

Assessing Creativity: A New Approach for Students, Teachers, and Educational Leaders

Presented by Dr. Douglas Reeves

Brief Description: One of the great myths about creativity is that it is a quality immune from objective assessment. In fact, creativity can be assessed – indeed, assessment is an essential element of any educational environment that seeks to foster creativity. The challenge is that most assessment of creativity is dead wrong. These assessments are not only inconsistent with the best research on the subject, but actually stifle the risk, error, and failures that are essential to creative endeavor. This workshop provides practical guidelines about the best (and worst) practices in assessment and offers participants the opportunity to make personal application of these principles to their specific professional responsibilities.