

July 27, 2007

## **Division of Student Affairs**

### **Assessment Highlights**

July 1, 2006 through June 30, 2007

The following are assessment highlights from departments and ongoing student services within the Division of Student Affairs for the 2006 -2007 academic year.

#### **Admissions & Records**

An assessment of the entire Admissions process revealed the following:

- On average, once an admissions officer received the completed file list, it took on average 5-6 days to take action on the file.
- The shortest time frame for a file to be completed was two days with the longest being 28 days (during the middle of October our busiest time of the year - when most Admissions Officers are on the road recruiting).
- After assessing this process, it was determined that no changes needed to be made at this time.
- An assessment of the application process was conducted by Kristen Salomonson and some changes were made that shortened the data entry time. This was in regard to our new Banner processes.
- As a result of this process review our recruiting software, EMT REACH was utilized to contact students that had filed a FAFSA but had not submitted an admissions application to Ferris. It was also used to contact students that had begun filling out the admissions application, but had never finished the process. As a result, of 250 applications not completed, 125 were completed by prospects in a 24 hour period.

#### **Birkam Health Center**

- The Client Satisfaction Survey continually assesses student satisfaction of the client-counselor relationship, usefulness of, and progress with therapy, outcomes measures, etc. This survey has been used for about ten years at the Counseling Center.

- The Needs Assessment Survey was developed by Counseling Center staff this year to identify and assess the general student body on measures of students' problems, counseling needs, and willingness to access services. It is currently in progress. About 600 students have been surveyed this year so far.
- Program evaluations are distributed by staff to students any time a presentation is made to them so they can report satisfaction levels to staff.
- The Harm Reduction Program for second offender students with substance abuse violations is also continually evaluated with each class. This six hour educational program is mandatory, but always receives very positive reviews.
- The Counseling Center coordinates a review of the handling of mental health emergencies/crises by convening a review meeting with involved departments after each emergency. There are always a minimum three departments at each meeting which help to determine what went right and wrong and how to improve our management of emergencies in the future.
- The Health Center will conduct the NCHA (National College Health Assessment ) survey with assistance from other departments next year (2006-07). This survey is part of a large national survey of college students and their health related attitudes, beliefs, and behaviors.

### **Commencement**

- Students and parents are surveyed after each Commencement ceremony. Dr. Kristen Salomonson and student helpers actively engage students and parents and encourage them to complete surveys.
- Assessment data concerning Commencement always includes frequency tables for such items as length of program, helpfulness of staff, quality of printed program, etc. Participants are always given an opportunity to provide additional written comments.
- Evaluations for each of the May 2007 Commencement ceremonies is available.

### **Communication Center**

The current phone system along with telecom was assessed.

- Current Phone System
  - Takes up to 2 days to change the after hours voice message

- Can only have one voice recorded message playing per line and if you wanted to change the message you had to be on campus
- Dependent on telecom to maintain the system
- Symposium
  - Only takes minutes to change the after hour voice message
  - Can change the message on the 800 line from anywhere
  - Track all activity on 800 lines
  - User can maintain the system
- Began to use EMT Reach to do mass calling to relieve the communication center students to aid with other processes.

### Dean of Student Life

- A survey instrument was developed with the support of Kristen Salomonson and Mike Cairns to assess non traditional student needs and experiences at Ferris. There were about 72 students surveyed between the ages of 21 and 26. Summer Carpenter is currently analyzing the data and is working to develop new initiatives.
- A counter was added to the Dean of Student Life webpage to determine how many visits the webpage receives.
- After great feedback from the campus and Community Taskforce in Fall 2006 regarding the creation of a Neighborhood Relations Newsletter for students, a second newsletter was created for Spring 2007.
- The Dean of Student Life is working to improve the Division of Student Affairs Diversity Survey with support from Mike Cairns, Matt Chaney, Matt Eickoff, Ashley Atteberry, Luzia Tartari, Troy Tissue, and Kristen Salomonson.
- The Dean of Student Life supports the assessment initiatives occurring in the Office of Student Judicial Services and with New Student Orientation.

### Financial Aid

#### Training Assessment

- To determine training needs for the Financial Aid Office, Student Service Center, and Communication Center, we have prepared an 80 question financial aid assessment tool in coordination with Institutional Research and Testing. This will be used to reinforce that our staff is knowledgeable, as well as help to identify staff

who need additional training. From the results of the assessment, training would be developed. This assessment tool has not been implemented yet, but will be in the near future. This has not been administered yet. We will make changes to it due to Banner and will administer it in the future.

Dawg Day Workshop-assessment was done on the financial needs of families during Dawg days

- It was discovered that we were not meeting the financial aid needs of families during Dawg Days. We worked in coordination with the Admissions office to develop a financial aid workshop. The 45 minute workshop allowed for more detailed information regarding the financial aid process as well as providing hands on experience for families to utilize Ferris' financial aid web page, finding the FAFSA web site, and applying for a PIN. Surveys continue to have positive remarks regarding the workshop and this initiative is continuing.
- An assessment of the verification process was conducted by Kristen Salomonson and some recommendations for changes have been implemented and some are still being assessed.

### **First Impressions**

Previous evaluations and assessment data indicated a need for several improvements.

- We placed a First Impressions table in the Swan Building (College of Technology) in January 2007 due to high traffic, but removed the table in the Granger Building since it was being under utilized.
- Maps of the Arts & Sciences Commons/Starr buildings were provided which helped students find their classes. A walking map of campus was also available at all First Impressions tables/tents.

### **Institutional Research & Testing**

- Participated in a national survey by the College Board for the CLEP® Testing Program. The study explored the performance in subsequent courses following placing out of an introductory course via a CLEP® exam. Results indicated that students who tested out of the introductory courses performed better in the next course in the sequence than students who took the introductory class. These differences were statistically significant. Ferris State University is a Top 100 CLEP® Testing Center and has been for the past five years.

- Supervised the web-based data collection for the National College Health Assessment Survey (NCHA) which is a national assessment instrument which asks students a variety of questions about their mental, physical, and sexual health. The results of the survey will be utilized by all divisions for assessment of student outcomes.
- Expanded the use of the SNAP survey software to assist the campus community in designing and distributing web-based surveys. Our total number of surveys continues to rise. This year we have conducted over 80 surveys. Surveys include:
  - Part-time Student Survey for the President's Blue Ribbon Task Force on Enrollment.
  - Academic Program Review Surveys for numerous programs for current students, alumni, faculty, and advisory boards.
  - Financial Aid Budgeting Survey for current aid recipients.
- Performed a series of focus groups assessing student and faculty satisfaction with the FSUS 100 course.
- A focus group of SNAP survey customers revealed high satisfaction with the service. Services assessed included design consultation, managing e-mail communication, and analysis of the results. Several participants noted that they would like the opportunity to have a login assigned to each survey participant for increased security and assurance that each respondent can fill in the survey once. We are currently testing an upgrade to SNAP that will allow that modification.
- Collaborated with Academic Affairs on a pilot study for a product called Course Eval®. The product is an on-line course assessment tool.

### **Office of Multicultural Student Services**

- The Office of Minority Student Affairs significantly increased the number of assessment instruments distributed and collected from the Martin Luther King Tribute. (A total of 1,400 were collected). The assessment data collected was valuable and will be used to enhance MLK 2007 activities.
- The on-line assessment instrument for the Virtual Women's Center (designed by Institutional Research and Testing served is serving as a creative approach for collecting valuable and useful information.

## **Orientation (including Welcome Week and Bulldog Values Day)**

- Many students and parents completed evaluations last summer after each Orientation session. The Orientation staff is continually making improvements based on this assessment data.
- We streamlined the Check-In sheet used in Timme by automating the Check-In process. The day before Orientation, the Check-In sheets are generated so we have the most up-to-date information. The Check-In sheets list any student registration holds, missing financial aid information, incomplete housing or health center information etc. This automated process helped the check-in process go much quicker than in previous years.
- The training of our new Student Orientation Leaders was much more inclusive and extensive than in previous years. The Student Orientation Leaders were given much more guidance on expectations as well as helping them realize the importance of the training and how it will be helpful to them in the future, especially as they become future student leaders at Ferris.
- Starting this year, we are presenting the same welcome message to all Summer Orientation students (and their friends and/or family members). We do this via a new Orientation Power Point presentation/welcome message. Now, regardless of when students come to campus, or where they are located for their Welcome Presentation, everyone hears the same message.
  - This has helped ensure that students are hearing the same information regardless of their academic program/college. This has helped increase satisfaction among students, parents and University faculty/staff.
- Also new this year – after students participate in Orientation they are sent an e-mail asking them to complete a student satisfaction survey. (This can be followed-up with a voice message.) We are actively seeking input from participants to discover if there are areas of Orientation that need improvement. The Office of Institutional Research and Testing is compiling the results.

## **Personal Counseling Center**

- The Counseling and Health Centers are working on several different forms of assessment including satisfaction surveys, needs assessment surveys, and quality related assessments.

- Several surveys yielding data have been utilized for up to 10 years. others are new this year, and still other assessment activities are planned for the future (ex. the National College Health Assessment for next year).
- Since the medical and psychological practitioners in our office are very assessment and evaluation-oriented as we utilize various diagnostic and treatment protocols and processes for our patients, we are very sensitive to the need for the practice of assessment at the programmatic level too.
- The Counseling Center is particularly interested in going to the next level of assessment to evaluate student learning outcomes outside the classroom in conjunction with our student affairs programs. It is intriguing and much more complex to work on outcome measure development and measures of student success.

### Rankin Center

- We contracted with Educational Benchmarking to provide fraternity/sorority assessment to evaluate and improve the quality of our students' Greek experience. As a result of the assessment we hired a Greek Advocate to work with helping to promote Greek Life on campus.
- Installed people counters at all the entrances in Rankin Student Center to help assess consumer traffic patterns. We have a years worth of data on the traffic patterns in the facility and will be expanding our data to include hourly information.

### Student Leadership & Activities

- We held a meeting for Non-Traditional students to determine what issues were important to them. At this meeting a survey was distributed to gauge what the FSU experience has been for these students and what services they desire.
- We learned from the survey that while the Non-Traditional students feel that their financial needs are being met, many other needs were not. Those unmet needs ranged from feelings that FSU is not accommodating Non-Traditional students in areas such as housing (unhappy with the single students moving into what was family housing), some classes are offered only in the evenings and Tot's Place is closed at night, and that our campus programs are geared towards Traditional students rather than Non-Traditional students and their families, and that they would like one-stop shopping for Non-Traditional students, in the form of either an office and/or a website committed to issues that they are facing.

- It is important to let those students know that they do matter and that we are working towards accommodating their need. In response to the meeting and survey, we are building a Non-Traditional student website that will have links to community services, housing, etc.
- As a result of the meeting and survey, a group of approximately 15 students have agreed to serve as a Non-Traditional Student Advisory Board. We will continue to stay in contact via email with this group to keep them updated on the changes we are implementing and to receive feedback regarding these changes.

### **Entertainment Unlimited Assessment: Highlights for 2006-2007 School Year**

- Implemented an on-line survey to determine which type of music the students would like to see at Ferris Fest.
- There were more than 1,000 responses to the survey. We booked our artists based on the results of the survey and this year we have a wide range of music including pop, country, rock, and hip hop (as the headliner).
- We are also using surveys at each activity we provide to determine how pleased our students are with the programming that we offer.
- The most relevant information received to date is that our response rate is much higher when the surveys are completed at the end of each program (rather than completing them on-line later that night). Students are pleased with the programs that we offer.
- We will continue to evaluate our programs so that we are able to meet the needs of our students.

### **Office of Student Conduct (Student Judicial Services)**

- SJS has instituted a web-based assessment module wherein we receive feedback from students. We receive information regarding students' knowledge, understanding and perceived fairness of the judicial process.
- SJS has solicited written and verbal feedback from Housing trainings done throughout the year.
- SJS has proposed a name change of the office to be more reflective of the mission of the disciplinary process on campus.



## University Recreation (UREC)

- In having the groups who use the Ropes Challenge Course fill out a survey it was found that they wanted more High Elements.
- We have taken the first step toward providing more high elements by expanding the parameter of the fence. By the end of this season we should have enough money to build two to four new elements.
- Added two new high elements to the Ropes Challenge Course and will add two more as funds come available
- Girlz Night Out registration ran much smoother because of the observations from the previous year.
- Changed times for IM hockey because teams wrote in their evaluations that the games went too late.
- Started promoting event through Facebook and FSUimail.