

Meeting Minutes: Assessment Highlights Meeting August 19, 2015

Present: Angela Palmer, Nicholas Campau, Leroy Wright, Cindy Horn, Angela Roman, Matthew Jones, Kristen Salomonson, Sara Dew, Renee Vander Myde, Mark Schuelke, Angela Garrey, Mitzi Day, Elise Gramza, Eric Simone, Kevin Carmody, Cindy Vander Sloot, Charlotte Tetsworth, Deanna Goldthwait, Linda Telfer, Matt Chaney, Michael Wade, and Jeanine Ward-Roof

Guests: Bill Potter, Roberta Teahen, Scott Garrison, Spence Tower, and Brooker Muller

Absent: George Nagel and Lisa Ortiz

Leroy began by welcoming everyone to our annual Student Affairs Assessment Highlights Review meeting and thanking them for their assessment efforts and the submission of their reports. He asked how the assessment buddy process was going for everyone and the group replied positively about their assessment buddy experiences thus far. There was also positive feedback regarding the Assessment Connections Day that is facilitated mid-way through the assessment year. The group was given an agenda that outlined the schedule of presenters, as well as a copy of the report draft so that they could follow along with each presenter. Leroy reminded the attendees that this event is intended to be a fun, low-key way to support, encourage, and learn from each other relative to assessment. It was asked that each presenter reflect on each of the following items when presenting:

1. Tell us about one item from your 2014-2015 Assessment Highlights that you think is most interesting, revealing, etc.
2. What assessment targets will you focus on for this coming academic year (2015-2016)?
3. How can the Student Affairs Assessment Committee help you in your assessment endeavors?

Office of Multicultural Student Services (OMSS) – Michael Wade:

The Office of Multicultural Student Services (OMSS) has initiated a student journal that each one of their student staff members use to chronicle what they have learned after each project that they have worked on. In the journal, the students discuss how the project has helped them gain knowledge, skills, and abilities that they may have not had.

OMSS would like to have an event where the students can share their testimonials with others. Other venues in consideration for sharing student testimonials are the office newsletter and video footage. It was suggested that if social media is used as a venue to share communication, that students are first trained on how to use it, and to seek out resources such as the American Marketing Association to assist with the office's social media needs. A question was posed in regards to event participation: Has the office experienced any change in event attendance since the new housing requirements went into effect? Michael responded by saying that commuter attendance has always been low; however, if a student is in a student organization, they are more likely to attend the event(s).

Admissions (Process) – Charlotte Tetsworth:

Charlotte communicated that the university achieved the status of a Gold Level Veteran Friendly school through the Michigan Veterans Affairs Agency. To achieve such status, the university must provide 6 or more areas of excellent service to our student veteran population.

Charlotte would like to focus her efforts on Kognito training for next year, which is a training for faculty, staff, and students that help enhance their understanding of working with our veteran population. It is her desire to increase participation in Kognito training. It was suggested that Charlotte attend the academic program meetings to introduce the training and possibly have the advisors go through the training since they are often the point of contact for many of our veterans in regards to academics.

Institutional Research & Testing (IR&T) - Mitzi Day:

Mitzi highlighted the results from a Fact Book usage survey that her office had conducted. The office had a 32% response rate and found out that a lot of people were using the Fact Book and liked it. Mitzi shared that prior to distribution she will ask each department how they would like to receive their Fact Book. For instance, if one department prefers to have it in paper format, they will receive it as such, while another department might like to have their Fact Book as an electronic resource.

Mitzi encouraged the group to provide any feedback that they might have in regards to the Fact Book. One suggestion was utilize campus wide notices as a communication portal, sharing a link to a different section of the Fact Book each time.

Admissions (Events) – Eric Simone:

In assessing the Admitted Student Open Houses, Eric found that students preferred the open houses to take place on campus rather than in their own communities.

Render Experiences Consultants gave feedback on how to improve the Dawg Days events. The program has since reverted back from the conference style event to more along the lines of a daily visit experience.

Moving forward, Eric will assess the Guidebook, a mobile app used with our visit programs.

Birkam Health Center (BHC) - Renee Vander Myde:

Birkam Health Center went through a peer review process that resulted in a very holistic assessment of the center. Out of the peer review, it was recommended to have a quality management program in place. It was also recommended that the BHC develop a Health Advisory Committee.

Student Health 101, an electronic health educator, was introduced this past year. This has been a great venue to communicate to the students regarding health topics.

Personal Counseling Center (PCC) – Renee Vander Myde:

This year, the Personal Counseling Center focused their assessment efforts on alcohol and other drug (AOD) education program results. Students who were sanctioned to attend BASICS and/or Prime for Life found it beneficial; however, students who were sanctioned due to a marijuana violation believed they should be separated as these programs focus primarily on alcohol usage.

University Center- Mark Schuelke:

The assessment efforts for the University Center this year were in regards to the operational budget. Due to the facility being new, there was an intensive assessment of the student employment budget as well as rental fees. The goal was to maximize operational revenues.

Next year, Mark would like to focus his assessment efforts on the facility usage, specific room usage, and overall customer satisfaction of our new University Center.

University Recreation – Cindy Vander Sloot:

Cindy focused her assessment efforts on the skills that the University Center’s student employees and club sports participants are gaining through their employment and/or participation. The goal of Cindy’s efforts was to articulate to the students the types of skills that they are gaining through their employment. Students need to be able to articulate that they have developed these skills based on the STAR method.

Registrar’s Office – Elise Gramza:

The focus of assessment for the Registrar’s office was e-transcripts. In order to provide e-transcripts, many of our current processes were reviewed and it was realized that some of the “extra” services that we currently provide to our students would have to change, and in some cases cease all together.

Next year, Elise would like to focus her assessment efforts on professional development of the office staff.

Admissions (Recruitment) - Angela Garrey:

Angela Garrey highlighted her assessment efforts in regards to the use of Target X and Salesforce as telemarketing/communication channels to our students and parents. Within Salesforce, recruiters were able to note information regarding their interactions via phone calls with students.

Next year, Angela would like to assess the first generation communication efforts.

Budget Operations- Deanna Goldthwait

Deanna assessed the divisional carryover within the general and non-general funds of our division. Her assessment efforts has allowed for the division to come up with a five year plan of what we would like to accomplish and how to use the carryover funds.

Next year, Deanna would like to assess the knowledge of the budget by the directors of each department. She will do this by conducting a survey. It was suggested to work with Jody Gardei, Manager of the Staff Training & Development Center or Sally DePew, Director for Budgetary Planning & Analysis to assist with these efforts.

Center for Leadership, Activities and Career Services (CLACS) – Angela Roman:

Angela's assessment efforts focused on the cross-campus collaborations that her department has had this past year. Resume reviews/critiques has been overwhelming this past year and the CLACS office used cross-campus relationships to assist in this process.

Next year, Angela would like to focus her assessment efforts on three different categories:

- Assess all career services offered across campus and see if there is any opportunities to collaborate.
- Increase student engagement.
- Assess new member programming of Greek Life that will be new for Fall semester.

Office of Student Conduct- Nicholas Campau:

This year's assessment for the Office of Student Conduct was that of student demographics, including race, GPA, gender, major, and degree.

Nicholas highlighted on the process change for the failure to comply sanctions. Over the past year, the change in the conduct process for those who failed to comply with their sanctions resulted in a reduction of the number of conduct conferences by 139.

Next year, Nick would like to focus his assessment efforts on results from a post conduct conference survey, as well as with the outcomes from Haven and StepUp.

In conclusion of the meeting, Robbie Teahen, the Associate Provost for Academic Affairs, recommended that the division of Student Affairs submit a proposal to the Higher Learning Commission (HLC) which highlights our assessment efforts. She also suggested for employees of our division to seek out professional development opportunities when conducive to do so and recommended HERS, a professional development opportunity for professional women.

Leroy Wright asked that everyone submit any revisions/additions to the report to Angela Palmer by Friday, August 28, 2015.

Leroy and Kristen Salomonson closed the meeting by thanking everyone for their continued efforts in regards to assessment, and gave special thanks to our guests who attended and shared valuable feedback.

Submitted by: Angela Palmer,
Administrative Assistant to the Dean of Student Life