

The Assessment Committee
Student Affairs
Valdosta State University

**STUDENT AFFAIRS ASSESSMENT PLAN
2007-2008**

Department: Office of Financial Aid

1) Tracking

The first component of a student affairs assessment program is *keeping track of who uses your student services, programs and facilities*. Furthermore, how many clients are using student affairs offerings, and how are they described by gender, race, age, class standing, residence and other important variables?

Current Means of Assessment (who, what, when, how reported, etc.)

A wide variety of Demographic and Economic data is maintained and available. Reports are available to many organizations and the public for analysis.

- When is assessment done?
Every Semester, Annually, Periodically
- Who does the assessment?
Director of Financial Aid
- What/who is assessed?
Awards, Academic success, Degrees Awarded, Attendance, Telephone Inquiries and Grades
- How are they/it assessed?
Reports to outside entities (Department of Education, BOR, Publications)
Annual Reports
Annual Telephone Usage Survey
- How the results are analyzed?
Comparisons are available to prior year, other institution, averages by category
- How the results are communicated and to whom?
Published on Web
Published in Semester and annual Reports
Published in Private Publications
- How the results are used?
The results are used by students and parents to compare institutions
The results are used by the Board of Regents to evaluate institutions
The results are used by the Department of Education to evaluate institutions

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)
None

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2) Needs

The second component of this model is *assessing student and other clientele needs*. The basic principle is that we should meet the needs of our students and other clientele.

Current Means of Assessment (who, what, when, how reported, etc.)

Large amounts of Economic and Demographic data is collected and stored in the BANNER Information Management System. This data comes from Admission Applications, Financial Aid Applications and School Records.

- When is assessment done?
Students are evaluated each year
- Who does the assessment?
Most assessments are automated due to the large number of students undergoing evaluation
- What/who is assessed?
Students are evaluated for financial need, estimated cost and academic progress
- How are they/it assessed?
Automated process in the BANNER Management System
- How the results are analyzed?
Automated process in the BANNER Management System
- How the results are communicated and to whom?
In writing to the student
Stored in the BANNER Management System
Reported to various organizations (Department of Education, BOR, Institutional Research, Annual Institutional Reports)
- How the results are used?
The results are used to determine aid eligibility and awards
To compare institutions

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)
None

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3) Satisfaction

The third component is *assessing student and other clientele satisfaction with our services, programs and facilities, and demonstrating that those experiences are consistent with the institution's goals.*

Current Means of Assessment (who, what, when, how reported, etc.)

None

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)

An on-line feedback and service quality form is under development. We will collect data on student satisfaction with service and communication.

- When is assessment to be done?

Data will be collected continuously and reviewed monthly

- Who will do the assessment?

The QA committee will review the results

- What/who will be assessed?

All Financial Aid Staff

- How will they/it be assessed?

Through quality of service questionnaire

- How will the results be analyzed?

Analysis of responses will be used to identify trends in reported level of service and knowledge

- How will the results be communicated and to whom?

Results will be reviewed in office staff meetings

- How will the results be used?

Once problem areas are identified corrective training will be conducted

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4) Student Cultures and Campus Environments

It is important to examine the *collective perceptions of a campus and the student cultures where they conduct their day-to-day lives*. Remember each student lives in his/her own cultural environment and all students do not have the same interests, friends and classes. Assessing the campus environment *determines and evaluates how the conditions and elements of the campus affect student learning and growth*. Each campus is unique and different.

Current Means of Assessment (who, what, when, how reported, etc.)

None

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)

An on-line feedback and service quality form is under development.

- When is assessment to be done?

Data will be collected continuously and reviewed monthly

- Who will do the assessment?

The QA committee will review the results

- What/who will be assessed?

All Financial Aid Staff

- How will they/it be assessed?

Through quality of service questionnaire

- How will the results be analyzed?

Analysis of responses will be used to identify trends in reported level of service and knowledge

- How will the results be communicated and to whom?

Results will be reviewed in office staff meetings

- How will the results be used?

Once problem areas are identified corrective training will be conducted

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5) Outcomes

A fifth critical component is *assessing outcomes*. For those who use our services, programs and facilities, is there an effect on their academic success, learning, or development, particularly when compared to those non-users? Not all outcomes important to student services and programs are learning outcomes. There may be other outcomes important to effective student services, such as the delivery of services in a timely and efficient manner.

Current Means of Assessment (who, what, when, how reported, etc.)

None

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)

An on-line feedback and service quality form is under development. We will collect data on student outcomes and timeliness of services.

- When is assessment to be done?
Data will be collected continuously and reviewed monthly

- Who will do the assessment?
The QA committee will review the results

- What/who will be assessed?
All Financial Aid Staff
Telephone Inquiries Answered
Dropped/Abandoned Calls

- How will they/it be assessed?
Through quality of service questionnaire
Annual Telephone Usage Survey

- How will the results be analyzed?
Analysis of responses will be used to identify trends in reported level of service and knowledge

- How will the results be communicated and to whom?
Results will be reviewed in office staff meetings

- How will the results be used?
Once problem areas are identified corrective training will be conducted

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6) Benchmarking

How does the quality of our services, programs and facilities *compare* with like institutions?
The key is to compare ourselves to like institutions that have good assessment programs and collect good data.

Current Means of Assessment (who, what, when, how reported, etc.)

- When is assessment done?
Monthly, Quarterly and Annually

- Who does the assessment?
Professional staff of Office of Financial Aid

- What/who is assessed?
Policies and Procedures

- How are they/it assessed?
Peer communication with other institutions

- How the results are analyzed?
Informal comparison of issues and resulting services

- How the results are communicated and to whom?
Results are shared through informal verbal communications

- How the results are used?
When better procedures are identified attempts are made to incorporate them
When shortcomings in service or communication are identified alternative methods are explored

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Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)

A formal benchmark process will be implemented.

- When is assessment to be done?

We will conduct a site visit at GA Southern University

- Who will do the assessment?

Director of Financial Aid (Doug Tanner) and QA Coordinator (Kimberly Perry)

- What/who will be assessed?

Level of Service, Response times, Accuracy of Responses, and Communication Plan

- How will they/it be assessed?

Data will be collected on site and brought back for analysis

- How will the results be analyzed?

Average level of service, response time and ranking of responses quality will be established

Number, method and timing of communications will be determined

These will be used to set benchmarks

- How will the results be communicated and to whom?

Results will be provided in written format to staff

- How will the results be used?

The benchmarks will be used to determine the effectiveness of existing communication and service. Problem areas will be identified so that they can be addressed.

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7) Measuring Effectiveness

A seventh component is *assessing effectiveness - through reference to national or professional standards and/or through measuring cost effectiveness*. How do our services, programs, and facilities compare to accepted national standards (Council for the Advancement of Standards (CAS) for Student Services/Development Programs, various national and regional accrediting agencies, and professional organizations)? Are the benefits students derive from what we offer worth the cost, and how do we know that?

Current Means of Assessment (who, what, when, how reported, etc.)

State Audits and annual Quality Assurance activities are used to ensure effectiveness.

- When is assessment done?
Annually, Continuously
- Who does the assessment?
State Board of Audits, QA Committee
- What/who is assessed?
Office Policies and Procedures
Publications
Verification Process
- How are they/it assessed?
Comparison to established professional standards
Analysis of results
Statistical Analysis of sample data
- How the results are analyzed?
Issues and Findings are resolved and procedures established to prevent future repetition
Two Annual Internal Reviews are conducted to ensure professional standards are maintained
Problem areas with highest error rates by students are identified in verification data
- How the results are communicated and to whom?
Written audit reports are received
Annual reports of QA reviews and data analysis are provided to Department of Education
- How the results are used?
The results are used to identify areas of weakness. These areas are targeted to improved procedures or additional documentation requirements and checks

Proposed and/or Additional Means of Assessment (who, what, when, how reported, etc.)
None