10-16-2003

Student Affairs Assessment Plan/Report for Student Life: June 2003 - May 2004

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

Nancy Coscia

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Student Life USF St. Petersburg

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

June 2003- May 2004

(Assessment Period Covered)

10/16/03

(Date Submitted)

Submitted by: Nancy Coscia

(Unit Assessment Representative)
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)

USF St. Petersburg Goal: Create a campus life that challenges, supports, and encourages student involvement in activities and programs that will enrich and enhance students’ university experience and empower them for lifelong success.

**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)

As a compliment to the University and Student Affairs missions, the Student Life Department is committed to facilitating experiences and providing services to USF students for the enhancement and enrichment of their own development. We are dedicated to assisting students to maximize their "total" college experience. We accomplish this by working with and providing support for students as they participate in co-curricular activities, organizations, leadership opportunities, and other related endeavors.

**Intended Administrative Objectives:**

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

1. The intramural sports program will be offered by the department and utilized by students.

2. The Department will provide up to date information to students about Student Life programs.

3. The Department will provide services that meet the needs of the student organizations.

4. New transfer students will be provided with information about campus life, student services and university requirements.

5. Students will utilize boats and courses offered by the department.
Form C

ASSESSMENT PLAN/REPORT
FOR
Student Affairs-
Student Life

(Administrative or Educational Support Unit and Campus)

(Assessment Period Covered)                        (Date Submitted)
June 2003 - June 2004          7/22/04

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?*

The intramural sports program will be offered by the department and utilized by students

**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.

- The number of sports with scheduled opportunities to play and the number of students who participate will be recorded

  **Criteria for Success**: Describe the criteria for success related to this means of assessment.
  
  Scheduled opportunities for play will be offered in at least 3 sports per semester

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

- The number of students who participate in scheduled opportunities for play will be recorded

  **Criteria for Success**: Describe the criteria for success related to this means of assessment.
  
  End of year reports will show that students participated in scheduled play in at least four different sports during the 2003-2004 academic year

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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 – Sport opportunities provided in Fall 2003 and Spring 2004 were basketball, flag football, soccer, softball, and volleyball.

Assessment #2 – Average consistent participation for each sport offered is as follows: basketball = 4-6, flag football = 8-10, soccer = 3-5, softball = 12-14, and volleyball = 6-8.

**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?

Program coordinator added soccer after the request came from students.
Objective #2

What process, service, or outcome will be assessed?

The Department will provide up to date information to students about Student Life programs

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.

The Director and staff of the Department of Student Life will conduct an initial review the web pages of Waterfront, Fitness Center, and CAC and will reevaluate the web pages of Student Life, Student Organizations, Leadership, and Xtra Ed.

Criteria for Success: Describe the criteria for success related to this means of assessment.
The review will reveal that web pages in all program areas are complete and up to date.

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

The Director of Student Life will review event evaluation forms to determine which methods were used to advertise events.

Criteria for Success: Describe the criteria for success related to this means of assessment.
The review will show that at least 50% of events were advertised by four or more methods (fliers, newspaper ads, lawn signs, email, website, direct mailing, or special advertising).

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
Access to Contribute was set up for Director for update of web pages. Upon May 2004 review of web pages, information was up to date for Waterfront, Fitness Center, CAC, Student Life, Student Organizations, Leadership and Xtra Ed.

Form A
<table>
<thead>
<tr>
<th>Assessment #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>During Fall 2003, 46% (6 of 13) Harborside Activities Board events were advertised by more than 4 methods. Also, 100% of the Homecoming events and the Leadership Conference were advertised by more than 4 methods. During Spring 2004, 55% (11 of 20) Harborside Activities Board events were advertised by more than 4 methods. Also, 100% of the Homecoming events and the Leadership Conference were advertised by more than 4 methods.</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?

**Assessment #1**
However, some pages were still in need of revision to meet all University standardization requirements. Director is working with the webmaster to make appropriate changes.

**Assessment #2**
Advertising for Harborside events needs to be more consistent, some difficulties were experience due to staffing issues and time spent with the organization. Additional staff support will be provided to the group next year.
Objective #3
*What process, service, or outcome will be assessed?*

The Department will provide services that meet the needs of student organizations

**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.

Student organization officers will complete a perception survey evaluating the degree to which the Student Life staff are responsive and accessible

**Criteria for Success:** Describe the criteria for success related to this means of assessment.  
70% of student organization officers will "agree" or "strongly agree" that Student Life staff are responsive and accessible

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

Student organization officers will complete a perception survey evaluating the degree to which Student Life services meet the needs of their organization

**Criteria for Success:** Describe the criteria for success related to this means of assessment.  
70% of student organization officers will "agree" or "strongly agree" that Student Life services meet the needs of their organization.

**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
Student Organization Officer Perception Survey was distributed to all student organization officers during Fall 2003 and Spring 2004.  
For Fall 2003, there was a 12% return rate. These surveys indicated the following:
88% indicated that they “agree” or “strongly agree” that the CAC Information Desk Assistants provide quality service and assistance.
100% indicated that they “agree” or “strongly agree” that the Student Activities Office provides quality communication to student organizations.
89% indicated that they “agree” or “strongly agree” that the Student Activities staff is responsive to student organization concerns.
88% indicated that they “agree” or “strongly agree” that the Director of Student Life was accessible and helpful. For Spring 2004, there was a 11% return rate. These surveys indicated the following:
100% indicated that they “agree” or “strongly agree” that the CAC Information Desk Assistants provide quality service and assistance.
100% indicated that they “agree” or “strongly agree” that the Student Activities Office provides quality communication to student organizations.
100% indicated that they “agree” or “strongly agree” that the Student Activities staff is responsive to student organization concerns.
100% indicated that they “agree” or “strongly agree” that the Director of Student Life was accessible and helpful.

Assessment #2
Student Organization Officer Perception Survey was distributed to all student organization officers during Fall 2003 and Spring 2004.
For Fall 2003, there was a 12% return rate. These surveys indicated the following:
83% indicated that they “agree” or “strongly agree” that the CAC Copy Center provides quality service.
83% indicated that they “agree” or “strongly agree” that the facility reservation services process works well.
83% indicated that they “agree” or “strongly agree” that the CAC refreshment service is adequate.
50% indicated that they “agree” or “strongly agree” that the purchasing process meets the needs of my organization.

For Spring 2004, there was a 11% return rate. These surveys indicated the following:
100% indicated that they “agree” or “strongly agree” that the CAC Copy Center provides quality service.
80% indicated that they “agree” or “strongly agree” that the facility reservation services process works well.
83% indicated that they “agree” or “strongly agree” that the CAC refreshment service is adequate.
33% indicated that they “agree” or “strongly agree” that the purchasing process meets the needs of my organization.

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?

With such low return rates, it is difficult to determine the accuracy of the evaluation. Efforts will be made in future semesters to improve return rates.
The lowest ranked item was the purchasing process. This was a result of the changes with the implementation of a new purchasing system and the lack of a staff member who typically works directly with purchasing. Student organizations will be provided more information regarding the new system and a new staff member has been hired to work with purchasing.

Objective #4
What process, service, or outcome will be assessed?

New transfer students will be provided with information about campus life, student services and university requirements

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.

Transfer students who attend New Student Orientation will be asked if they received the Orientation Brochure by direct mail without having to request it.

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

90% of students who attend Orientation will indicate that they received the Orientation Brochure by direct mail without having to request it.

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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.

A comparison will be made between the number of new students who attend Orientation and the total number of transfer students (as determined by the Office of Academic Advising)

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

At least 80% of new transfer students will attend Orientation

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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
42% of students attending transfer orientations reported receiving a New Student Orientation Brochure by direct mail with out requesting it.

Assessment #2
In Fall 2003, 59% of new transfer students attended New Student Orientation.
In Spring 2004, 56% of new transfer students attended New Student Orientation.
(These numbers are based upon information received from the USF InfoMart and there are some concerns as to its accuracy.)

**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?

Assessment #1
In Spring 2004, a new webpage was developed for New Student Orientation so that students could get all information regarding dates, etc. and print the needed reservation form from the website. This was implemented in Summer 2004.

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**Objective #5**

What process, service, or outcome will be assessed?

Students will utilize the boats and courses offered by the department

**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.

The number of students on the skipper's list (qualified to handle sailboats) will be recorded

Criteria for Success: Describe the criteria for success related to this means of assessment.
The number of students on the skipper's list will increase by 10% over the number in the 2002-2003 school year

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

The number of students taking sailing classes will be recorded

Criteria for Success: Describe the criteria for success related to this means of assessment.
The number of students taking sailing classes will increase by 10% compared to the number who enrolled in 2002-2003

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
During the 2003-03 academic year, there were 50 students on the skipper’s list. This number increased to 56 during 2004-05. This is an increase of 12%.

Assessment #2
During the 2002-03 academic year 35 students enrolled in sailing classes. This number increased to 37 during 2003-04. This is an increase of 6%.

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?
Assessment #2
To ensure an adequate number of classes can be offered to meet student participation goals, the Waterfront Coordinator attended training and was certified as a basic sailing instructor.