SESSION THREE 2:00 - 2:55 PM

LGBTQ Who? Inclusivity in Identity Assessment | BAYOU CITY ROOM (Room 219)
Julie Neisler, University of Houston
Jamie Gonzalez, University of Houston

This session will discuss best practices for survey questions about gender, sex, and sexual orientation and the importance of how accurate and informed survey questions create and support an inclusive environment.

A Hamster, a Helix, or a Cyclone? Strategies for Communicating the Continuous Improvement Process
SPACE CITY ROOM (Room 214)
Lea Campbell, University of Houston Downtown

It can be difficult to explain that assessment is not one-and-done. This session is an overview of strategies and resources which can be used to effectively explain the continuous process of assessment and using data to im-prove.

60 x 30 TX [part two] | SKYLINE ROOM (Room 223)
Dr. *Ginger Gossman, Texas Higher Education Coordinating Board*

Building off of part one, learn more about program basics and the second two goals: marketable skills & student debt.

Academic Achievers Program (AAP) Evaluation Using Matching Procedures | HEIGHTS ROOM (Room 224)
Jorge Martinez, University of Houston

The Academic Achievers Program aims to graduate underrepresented students at UH who are found to typically outperform non-AAP students. Learn how statistical matching is used to evaluate outcomes.

SESSION FOUR 3:00 - 3:55 PM

Logic Models for Rapid Cycle Improvement
SPACE CITY (Room 214)
Dr. *Sara J. Jones, University of Houston*
Laura Costello, University of Texas at Austin

Waiting to the end of a program to assess outcomes means missing crucial moments for improvement. This session explores logic models as tools for ongoing reflection to increase the usefulness of assessment for higher education and grant projects.

Visualizing Assessment Data with Tableau
SKYLINE ROOM (Room 223)
Carmen Allen, University of Houston
Jorge Martinez, University of Houston

Visual analytic tools are valuable in supporting the assessment function within institutions. In this session, we give examples of how Tableau can be leveraged to present assessment data and discuss best practices for building efficient dashboards.

Beyond Descriptive Statistics: Informing Harm Reduction Programming
BAYOU CITY (Room 219)
Julie Neisler, University of Houston
Douglas Eck, University of Houston

This session will review the statistical analysis of a pre- and post- survey for a harm reduction alcohol intervention and the implications of the results.

UH SUMMER ASSESSMENT SYMPOSIUM

WELCOME to the fourth annual UH Summer Assessment Symposium! We are delighted that you have chosen to spend the day with us. Today's symposium includes four educational sessions, a series of structured roundtable discussions around functional areas, and a number of poster presentations.

NEW this year, we have classified all of our educational sessions into one of three skill levels: beginner, intermediate, and advanced. You may chose to stay with one skill level all day or you may not—do what works best for you! The use of classifications are to provide you with more clarity of what you might expect as you plan your day.

PLEASE let us know if there is anything we can do to improve your experience today or in the future. Do not hesitate to let a member of the Division of Student Affairs & Enrollment Services Assessment committee know. Also, look for our evaluation in your email.

UNIVERSITY of
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STUDENT AFFAIRS & ENROLLMENT SERVICES

SESSION ONE 10:00 - 10:55 AM

Assessment 101
SKYLINE ROOM (Room 223)
Joseph Secrest, University of Houston

This session will address the basics of assessment covering: defining what assessment is, what general assessment methods are, and how to see assessment as a regular practice.

Using Excel Pivot Tables and Dashboards
BAYOU CITY ROOM (Room 224)
Maggie Gouveia, University of Houston
Dr. Pam Shefman, University of Houston

Learn how to improve your assessment practices without learning new software! Learn how Campus Solutions Services harnesses these existing features to support their assessment and reporting processes.

Making Data Work for U-Creative Ways to Disseminate
HEIGHTS ROOM (Room 219)
Reuben Parrish, University of Houston
Dr. Patrick Lukingbeal, University of Houston

Learn how UH Wellness has successfully bridged the gap between data collection and information dissemination through unique collaborations and marketing efforts.

Using Student Data to Drive Enrollment Management Strategy
SPACE CITY ROOM (Room 214)
Dr. *Jenna Tucker, University of Houston*

Enrollment Services is conducting an in-depth analysis to learn more about applicants' paths through the Admissions process. We will discuss findings, analytic strategies used, and challenges in using transactional data.

SESSION TWO 11:00 - 11:55 AM

Six Sigma: A Roadmap to Improve Process & Time Management | HEIGHTS ROOM (Room 224)
Belinda Collins, University of Houston

Six Sigma Green Belt training is a methodology used to improve process and quality of service. Learn how to help design, develop, understand, control, and manage processes for top quality customer services.

Infographics 101 | BAYOU CITY ROOM (Room 219)
Caitlin Deis, University of Houston

Data visualization helps share your story in an appealing and memorable way. We will define key terms, discuss ways to share data through infographics, and provide examples.

60 x 30 TX [part one] | SPACE CITY ROOM (Room 214)
Dr. *Ginger Gossman, Texas Higher Education Coordinating Board*

THECB's overarching goal is for 60% of Texans (aged 25-34) to hold a postsecondary credential by 2030. This session will cover the basics and the first two goals: 60x30 & completion.

Applying Rubrics to Marketable Skills | SKYLINE ROOM (Room 223)
Dr. Pam Shefman, University of Houston

Are you interested in using rubrics? Do you want to learn more about competency/marketable skills programs? This session will cover the use of rubrics and direct measures for the Scarlet Seals of Excellence program.

LUNCH & POSTER PRESENTATIONS
12:00 - 12:55 PM

HOUSTON ROOM

Exploring the Value of Community Engaged Learning to Workplace Readiness - *Alan Steinberg*

Institutional Assessment in Multicultural Context: Empowering Diversity and Inclusion through Research and Collaboration - *Huanshu Yuan*

A Narrative Assessment Approach to Capture Students' Experiences and Learning Outcomes - *Huanshu Yuan*

Caring is Sharing: Potty Talks and Snapshots - *Reuben Parrish*

LGBTQ Mentor Leadership Outcomes - *Kamah (Asha) Wilson & Lorraine Schroder*

Student Centers Wayfinding Assessment - *Meli Iracheta, Andrea Trevino, & Eve Esch*

ROUNDTABLE DISCUSSIONS
1:00 - 1:55 PM

Please see tables at lunch for specific room locations:

Academic Advising & Administration | Enrollment Management & Support Services | Enrollment Services Back Office Support | Facilities | Faculty | Housing Marketing & Communications | Student Programming, Leadership, Development | Student Support Services