

**STUDENT AFFAIRS ASSESSMENT PLAN  
2010-2011**

Department: \_\_\_\_\_ **Student Life** \_\_\_\_\_

**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.)

*The Office of Student Life currently use evaluations to track of the approximate number of students that attend CAB events, those who attend Student Life special events such as the Happening and Homecoming Events, and those students who participate in Volunteer Services.*

*Greek Life is currently able to track the number of students, their gender, their age, their class standing, whether or not they live on campus or off campus, and the race of each member their official rosters.*

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

*The Office of Student is fully aware of the need to gather more in-depth information on our clients so that we may better serve them. Our staff intends to work with the One Card office to utilize their portable card swipe machines periodically during each semester at programs and events so that we may gather the additional demographic information that we need. Student Life does intend to purchase their own swipe cards in the near future.*

**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.)

*The Office of Student has included a suggestion box located in the Union that is available for users of the facility.*

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

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*The Office of Student is developing an advertising campaign to notify our students of an online questionnaire that we plan to have posted on our web site beginning fall of 2011. This survey will address their wants and needs from our office and these results will be used to plan for upcoming programs and events.*

*Student Life is also forming a focus group for the fall with assistance from the Office of Strategic Research and Analysis. Through this, we hope to gain student perspective on all areas of Student Life in order to improve our services.*

**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.)**

*The reservation staff at the Student Union currently administers surveys, randomly, to patrons and event coordinators of the facility in order to gauge our services. CAB committee chairs are also responsible for completing program evaluations at the conclusion of each event to express student opinions of the event.*

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

*Greek Life, Volunteer Services, CAB (each committee), and Student Life will collect (2) two satisfaction surveys at random during each semester. Student Life is also hopes the focus group will provide detailed data on student satisfaction.*

**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.)**

*Through its programming, The Office of Student Life is constantly researching new ideas to keep up with current trends in student culture. While it is a difficult task to meet the interests of every student, CAB is in continuous contact with event vendors and performers in order to follow new and exciting programs to appeal to the student population. Greek Life hosts annual events to address current health and social issues facing today's college student as well.*

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

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*In addition to the on-line questionnaire, the Student Life/Student Union staff will randomly distribute the questionnaire to students visiting the Union twice a semester in order to get feedback for future programming and service ideas. The aforementioned focus group should also be a vital resource in understanding student cultures and campus environments.*

**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.)

*To assess the outcome of our services and how they did or did not contribute to the student's collegiate success and development we use the results from the "Senior Exit Survey" that was developed by our institutional IRB.*

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

*The Office of Student Life implemented Campus Connect two years ago as an online data base for student organizations. Once the program has been in place for four years, we will be able to collect data that will help in determining information such as student GPA and retention rates based on student involvement. We also plan to research other means of collecting data and to work more closely with Strategic Research and Analysis office.*

**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.)

*The Office of Student Life in the past, has been able to network with other institutions while attending professional conferences with ACUI. Due to travel restrictions over the last few years, these broad networking opportunities have been somewhat difficult. We were able to meet with a peer institution this year as they came for an on-site visit to tour the Student Union and through this meeting assessed our services. CAB has researched and been in contact with several other institutions' programming boards to gain insight into possible event ideas.*

*Student Life also subscribes to the ACUI monthly journal, "The Bulletin", which is full of helpful information on student unions around the country.*

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

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*Request and compare data from our peer institutions that have similar facilities and services. Also, travel to ACUI next year to continue networking.*

**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.)

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

*The appropriate national standard requirements will be reviewed, evaluated and documented for each area in the Office of Student Life beginning in the fall term of 2009 and will continue on an annual basis. It needs to be noted that every aspect of the standards will not be applicable due to the fact that we do not offer certain programs or services or we do not have the facilities to do so. The following standards will be used:*

*\*Council for the Advancement of Standards in Higher Education*

*\*The Association of College Unions International*

*\*North American Interfraternal Conference*

*\*National Panhellenic Conference*

*\*National Pan Hellenic Council*