

## **Meeting Minutes: Assessment Highlights Meeting August 13, 2014**

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**Present:** Angela Palmer, Nicholas Campau, Leroy Wright, Cindy Horn, Angela Roman, Kristen Salomonson, Sara Dew, Renee Vander Myde, Mark Schuelke, Angela Garrey, Mitzi Day, Elise Gramza, Eric Simone, Erik Wessel, Cindy Vander Sloot, Melanie Mulder, Charlotte Tetsworth, Deanna Goldthwait  
**Guests:** Clifton Franklin, Bill Potter, Roberta Teahen, and Spence Tower

**Absent:** George Nagel, Matt Chaney, and Lisa Ortiz

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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 reminded everyone that the Assessment Highlights review meeting presents how our assessment efforts impact student learning and student service areas. An agenda was given so that the group knew in which order they would present their assessment highlights, as well as a copy of the report draft so that everyone could follow along with the presenter(s). He reminded those in attendance that the current report is a draft document at this point in time. 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 2013-2014 Assessment Highlights that you think is most interesting, revealing, etc.
2. What assessment targets will you focus on for this coming academic year (2014-2015)?
3. How can the Student Affairs Assessment Committee help you in your assessment endeavors?

### **Admissions & Records (Registrar) - Elise Gramza:**

The total withdrawal process was one assessment highlight shared by Elise. She communicated that the goal of her assessment efforts was to find a way to improve on the withdrawal process, and in turn, hopefully decrease the number of appeals submitted. Elise had initially thought that improvements should be made to the appeal form, but she soon realized that she was unsure of what questions to ask on the form. Due to this realization, her office

decided to review all of the 2013 appeals and find out why students were appealing. Her findings showed that many students were unaware that they were scheduled for classes, and in many cases, a faculty or staff member had scheduled classes for them. Elise also concluded that 66% of the appeals could be relieved if faculty members would enter a Last Day of Attendance (LDA) for the student in Banner. Due to her assessment findings, she is seeking ways to improve communication to faculty, as well as students, regarding the appeal process.

A recommendation was made to communicate to the faculty that LDA does not necessarily mean the last day a student attended class, but could also simply be the last known student participation (i.e. last quiz grade, etc.). It was recommended to seek out an alternate web-focus form that may be a little bit more user-friendly for faculty when entering the LDA.

#### **Financial Aid- Sara Dew:**

Continuing assessment of the financial literacy/money management initiative was conducted. Sara shared the assessment highlights from the homework assignments that were given within the FSUS 100 classes regarding student loan debt.

Melanie Mulder shared assessment highlights from the Get Real! Program that the Financial Aid office conducted in collaboration with FLITE. During the Get Real! Program, interactive booths presented real-life scenarios that were catered to our students. Many student learning outcomes were shared from the assessment of this program. This program was successful in that the students learned valuable lessons of every day expenses, debt, income to debt ratios, etc.

#### **University Recreation Center- Cindy Vander Sloot:**

Cindy highlighted the student learning outcomes that take place during Club Sports participation. In the survey that was given to club sport participants, some of the questions challenged them to think about how they could transfer the skills that they were learning by participating in club sports to their future career.

Cindy communicated that next year she would like to focus her assessment efforts on similar student learning outcomes from the senior staff members, such as building managers or member service staff. She would like to

challenge the staff to think about what they learned or gained from working at Ferris.

It was also recommended that their department assess the Intramural referee experience by focusing on conflict management and communication skills.

**Institutional Research & Testing- Mitzi Day:**

Mitzi shared that through her assessment efforts, her department now offers information electronically and through the web, to the Program Review Committee. In the past, this type of information was given to each committee member in paper packet format.

She highlighted that IR&T has been highly involved in assisting the Achievement Gap Task Force in assessing data, focusing on ways to improve student retention, specifically for students of color.

Mitzi highlighted that her department will be reviewing the Fact Book next year and would welcome any thoughts and feedback.

**Center for Leadership, Activities and Career Services- Angela Roman:**

Last year, the Center for Leadership, Activities and Career Services moved the professional trainee program within the Ferris Connect as an easier way to connect what students are learning to the Ferris outcomes. The trainees had assignments given to them in which they uploaded into Ferris Connect.

Angela communicated that her assessment efforts this year included the student learning outcomes that derive from the 5-Star events. She assessed the students' awareness of specific topics prior to the event and then after the event.

Recommendations were made to email faculty members and advisors, communicating when the 5-Star events are happening and the topic that will be presented in each. In addition, videotaping events and potentially sharing teaser videos from the speakers could be informative and a good marketing tool. A two to three minute presentation to a college meeting regarding the upcoming 5-Star events may also be beneficial in improving attendance.

**Admissions (Process) – Charlotte Tetsworth:**

Charlotte shared the introduction of the Auto-Admit feature within Banner. This feature was piloted this year and used while admitting incoming freshmen. This feature allows for quicker communication to students and leaves room for fewer errors when entering information.

It was recommended that the letter to the students should be reviewed/modified if a student is not initially admitted into a program. What is Plan B?

**University Center- Mark Schuelke:**

Mark shared that he has been working on a business plan for the new University Center, and in doing so, he has evaluated the mission statement and the values/mission that will guide the activities within the center. He has also evaluated the policies and procedures of the Center, as well as facility rental rates. In addition, he benchmarked services/operations provided by universities that are similar to Ferris.

Next year, Mark will assess the new on-line registration system. Currently, his department is testing the new on-line registration system with a group of faculty and staff across campus, and hopes to have more information to share next year. In addition, he will assess the student staffing model and the student training program that he will implement after hiring students for the new University Center.

**Personal Counseling Center- Renee Vander Myde:**

Renee's assessment efforts this year have focused on the correlation between personal counseling and academic success. The Personal Counseling Center collaborated with the College of Pharmacy and initiated a stress management team. Renee and her staff have worked hard to diminish the myths and fears regarding attending counseling sessions.

A recommendation was made for Renee, and/or her counseling staff, to attend college meetings and to talk about the services they provide to our students. It was also recommended to have an electronic folder, including information regarding crisis management, placed as an icon on all faculty desktops.

**Birkam Health Center- Renee Vander Myde:**

Renee shared that there has been an increase in attendance to the Birkam Health Center. Assessments conclude that attendance has increased due to facility improvements and overall branding.

A recommendation was made for the Health Center to communicate to our students and their parents, the type of insurances that may cover our services. It was noted that students may not utilize the center because they are fearful or unaware that their insurance will cover the costs of the services.

Renee would like to work collaboratively with the College of Health Professions to offer formal internships to students of FSU who are studying medical records management, healthcare administration, or nursing.

### **Admissions/Event Programs- Eric Simone:**

The Dawg Days program was the area of assessment this year for Eric. He shared that feedback by students and/or parents was given regarding the program. A re-occurring suggestion from the feedback was to include admittance to a sporting event during Dawg Days. Eric feels that this feedback proves that guests want to “see” the events that students engage in or interact within while not attending classes at FSU.

### **Student Conduct- Nick Campau:**

Erik shared that there are four learning outcomes that we strive for students to reflect upon when going through the conduct office:

- An ability to explain the effect of one’s behavior on community and their role in that community.
- An ability to recognize the impact of choices on their life and learning goals.
- An ability to propose alternative life choices, and evaluate options in light of their role in the community.
- An ability to demonstrate personal responsibility for actions, and become increasingly invested in social and educational experiences.

It was suggested to assess the data in different ways, possibly exploring reasons why the African American students are overrepresented, the demographic data on the level of severity of offenses, and the location demographics of submitted conduct cases.

**Admissions (Recruitment) - Angela Garrey:**

Angela Garrey highlighted her assessments regarding the implementation of Target X, a new customer relations management software. Angela shared that Target X has become a great way for her recruiters to communicate with one another, especially when on travel.

Angela communicated that in assessment efforts concluded that the utilization of College Week Live was not substantial and we will not use it again in the future.

**Budget Operations- Deanna Goldthwait**

Deanna highlighted the difference between General and Non-general Funds within the division and shared the challenges that specific departments face due to the combination of the two funds.

Leroy Wright asked that everyone get with Angela Palmer with any revisions or additions to their specific area of the report by August 29, 2014.

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