7-29-2005

Student Affairs Assessment Plan/Report for Counseling and Career Center: July 2004 - July 2005

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

Katherine McKay

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Student Affairs – Counseling & Career Center

(Submitted by: Kathrine McKay
(Unit Assessment Representative)

Assessment Period Covered: July 2004 – July 2005
Assessment Period Covered: July 29, 2005
(Date Submitted)
Expanded Statement of Institutional Purpose Linkage:

Institutional Mission/Goal(s) Reference: Enter all or part of the USF mission statement that relates to this administrative service. The mission is located here: [http://usfweb.usf.edu/president/vis_val.html](http://usfweb.usf.edu/president/vis_val.html)

Administrative or Educational Support Unit Mission Statement: Include or write the unit’s mission. Some mission statement for USF administrative offices are located here: [http://www.acad.usf.edu/ie/missionadmin.htm](http://www.acad.usf.edu/ie/missionadmin.htm)

Intended Administrative Objectives:

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

1. Participants will be satisfied with Health & Wellness services, particularly the fitness assessment program.

2. Counseling services will improve clients’ psychological well-being.

3. Utilization of psychological counseling services will increase

4. Utilization of career counseling services will increase
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.

<table>
<thead>
<tr>
<th>Outcome statements</th>
<th>Process statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students learn how to use library resources.</td>
<td>The library is efficient in book acquisitions.</td>
</tr>
<tr>
<td>Students will be able to write a resume.</td>
<td>The career center provides career development workshops for students.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Satisfaction statements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students are satisfied with library circulation services.</td>
<td></td>
</tr>
<tr>
<td>Vendors report that they are promptly paid.</td>
<td></td>
</tr>
</tbody>
</table>

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

Participants’ satisfaction with Health and Wellness services, specifically the fitness assessment program.

ASSESSMENT PLAN - The completed assessment plan is e-mailed to Oaplan@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.

A satisfaction survey will be administered to participants in order to assess their satisfaction with the fitness assessment program.

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

75% of participants will rate their satisfaction with the fitness assessment program as above average or excellent.

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

A satisfaction survey will be administered to participants in order to assess their satisfaction with the fitness assessment program.

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

Fewer than 40% of participants will rate their satisfaction with the fitness assessment program as below average or poor.

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?

Assessment #1: 100% of participants rated their satisfaction with the fitness assessment program as above average or excellent.
Assessment #2: 0% of participants rated their satisfaction with the fitness assessment program as below average or poor.

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?

Results were reviewed and no changes were made due to the positive nature of the assessment’s findings. The program will continue to be offered to the campus community.
Objective #2

What process, service, or outcome will be assessed?

Psychological Counseling

To provide counseling services that improves clients’ psychological well-being.

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.

A psychological test, the OQ –45, will be administered to clients at the beginning (time 1) and end (time 2) of treatment in order to assess symptom severity and treatment effect.

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

There will be a 10% reduction in the reported overall symptom severity score of clients from time 1 to time 2.

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

A psychological test, the OQ –45, will be administered to clients at the beginning (time 1) and end (time 2) of treatment in order to assess symptom severity and treatment effect.

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

For at least 25% of clients, there will be a statistically significant reduction in distressing symptom score when comparing time 1 to time 2.

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?

Due to a poor response rate on the OQ45 post-test, we were unable to accurately assess the difference in symptom severity and treatment effect from intake to termination.

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?

In order to improve the response rate for the OQ-45 post-test, we have put in place a system to have clients complete the post-tests at the end of the final session instead of mailing it out after the last session.
Objective #3

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 2004-2005 vs. FY 2003-2004.

**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 2004-2005 by 10% in comparison to the FY 2003-2004 statistics.

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**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 2004-2005 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 2004-2005 by 10% in comparison to the FY 2003-2004 statistics.

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**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?
**Assessment #1:** In comparison to the 2003-2004 academic year, there is a 23.4% increase in the number of clients utilizing the Counseling and Career Center. In 2003-2004, the Center saw 209 clients compared to the 258 clients that were seen during the 2004-2005 academic year.

**Assessment #2:** There was a decrease in the percentage of direct contact hours provided when comparing 2003-2004 to the 2004-2005 year. In 2003-2004 the Center provided 936 individual counseling hours and a total of 1256 direct service hours. In contrast, during the 2004-2005 academic year, the Center provided 874.9 individual counseling hours and 1200.9 total direct service hours.

<table>
<thead>
<tr>
<th></th>
<th>2003-2004</th>
<th>2004-2005</th>
<th>Delta</th>
<th>% Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td># of clients</td>
<td>209</td>
<td>258</td>
<td>&gt;49</td>
<td>&gt;23.4%</td>
</tr>
<tr>
<td>Direct Service Hrs</td>
<td>1256</td>
<td>1200.9</td>
<td>&lt;55.1</td>
<td>&lt;4.3%</td>
</tr>
<tr>
<td>Individual Hrs</td>
<td>936</td>
<td>874.9</td>
<td>&lt;61.1</td>
<td>&lt;6.5%</td>
</tr>
</tbody>
</table>

The reduction in the number of hours of individual counseling offered was analyzed for various causes and the process of data entry and calculation was revised to ensure accurate accounting of our utilization rates.
Objective #4

What process, service, or outcome will be assessed?

Career Services

Utilization of career counseling services.

ASSESSMENT PLAN - The completed assessment plan is e-mailed to Oaplan@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.

Increase in the number of clients receiving career counseling.

Criteria for Success: Describe the criteria for success related to this means of assessment. Increase in the number of clients receiving career counseling by 10% over the 2003-2004 statistics.

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

Increase in the number of career counseling sessions provided to clients.

Criteria for Success: Describe the criteria for success related to this means of assessment. There will be a 10% increase in the number of career visits, including individual, group and workshop sessions when comparing the 2003-2004 and 2004-2005 academic years.

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?

Assessment #1: There was an eighty percent increase (n=96) in the amount of career clients seen when comparing 2003-2004 to the 2004-2005 year. In 2003-2004 the Career Center served 116 individual career counseling clients. In contrast, during the 2004-2005 academic year, the Center served 212 individual career counseling clients. The increase in the amount of clients served was well above the 10% predicted.

Assessment #2: During the 2003-2004 academic year, 161.75 hours of career visits were provided in contrast to the 189 hours for career visits during the 2004-2005 academic year. This was an increase of 27 hours (well above the 10% predicted increase).
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?

Career services continue to be an important focus for additional resources in order to ensure quality services for our students.