10-16-2003

Student Affairs Assessment Plan/Report for Counseling and Career Center : July 2003 - June 2004

University of South Florida St. Petersburg. Division of Student Affairs.

Katherine McKay

Follow this and additional works at: https://digital.usfsp.edu/studentaffairs_reports

Recommended Citation

https://digital.usfsp.edu/studentaffairs_reports/6

This Other is brought to you for free and open access by the Student Affairs at Digital USFSP. It has been accepted for inclusion in Divisional Reports and Assessments by an authorized administrator of Digital USFSP.
ASSESSMENT RECORD FOR DEPARTMENT/UNIT OF

Counseling & Career Center (USF St. Petersburg)

(Name of Administrative or Educational Support Department/Unit and Campus)

July 2003 – June 2004
(Assessment Period Covered)

October 16, 2003
(Date Submitted)

Submitted by: Katherine McKay
(Unit Assessment Representative)
Expanded Statement of Institutional Purpose Linkage:

Institutional Mission/Goal(s) Reference: USF St. Petersburg, as an autonomous, urban campus of the University of South Florida commits to excellence in teaching, research and service as it provides accessible educational opportunities to the diverse populations, businesses and institutions throughout Pinellas County and beyond.

Administrative or Educational Support Unit Mission Statement: The Counseling and Career Center at the University of South Florida St. Petersburg provides professional counseling services and related programs to help students succeed and make the most of the total college experience personally, intellectually, vocationally, socially and physically.

Intended Administrative Objectives:

Write at least three objectives that will be the focus of assessment activities.

1. Increasing clients’ awareness/knowledge of cardiovascular health and intensity training during fitness test.

2. Increased utilization of psychological counseling services.

3. Students will show evidence of an increase in their resume and cover letter writing skills.
ASSESSMENT PLAN/REPORT FOR
Student Affairs- Counseling and Career Center

USFSP Student Affairs – Counseling and Career Center

(Assessment Period Covered: July 2003- June 2004) (Date Submitted: 10/16/03)

Planning Instructions:

Identify at least three administrative objectives for assessment and complete the following portions of this plan. Objectives define a service, or a work process, or an outcome resulting from services. The completed plan is e-mailed to Oaplans@acad.usf.edu

Here are some examples of different types of administrative objectives.

| Outcome statements | • Students learn how to use library resources.  
|                    | • Students will be able to write a resume. |
| Process statements | • The library is efficient in book acquisitions.  
|                    | • The career center provides career development workshops for students. |
| Satisfaction statements | • Students are satisfied with library circulation services.  
|                        | • Vendors report that they are promptly paid. |

Reporting Instructions:

At the end of the assessment period, the assessment report is prepared and e-mailed to: Oareports@acad.usf.edu The report contains a summary of assessment findings identified. In addition, the report describes what changes (if any) were made as a result of a review of assessment findings. The discussion on use of results should, at the very least, indicate that faculty members reviewed the assessment findings.
Objective #1

What process, service, or outcome will be assessed?

Health and Wellness services

Increasing clients’ awareness/knowledge of cardiovascular health and intensity training during fitness test.

ASSESSMENT PLAN - The completed assessment plan is e-mailed to Oaplans@acad.usf.edu at the beginning of the assessment period.

It is recommended that two means of assessment be prepared for each objective. One means of assessment may be sufficient.

Means of Assessment #1:  Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome.

Pre and post-tests will be administered to students in order to assess knowledge of target heart rate prior to and following fitness assessment.

Criteria for Success:  Describe the criteria for success related to this means of assessment.

80% of participants will successfully report their target heart rate and know how to calculate target heart rate on post-test. Results of the pre and post-tests will also be compared and will demonstrate an improvement in scores from pre to post period.

Means of Assessment #2:  Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome.

Pre and post-test will be administered to measure clients’ knowledge of benefits of cardiovascular intensity/exercise and training.

Criteria for Success:  Describe the criteria for success related to this means of assessment.

Following fitness assessment and consultation, 80% of participants will successfully report benefits of cardiovascular intensity/exercise and training on the post-test.
Findings: What findings resulted from assessment activities?

93% of participants who received a fitness assessment passed the Post-test and successfully increased their knowledge regarding calculating their personal exercise target heart rate, how to apply this number to their workout and the benefit of cardiovascular intensity/exercise.

Use of Results: What changes, if any, were made in response to the findings? This section should indicate that staff members reviewed the assessment findings. How were results used to make improvements?

Health Educator reviewed these results and in the fall 2004, the Center will offer a cardiovascular program, “Healthy Weight through Lifestyle Change” in order to assist participants to incorporate this new knowledge into a fitness program.
Objective #2

*What process, service, or outcome will be assessed?*

**Psychological Counseling**

Increased utilization of psychological counseling services.

**ASSESSMENT PLAN** - The completed assessment plan is e-mailed to Oaplans@acad.usf.edu at the beginning of the assessment period.

It is recommended that **two means** of assessment be prepared for each objective. **One means of assessment may be sufficient.**

**Means of Assessment #1:** Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome.

Comparison of the number of clients that utilize counseling services through the CCC for FY 2003-2004 vs. FY 2002-2003.

**Criteria for Success:** Describe the criteria for success related to this means of assessment.

Increase the number of clients that use the CCC counseling services in FY 2003-2004 by 10% in comparison to the FY 2002-2003 statistics.

**Means of Assessment #2:** Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome.

Measure the number of clinical visits: including phone counseling, crisis interventions, group, individual and couple sessions, workshops and consultations, provided during the FY 2002-2003 and compare to FY 2003-2004.

**Criteria for Success:** Describe the criteria for success related to this means of assessment.

Increase the number of clinical visits for FY 2003-2004 by 10% in comparison to the FY 2002-2003 statistics.
**Findings:** What findings resulted from assessment activities?

In comparison to the 2002-2003 academic year, there was not a ten percent increase in the number of clients who utilized the Counseling and Career Center during the 2003-2004 academic year. In 2002-2003, the Center saw 231 clients compared to only 209 in the 2003-2004 academic year. However, there was an increase in the percentage of direct contact provided when comparing 2002-2003 to the 2003-2004 academic year. In 2002-2003 the Center provided 878 individual counseling hours and a total of 1147.25 direct service hours. In contrast, during the 2003-2004 academic year, the Center provided 936 individual counseling hours and 1256 total direct service hours.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of Clients</td>
<td>231</td>
<td>209</td>
<td>-22</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Direct Svc. Hrs</td>
<td>1,147.25</td>
<td>1,256</td>
<td>+108.75</td>
<td>+9.48%</td>
</tr>
<tr>
<td>Individual Hrs</td>
<td>878</td>
<td>936</td>
<td>+58</td>
<td>+6.61%</td>
</tr>
</tbody>
</table>

**Use of Results:** What changes, if any, were made in response to the findings? This section should indicate that staff members reviewed the assessment findings. How were results used to make improvements?

The decline in the number of clients may be due to several factors: the sudden move of the Center to a less traveled area on campus as well as difficulty reaching students to publicize the services offered. A recent USFSP survey revealed that the methods the Center has employed to advertise its services are not ideal for students. Therefore, the Center has taken the following steps to increase visibility: Creation of a website listing services, compiling an email listing of students to notify them of events and services and increased plans to market services through give-a-ways and contests.
Objective #3

What process, service, or outcome will be assessed?

Career Services

Students will show evidence of an increase in their resume and cover letter writing skills.

ASSESSMENT PLAN - The completed assessment plan is e-mailed to Oaplans@acad.usf.edu at the beginning of the assessment period.

It is recommended that two means of assessment be prepared for each objective. One means of assessment may be sufficient.

Means of Assessment #1: Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome. Pre assessment to evaluate students' self-report of skill level in regard to resume and/or cover letter writing prior to individual or workshop consultation on resume/cover letter writing. A post-test will be administered after consultation to measure any changes in skill level.

Criteria for Success: Describe the criteria for success related to this means of assessment. 90% of students will report a higher estimation of their skill level for resume and or cover letter writing on post-test.

Means of Assessment #2: Describe the procedures, strategies, or means that will be used to collect information on the process, service, or outcome. Students' resumes and cover letters will be rated on a pre-test by career staff. Assessment will be repeated after students receive consultation and pre and post test results will be compared.

Criteria for Success: Describe the criteria for success related to this means of assessment. 90% of students’ ratings will improve from pre to post evaluation.

ASSESSMENT REPORT - These items are completed after assessment activities, at the end of the assessment period. Completed assessment reports are e-mailed to: Oareports@acad.usf.edu

Findings: What findings resulted from assessment activities?

Use of Results: What changes, if any, were made in response to the findings? This section should indicate that staff members reviewed the assessment findings. How were results used to make improvements?