Apr. 5

Asynchronous online
gallery opens with
announcement



Mar. 17 – Mar. 24

Targeted
advertisements



Apr. 12

Reminder for evaluation survey submission;
Announcement of prize winners;
Prepare thank-you letters

2021 Assessment Poster Event Structure

Part I: Asynchronous
Online Viewing
4/5-4/30, 2021



Assessing Written Communicati...

Assessing Written Communication Skills across Food Science Courses with a Common Rubric (Kacie Ho et al.)



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Establishing an Assessment Plan ...

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Kumu, Kuleana, Kaona: Assessin...

Kumu, Kuleana, Kaona: Assessing Multiple Viewpoints (April Drexel et al.)



Creating Signature Assignment



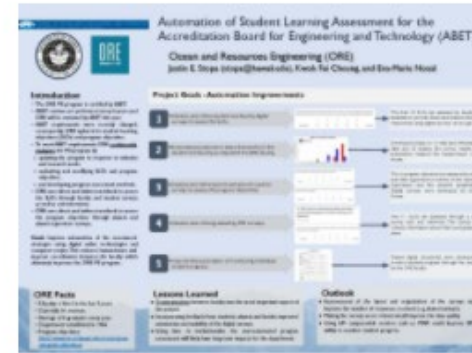
Creating a Rubric of Critical Thin...

2021 Assessment Poster Event Structure

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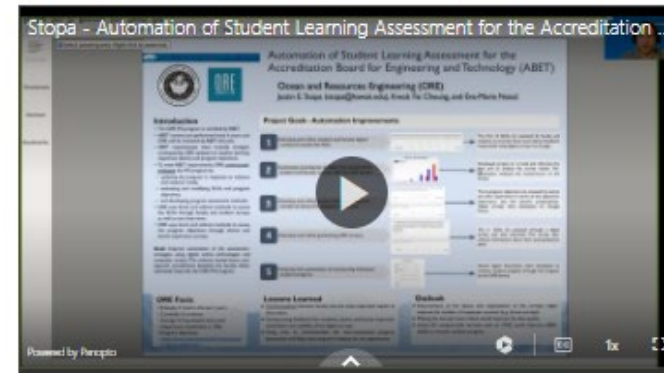
Automation of Student Learning Assessment for the Accreditation Board for Engineering and Technology (ABET)

Natural Sciences, Poster Exhibit



[Click on the image for a full view of the poster]

The MS program in the Ocean and Resources Engineering Department (ORE) is certified by the Accreditation Board for Engineering and Technology (ABET). ABET is an international certification that allows engineering programs flexibility while ensuring standards are met. The reviews are performed every 6 years. However, the program must be continuously evaluated. ABET recently changed its requirements; consequently, ORE updated our student learning objectives. During this change, we found the need to improve the automation of the information collected from students, faculty, alumni, and engineering professionals. Automation reduces human-hours needed to record, analyze, and communicate the results. Here, we present an overview of how we continuously evaluate our MS program. Specifically, we describe how surveys, analysis tools, and digital student progress forms aid in our continuous improvement. Our approach to automate the process reduces the time and resources of the ORE faculty and staff while streamlining the evaluation of the program. *By Justin E. Stopa, Kwok Fai Cheung & Eva-Marie Nasaf*



[View Poster](#)

[View Video Presentation](#)

[Leave Comments](#)

[Recommendations & Situations](#)

2021 Assessment Poster Event Structure

Part II: Interactive Session 4/9/21

- 11:30-12:00 Presenter only
- 12:30-1:45 to the public

Welcome to the **2021 Assessment for Curricular Improvement Virtual Poster Exhibit**

Our Center staff welcome you!



Monica Stitt-Bergh
Specialist



Yao Z. Hill
Associate Specialist



Maura Stephens-Chu
Graduate Assistant
Event Coordinator



Adrian Alarilla
Graduate Assistant



2021 Assessment for Curricular Improvement Virtual Poster Exhibit • April 9, 2021



Targeted Presenter Recruitment

Assessment Leadership Institute 2019 and 2020 participants

Assessment Fund recipients

Excellent program assessment report submitters

General recruitment (contacted all Assessment Coordinators and department chairs)

Recruitment outside of the University of Hawai'i at Mānoa (new!)

Strong support for presenters

- Multiple offers of one-on-one consultations



Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates

Poster Templates

We encourage you to use one of our poster templates (52" width x 38" height max size). Please download and modify to fit your poster's needs (requires Microsoft PowerPoint or equivalent).



Template A



Template B



Template C

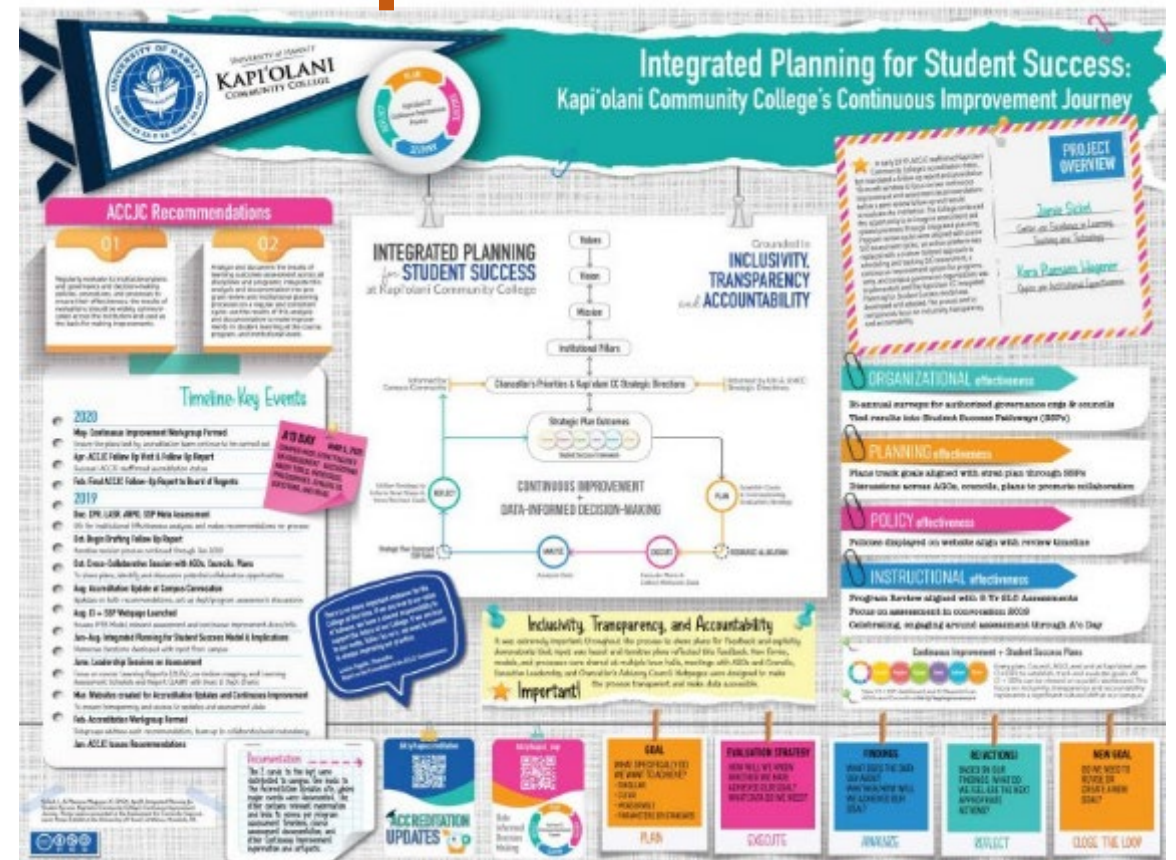


Template D

Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates
- Exemplary posters

- ❖ **Best Poster Design**
- ❖ **Best Faculty Engagement**
- ❖ **Best Use of Assessment for Improvement**



<https://manoa.hawaii.edu/assessment/poster-exhibit/kcc-center-for-excellence-in-learning-teaching-and-technology-2021/>

Support for presenters

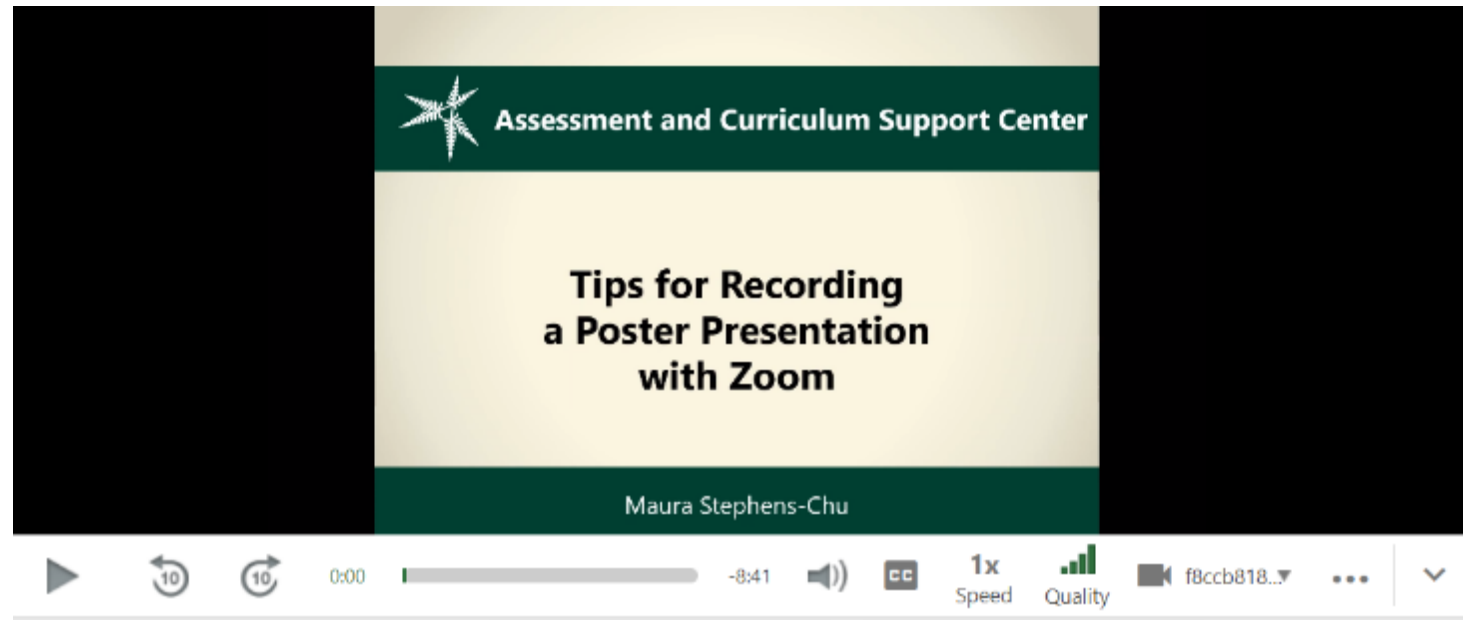
- Multiple offers of one-on-one consultations
- Poster templates
- Exemplary posters
- Poster evaluation rubric

2. Use of Assessment for Improvement

- | | |
|---|--|
| 4 | Wow! A group of faculty members (or other stakeholders) collaborated to use an assessment process or the assessment results directly and intentionally for the purpose of improvement (of student learning, the curriculum, resource allocation, policies, assessment processes themselves). They implemented the assessment process, engaged in critical reflection, and used the process and/or assessment results to logically inform changes. Bonus points to posters in which a follow-up assessment project was conducted to examine the effectiveness of the changes made. |
| 3 | Good. Assessment for improvement because the faculty (or other stakeholders) made changes that were informed by assessment processes and/or results. |
| 2 | Okay. The faculty (or other stakeholders) discussed possible actions but no clear action has been taken —OR— the faculty made changes but it's not clear how the actions are tied to the assessment process/results. |
| 1 | Umm... The project focuses on the assessment process or results itself without reflection/discussion/use of the process/results for improvement actions. |

Support for presenters

- Multiple offers of one-on-one consultations
- Poster templates
- Exemplary posters
- Poster evaluation rubric
- Tutorials



<https://pro.panopto.com/Panopto/Pages/Viewer.aspx?id=fb78ade5-2522-42ee-acdf-acd401746974&start=1.091432>

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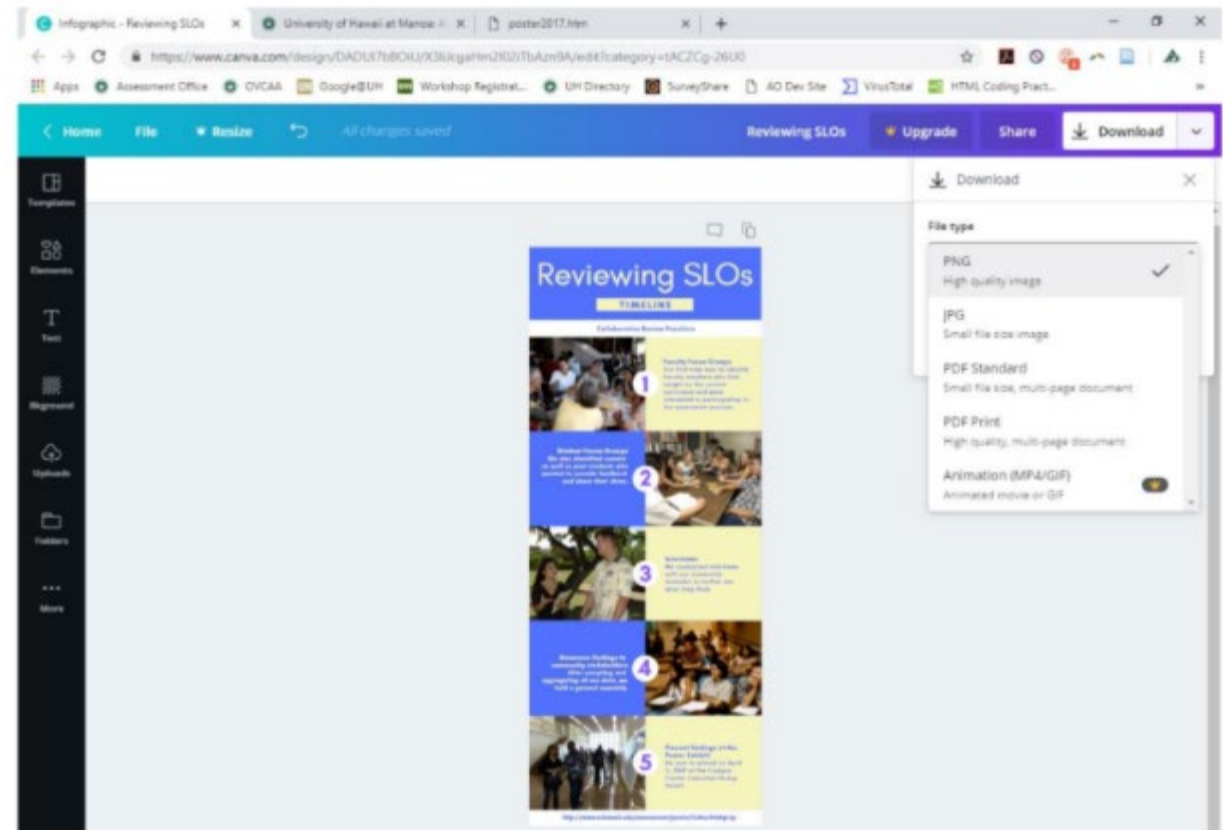
Support for presenters

- Multiple offers of one-on-one consultations
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- Tutorials

Poster Design Tutorial: Making a Timeline

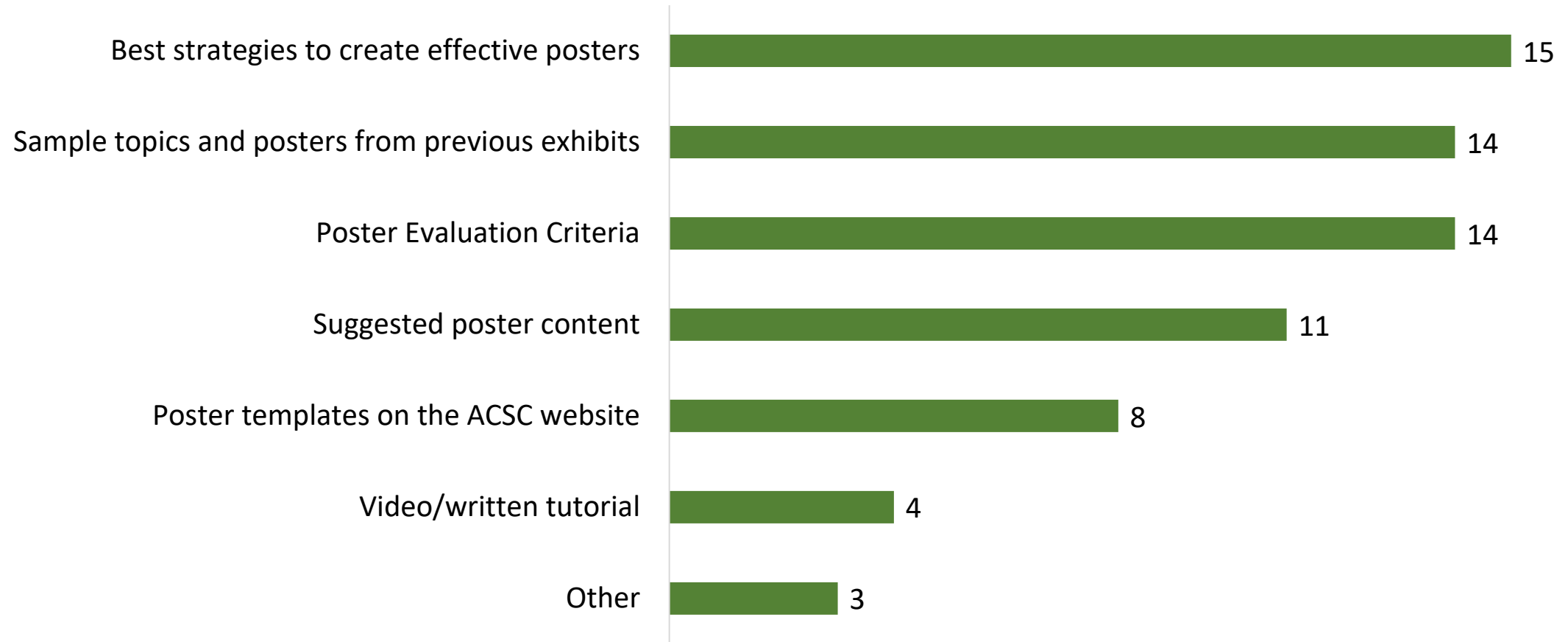
7. Download your finished timeline!

When you finish editing and customizing your timeline, click on the Download button at the top right. It will give you a number of choices for your file download. You can save it as an image (.png or .jpg) or PDF file.



<https://drive.google.com/file/d/1NvVeKuum-YRuVy1tHZBvHaDIX5NCJbip/view>

Presenters used a variety of ACSC resources for their poster preparation (n=22)



The majority of presenters felt very supported by the ACSC (n=24)



■ Very supported ■ Supported ■ Somewhat supported



Evaluation results – presenters

*Monica, Yao, and Maura were **very helpful** from the very beginning - when we submitted the proposal all till we completed the revised poster. Their professionalism is truly exemplary! [sic]*

*The emails and links to resources were **all helpful** in getting us to the finish line.*

*The ACSC team was **incredibly helpful**. They had a number of resources for presenters and communicated effectively to ensure a smooth event.*



Evaluation results – presenters

*The most valuable experience from the event was the opportunity to **discuss our posters with attendees**. The round-robin style was great in facilitating movement in a similar fashion to face-to-face poster conferences. I wish there had been more time!*

*As a presenter, it was really helpful to be able to **talk through our work in progress with a variety of visitors** who had different levels of knowledge about our specific field*

Targeted and broad publicizing of the event

1. Multiple mass emails: call-for-proposal, gallery available for public viewing, live poster event

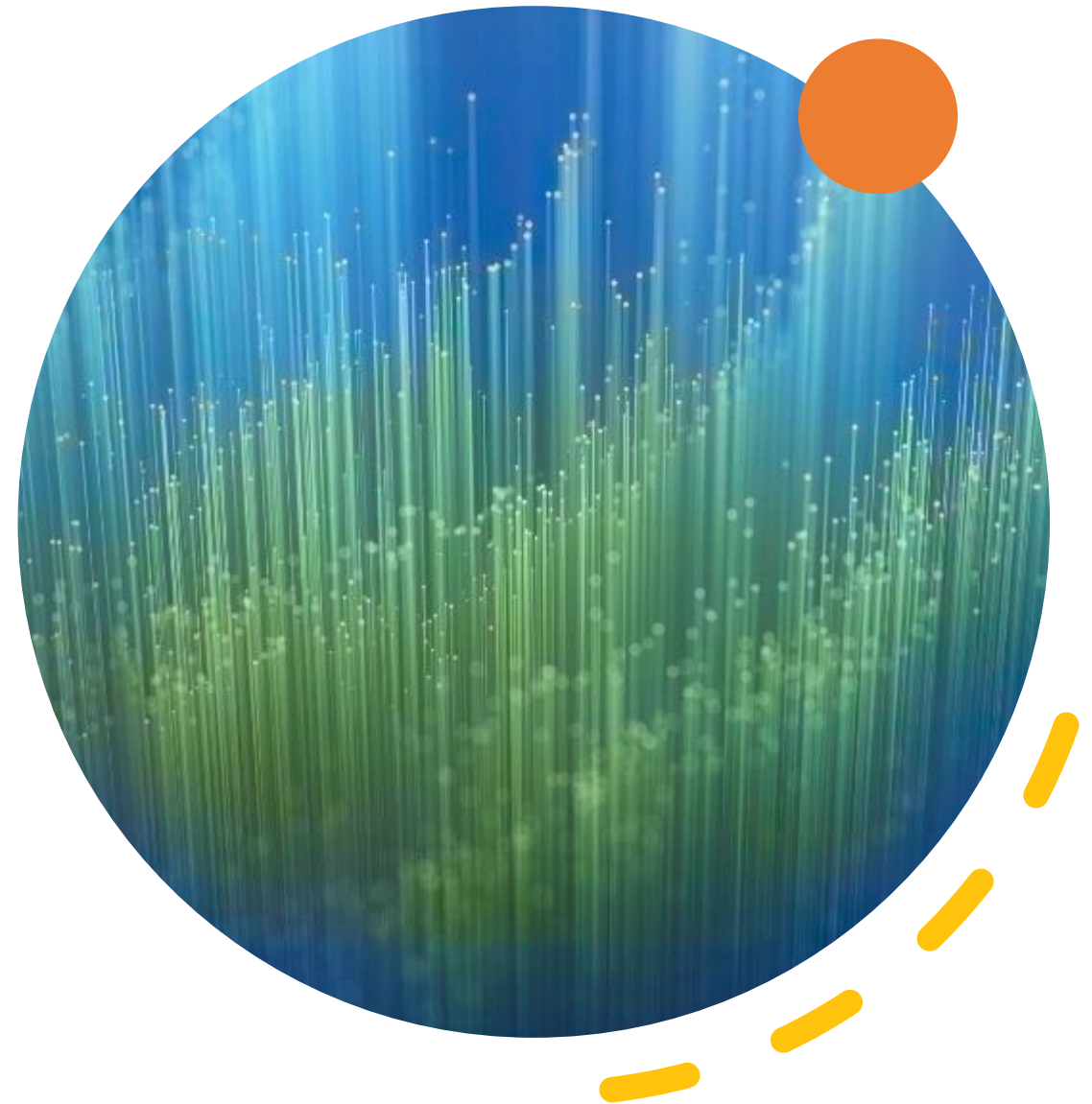
2. To the campus chairs and deans overall

3. To the chairs and deans of the presenters

4. To campus partners: other offices and assessment committees

5. To ASSESS listserv

6. Recruit reviewers from previous presenters & assessment committee--> 21 reviewers



Increase value for the presenters

- **VCAA gives welcome talk and get to know the presenters**

Welcome to the **2021 Assessment for Curricular Improvement Virtual Poster Exhibit**
Special welcome from interim Vice Chancellor for Academic Affairs



Increase value for the presenters

- VCAA gives welcome talk and get to know the presenters
- **Presenter-only session: share and learn from programs of similar contexts**

Welcome to the **2021 Assessment for Curricular Improvement Virtual Poster Exhibit**

Presenter Only Session

Join freely to the following breakout rooms

- ❖ Arts, Humanities, & Social Sciences (undergrad)
- ❖ STEM and Professional Schools (undergrad)
- ❖ Graduate Programs
- ❖ Institutional Assessment

Take turns to talk about your posters for 2-3 minutes
Carry out in-depth conversations in lounge rooms

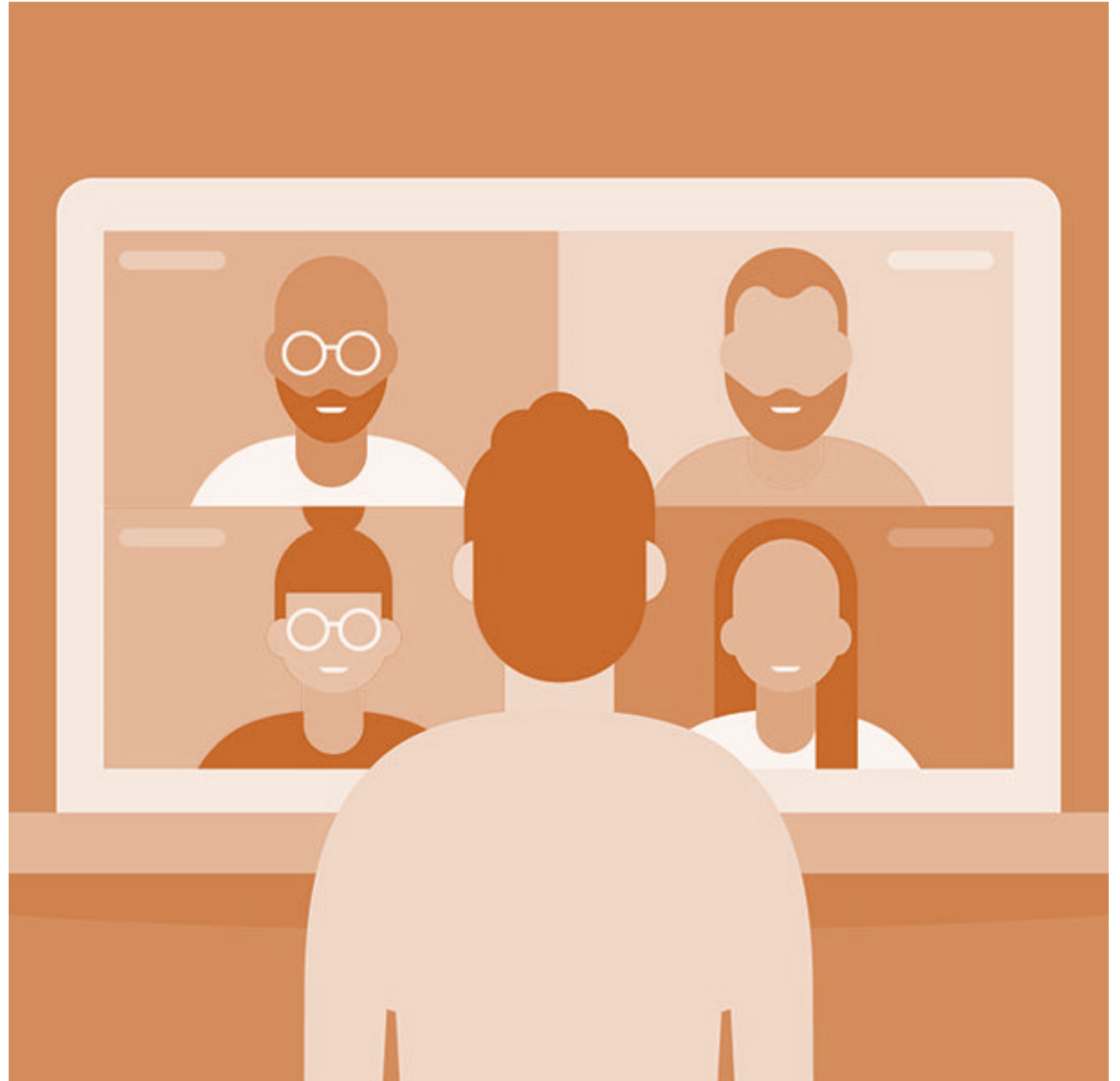


2021 Assessment for Curricular Improvement Virtual Poster Exhibit • April 9, 2021



Increase value for the presenters

- VCAA gives welcome talk and get to know the presenters
- Presenter-only session: share and learn from programs of similar contexts
- **Each receives feedback from at least two peer reviewers**



Increase value for the presenters

- VCAA gives welcome talk and get to know the presenters
- Presenter-only session: share and learn from programs of similar contexts
- Each receives feedback from at least two peer reviewers
- **Special guests are invited to visit the least-visited rooms**

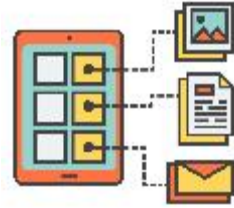
Breakout Room 1
- 4 participants

Breakout Room 1
- 1 participant

Breakout Room 1
- 6 participants

Increase value for the presenters

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- Presenter-only session: share and learn from programs of similar contexts
- Each receives feedback from at least two peer reviewers
- Special guests are invited to visit the least-visited rooms
- **Door prize quiz requires knowledge of the posters**



1. Did these poster presenters develop, pilot, and/or use a rubric to evaluate student learning?

5 points

Yes, used rubrics

No, not in the poster

Ho et al. Assessing Written Communication Skills across Food Science Courses with a Common Rubric

Gochenouer & Beaulieu. Strength in Numbers: Facilitating Faculty Learning Communities for General Education Student Learning Outcomes Assessment

Increase value for the presenters

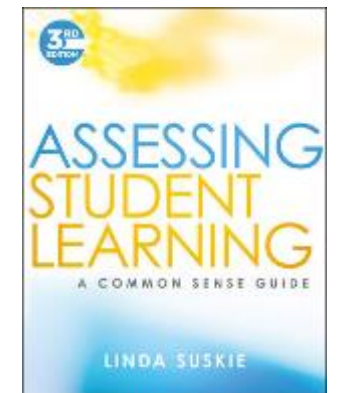
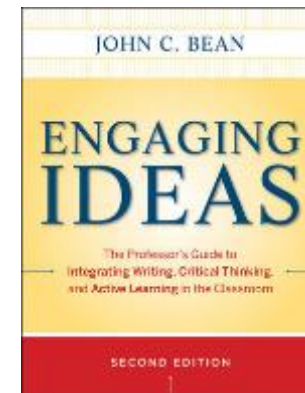
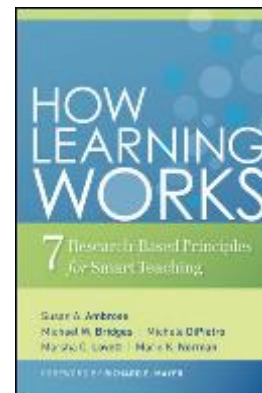
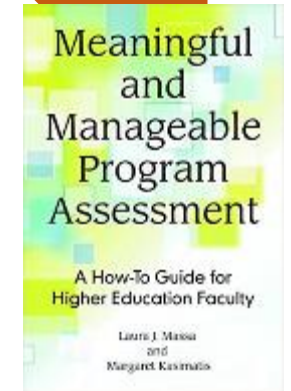
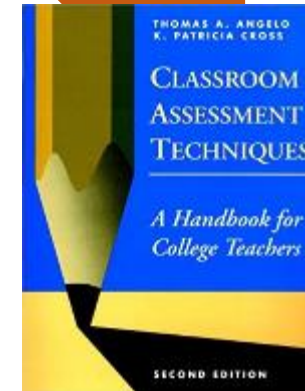
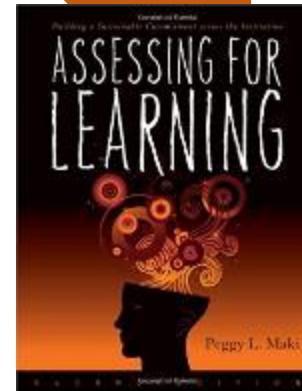
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- Each receives feedback from at least two peer reviewers
- Special guests are invited to visit the least-visited rooms
- Door prize quiz requires knowledge of the posters
- **Posters can win awards**



Best Poster Design

Best Use of Assessment for Improvement

Best Faculty Engagement Strategies



To enhance attendees' experience



Reminders to move around rooms every 10 minutes

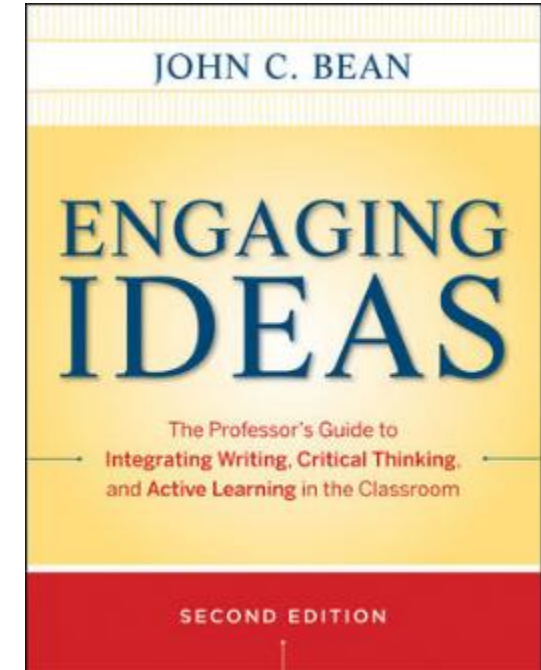
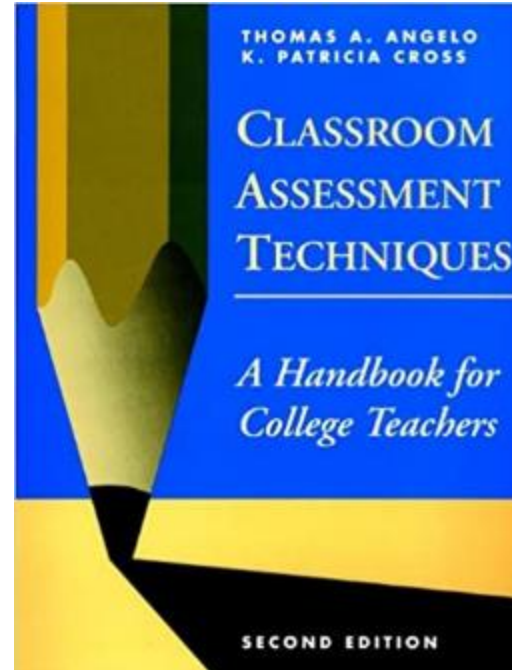
It is 11:45. Feel free to join another breakout room.



To enhance
attendees'
experience



Door prizes as teaching and
assessment books



To enhance attendees' experience



Virtual gallery for viewing and commenting at one's own time



Assessing Written Communicati...

Assessing Written Communication Skills across Food Science Courses with a Common Rubric (Kacie Ho et al.)



Curricular Assessment for Impro...

Curricular Assessment for Improved Sequenced Learning (MB Ogawa)



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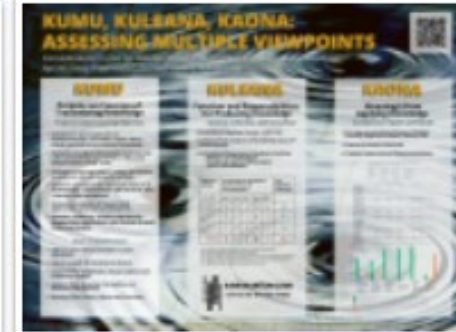
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Creating a Rubric of Critical Thin...

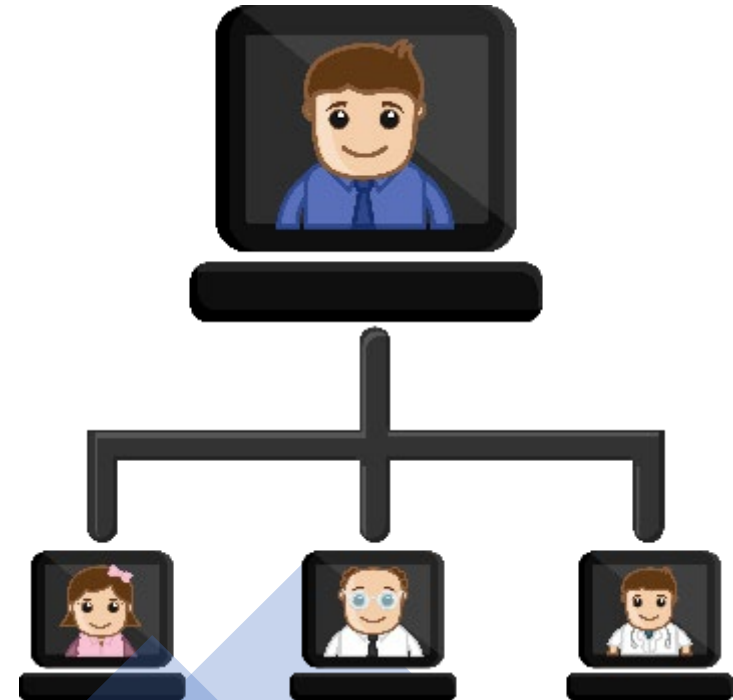


Technical strategies

- Zoom capabilities vs. limitations
 - Create named breakout rooms ahead of time
 - Allow attendees to choose their own rooms
 - Have staff in the main room to assist attendees with technical difficulties
 - Rehearse technical aspects with presenters ahead of time

Join breakout rooms

- Poster 1 (Arai.General Ed, Chaminade)
- Poster 2 (Brown.History)
- ...
- Lounge 1 (for networking)
- Lounge 2
- ...



Event Evaluation

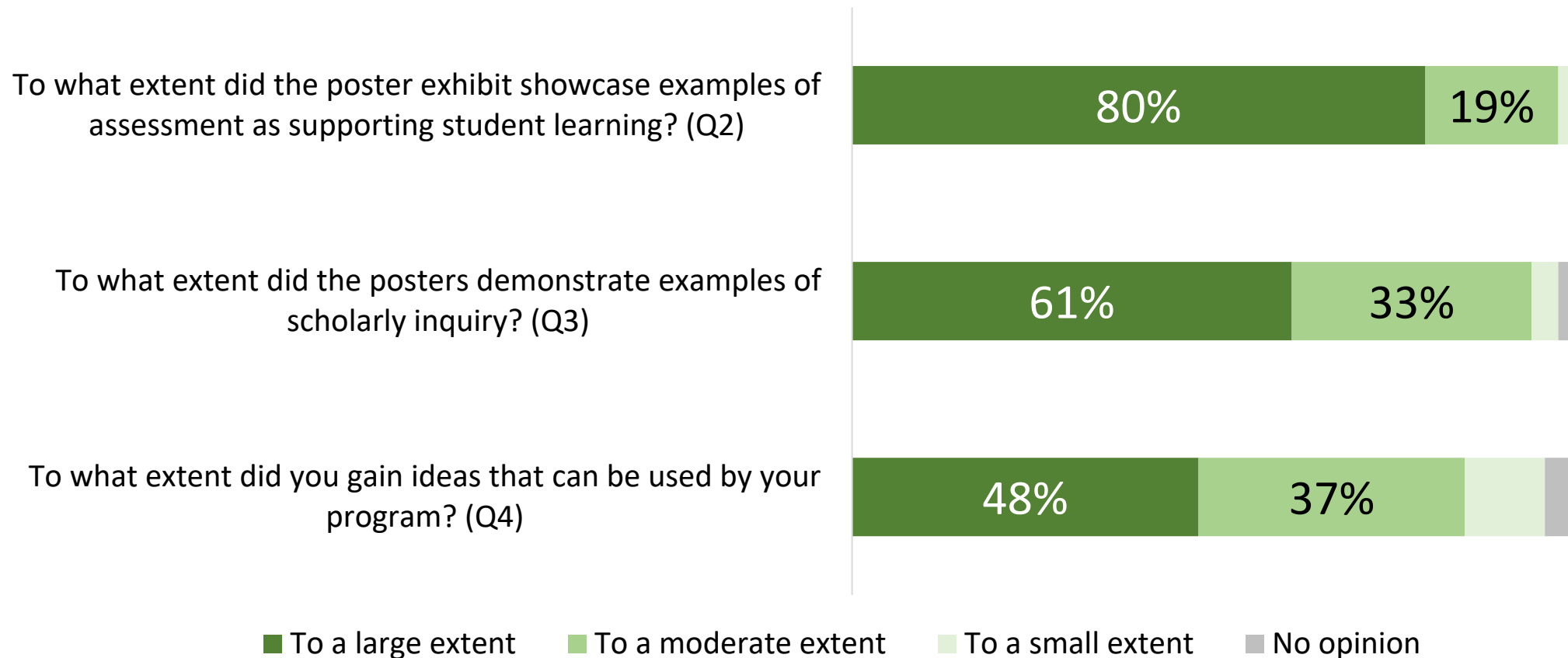
14 questions (plus 4 additional questions for presenters)

Sent to all attendees, all presenters, and all peer reviewers

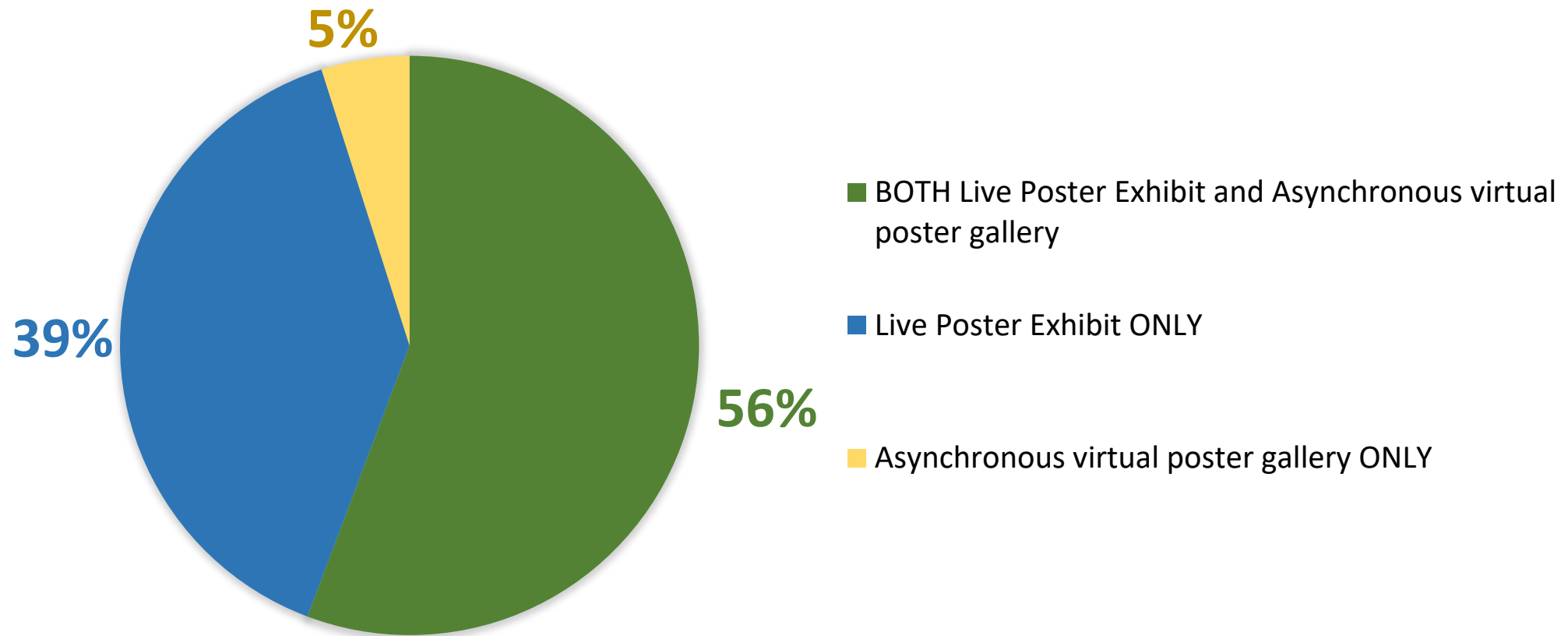
67% response rate, with 58 of 86 attendees (excluding ACSC staff) completing the survey





The Poster Exhibit achieved all of our goals (n=54)



The majority of participants visited both event components (n=61)






Evaluation results –
Asynchronous
Poster Gallery
increased
accessibility of the
posters

*I think just access to the poster gallery all week was really interesting, and I honestly liked how **accessible** it was in the online format. I attended and presented as an ALI participant, but **I would participate again in the future if the event was online**. Mahalo for coordinating this, and especially for the wonderful ALI experience! (Q11)*

*...I really liked having the posters displayed with the video asynchronous for viewing. It **allowed you time to go through** all the posters at different times over the two weeks and to have a more time to reflect on their presentations. (Q18)*





Evaluation results –


Attendee enjoyed
the convenient
structure of Zoom

*... Was good to be able to have an intimate conversation with a group of attendees in each session, which felt **more organized and effective** than what it would have been in person.*

*Excellent job! I actually **found it easier to move from poster to poster** in the online environment.*

*I **loved the structure** and delivery mode for the Poster Exhibit. It worked very well and was **easy to use and jump into other rooms...***

*I would love to see this continue as a virtual event. **I don't know that I would make it to UHM if it were there in person**, but it was so easy and rewarding to be able to attend virtually. Mahalo!*



Summary of strategies



Targeted Presenter Recruitment



Strong support for presenters



Targeted and broad publicizing of the event



Intentional strategies to increase value and experience for presenters & attendees

Thank you

Contact

Yao Hill at yao.hill@hawaii.edu

Assessment and Curriculum Support Center at airo@hawaii.edu (Maura and Adrian)

Image sources used

- Royal free imagines from University of Hawai'i at Mānoa
- Paid subscription with [storyblocks.com](https://www.storyblocks.com)
- Paid subscription with thenounproject.com
- Built-in Microsoft Office templates
- Book images from [amazon.com](https://www.amazon.com)
- Individual people's photos were used with their permission

Showcasing Assessment Excellence Online: Strategies for Organizing a Successful Online Poster Exhibit Resource Handout

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Maura Stephens-Chu, airo@hawaii.edu

Adrian Alarilla, airo@hawaii.edu

Assessment and Curriculum Support Center, University of Hawai'i at Mānoa

1. Assessment for Curricular Improvement Poster Exhibit Searchable Archive:
<https://manoa.hawaii.edu/assessment/workshops/poster-exhibit/poster-index/>
2. Assessment for Curricular Improvement 2021 Poster Gallery, Award-Winning Posters,
and Supporting Materials: <https://manoa.hawaii.edu/assessment/workshops/poster-exhibit/>
3. Poster Presentation Tips and Templates:
<http://manoa.hawaii.edu/assessment/workshops/poster-exhibit/tips/>
4. Assessment Leadership Institute webpage:
<https://manoa.hawaii.edu/assessment/workshops/ali/>
5. Assessment for Learning Improvement: Support Fund webpage:
<https://manoa.hawaii.edu/assessment/support-fund/>