



5TH ANNUAL **SUMMER**
ASSESSMENT
SYMPOSIUM

Telling Your Story



UNIVERSITY of
HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

WELCOME

Dear UH SAS Attendees,

Welcome to the University of Houston and our fifth-annual Summer Assessment Symposium (UH SAS)! The Division of Student Affairs and Enrollment Services Assessment Committee has planned a day of exceptional programming for you, and I look forward to all the ideas that will be shared today.

This year's conference theme is "Telling Your Story," highlighting how assessment can be used to share successes and findings with any audience. Here at the University of Houston, we use assessment daily to establish best practices, determine areas for growth and creativity, and examine trends present within our student population.

As assessment has become an essential skill for administrators and professionals in higher education, UH remains committed to providing professional development and sharing our own story with colleagues from across the region.

I would like to extend a special thanks to our Assessment Committee Co-Chairs Eve Esch, Director of the Student Centers, and Jennifer Skopal, Director of the Children's Learning Centers. Under their leadership, the Assessment Committee has thrived. I would also like to extend my appreciation to the UH SAS Planning Subcommittee who volunteered countless hours, in addition to their everyday responsibilities, to make today's event possible.

Lastly, I would like to thank you for attending UH SAS 2019. This conference is made stronger by the diversity of attendees sharing their own successes and experiences. I know you join in my excitement for the presentations and connections we will all make today. Enjoy the conference!

Warm Regards,



Richard Walker, Ed.D.
Vice Chancellor for Student Affairs and Enrollment Services
University of Houston System



FEATURED SPEAKER



Since 2014, Dr. Patrick Lukingbeal has served as the Director of UH Wellness. He has several years of progressive experience in various higher education capacities, including wellness and wellbeing, residence life, conduct and student activities. Previous to UH, he worked at Rice University, Georgetown University, and Texas A&M University.

He received his Ph.D. in Educational Psychology and Individual Differences with an emphasis in Higher Education Administration from the College of Education, and currently serves as an adjunct instructor in the Masters of Education in Counseling program. He also received his Master of Education in Student Affairs Administration in Higher Education (SAAHE) as well as a Bachelor of Science in Environmental Studies – both from Texas A&M University.

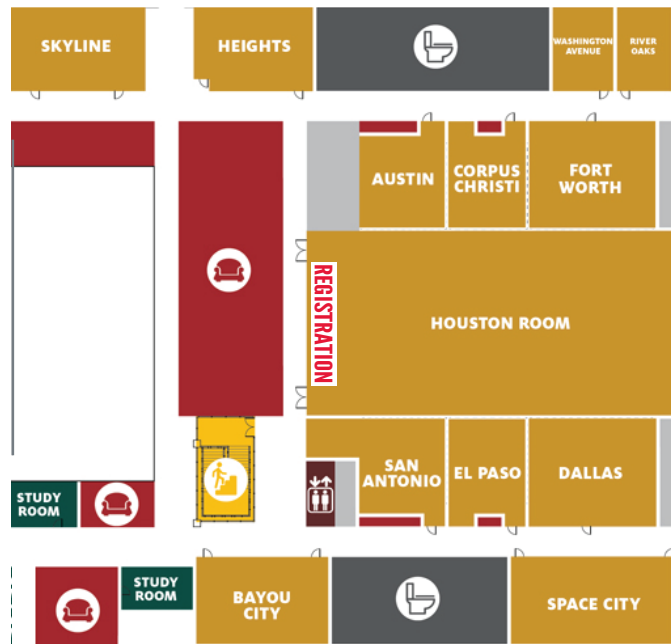
MAP & DINING

STUDENT CENTER DINING

- Chick-fil-A | 10:30am - 5:30pm
- Market | 8:00am - 9:00pm
- McDonald's | 7:00am - 9:00pm
- Mondo Subs | 10:30am - 5:00pm
- Panda Express | 11:00am - 3:00pm
- Shasta's Cones & More | 11:00am - 7:00pm
- Starbucks (basement) | 7:30am - 5:00pm



Note: Breakfast & Lunch are included with your registration, but we support snacking!



Bayou City Room - 219 | Heights Room - 224
Houston Room - 220 | Skyline Room - 223
Space City Room - 214

REGISTRATION & BREAKFAST | 9:00-9:45AM

OPENING REMARKS | 9:45-9:55AM

Houston Room

EDUCATIONAL SESSION 1 | 10:00-10:50AM

Measuring Career Confidence In STEM Majors

Caitlin Deis, University of Houston

Major and career confidence is an important aspect of a student's collegiate experience. In this session, we will discuss an interactive programming week called STEM Careers Week and how we assessed student career confidence.

Skyline Room

Roundtable: When Satisfaction Surveys Just Don't Cut It

Douglas Eck, University of Houston

Figuring out what to assess and how to do it can be a daunting process. Stuck? Need ideas? Looking to share? This interactive discussion will help practitioners identify next steps to creating intentional and purposeful assessments.

Heights Room

Storytelling: One Of The Fastest Ways To Get To The Heart Of Your Mission

Cecilia Hernandez and Jennifer Skopal, University of Houston

Learn how the UH Children's Learning Centers incorporated storytelling into developing a revised mission statement utilizing a step-by-step guide. All staff, including student employees, participated in this group exercise to define these three elements: Cause, Actions and Impact.

Bayou City Room

EDUCATIONAL SESSION 1 | 10:00-10:50AM

CONTINUED

Using Research Design Principles To Create Persuasive Evidence

Jenna Tucker, Ph.D., University of Houston

Assessment can strengthen our stories by generating data showing we have accomplished program objectives. This presentation covers basic research principles attendees can use to create assessment plans that result in persuasive data.

Space City Room

EDUCATIONAL SESSION 2 | 11:00-11:50AM

Building With Basics: Developing An Institutional Program Learning Outcomes Assessment Process

Tammy Braswell and John Matula, Alvin Community College

This session will provide participants with basic ideas and tools to build an assessment process from the ground up.

Bayou City Room

Direct Assessment Of Student Learning Outcomes

Sara Hillis Ousby, Ed.D., University of North Texas

This session will identify the benefits of using direct assessment methods. Participants will write learning outcomes and identify how they will measure and report their findings. Examples will be shared and discussed.

Space City Room

EDUCATIONAL SESSION 2 | 11:00-11:50AM *CONTINUED*

The Leader Within: A Transformative Approach

Bryce Starr, University of Houston-Clear Lake

A holistic and integrative wellness-based approach to measuring student success, developing individual learning outcomes and promoting a positive and transformational atmosphere.

Skyline Room

Roundtable: Non-Traditional Assessment Techniques In Student Affairs

Joseph Secrest, University of Houston

This roundtable discussion will emphasize the many ways student affairs departments have used non-traditional assessment techniques to tell the story of our students and allow time for participants to add to the conversation and share their best practices.

Heights Room

LUNCH & FEATURED SPEAKER | 12:00-1:00PM

Houston Room

“Why I Care”: A Storytelling Campaign

Patrick Lukingbeal, Ph.D., University of Houston

This keynote will explore the “Why I Care” campaign utilized by the UH Health & Wellness area to increase help-seeking behavior.

Highlighting almost 30 staff members from six areas (Campus Recreation, Center for Students with DisABILITIES, Cougars in Recovery, Counseling and Psychological Services, UH Student Health Center, and UH Wellness), this storytelling campaign sought to show students that staff were just like them through weekly videos and profiles.

EDUCATIONAL SESSION 3 | 1:00-1:50PM

Assessment 2.0: Advanced Assessment For Higher Education Professionals

Jason Bergeron, University of Houston

Already skilled in developing surveys? Know how to craft well-defined learning outcomes? Let's take it to the next level. This session will explore the use of more advanced assessment techniques that will aid in answering more complex questions.

Skyline Room

Best Practices For Assessment Of Community-Based Projects In Disciplines Not Traditionally Associated With Service Learning

Olin Bjork, Ph.D., Creshema Murray, Ph.D., and

Reynaldo Romero, Ph.D., University of Houston-Downtown

This session will facilitate discussion of best practices for developing and assessing community-based projects in courses in which students do not enter the course expecting to engage with community organizations in their coursework or careers.

Heights Room

Finding Our Roots: Establishing A Foundation

Sara Asberry and Allison Elsbernd, University of North Texas

Before you tell a story, the context and purpose must be clearly defined. The presenters will illustrate their experience in establishing a departmental mission, goals, and outcomes in order to create their story of assessment to share with others.

Space City Room

EDUCATIONAL SESSION 3 | 1:00-1:50PM *CONTINUED*

Using Data To Predict Student Trends

Jay Hills and Angie Irving, University of Houston

Education professionals sought to gain an understanding of student trends and how to use the data to influence student outcomes. The results include a 30% reduction in foot traffic and 87.4% student-related issues were solved with one visit.

Bayou City Room

EDUCATIONAL SESSION 4 | 2:00-2:50PM

All In! Inspiring A Departmental Assessment Culture

Megan Akogyeram, Lauren Hermann, Priyanka Raut, and Asha Sowell, University of Houston

UH University Career Services has created a culture of assessment through a dynamic internal committee. Attendees will learn how to engage their team, resulting in increased assessment activities, data-informed decisions and streamlined efficiency.

Space City Room

Assessment Practices: Evaluating Student Employee Trainings

Lauren Sposato, University of Houston

Student staff customer service training was piloted and assessed during the 2018-2019 year. From the assessments, we will make adjustments that enhance and improve the impact and effectiveness of training of our student employees in the upcoming year.

Skyline Room

EDUCATIONAL SESSION 4 | 2:00-2:50PM *CONTINUED*

Flowchart Avengers: Visualize Process Of Student Services

Belinda Collins, Ph.D., University of Houston

Learn to create flowcharts used to visualize step-by-step processes of student services like admissions, financial aid, registrar, IT safety, housing, graduation, and more. These charts can be a simple guide for students to follow to connect their success to our story of services.

Heights Room

An In-Depth Look At Collecting Qualitative Data

Patrick Lukingbeal, Ph.D., University of Houston

Assessment is more than numbers and statistical analysis! This session will explore qualitative research and discuss how it can be used in collegiate settings - be it a focus group, case study or interview.

Bayou City Room

NETWORKING HOUR & POSTER SESSION | 3:00-4:00PM

Houston Room

Join the University of Houston's Division of Student Affairs and Enrollment Services' Assessment Committee for a networking hour including **snacks and beverages!** Visit with the day's presenters, meet assessment experts from across the state, catch up with friends and colleagues, and discuss content of research posters with their creators.

THANK YOU FOR ATTENDING UH SAS 2019!