DSAES Assessment Plan for AY 2015-2016

Department/Program Name:	Student Centers
Director:	Eve Esch
Department Assessment Contact(s) (in addition to above):	James Pettijohn, Associate Director
Department Mission Statement:	In celebration of our diverse campus community, the Student Centers enrich the campus life experience by providing quality programs, services and facilities focused on student involvement, student learning and student success.
Department Vision Statement:	NA
Department FY16 Goals: (include all department goals and DSAES strategic plan mapping)	1. Manage the liaison relationship with Facilities Management and make needed quality and operational adjustments to ensure Student Centers facilities are effectively maintained with maximum efficiencies. DSAES 6
	2. Complete further reviews of Conference and Reservation Services event planning and event management daily operations utilizing compiled customer service assessment information and customer statistics and usage data to meet expanding conferencing, meeting and event needs and demands for the Student Center. DSAES 2 & 4
	3. Responsibly maintain a safe, clean, livable, efficient and effectively managed Student Center that remains focused on providing high quality customer service with planning focused for the long term. DSAES 6
	4. Utilize recommendations obtained from the implementation of the Student Centers' annual Assessment Plan to further enhance Student Centers' sponsorship and support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefitting students through student learning, student development, and increased student success. DSAES 1, 2, & 4

DSAES Assessment Plan for AY 2015-2016

Program or Services Being Assessed: Student Employment Program Training Needs Assessment				
Learning Outcome(s) and/or Assessment Activity Objective(s)	**Purpose of Assessment Activity**	**Method**	**Frequency / Timeline**	**FY16 Goal(s) Supported**
Implement revised/revamped and expanded student staff training programs focused on achieving increased student learning and development through the use of student learning outcomes as well as assessed needs identified. These needs will be assessed through the support of the new Student Center Manager assigned the primary responsibility of the departmental Student Employment Program as a result of organizational shifts implemented to more effectively meet overall departmental needs and goals.	Measure training needs and requirements for Student Centers student employment training program.	Needs assessment survey of student employees within the Student Centers.	Fall 2015	3

Summary of this activity (to be completed at the end assessment cycle for this activity)
The results show that student employees feel reasonably comfortable (>70% of Expert and Proficient Levels) in 8 of the 10 categories assessed. The two (2) outlying categories are Career Management (66% of Expert and Proficient) and Management and Supervision (45% of Expert and Supervision).

Results (i.e. data collected):
Q1. Please rate yourself on the following competencies: - Critical Thinking/Problem Solving:
27.27% Expert - Mastery of the competency
63.64% Proficient - Advanced understanding, but not complete mastery
9.09% Intermediate - Some understanding of the competency but need more training or understanding
0.00% Beginner - Little to no understanding of the competency

Action (i.e. what will change in the department or program as a result of the data collected):
Based on the results, additional training sections will be added to cover the deficient categories. Customer Service, Diversity, and Safety will continue to remain core training curriculum.

DSAES Assessment Plan for AY 2015-2016

Program or Services Being Assessed: Student Centers Effectiveness in Creating/Maintaining a Positive, Safe, & Community Oriented Environment				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY16 Goal(s) Supported
Responsibly maintain the Student Centers to be safe, enjoyable, livable, efficient and effectively managed.	Use survey data to assess level of effectiveness of Student Centers' operations as it pertains to creating a positive Student Centers environment.	EBI Assessment Tool; Assessment of Factor 1,2 and 3 of the EBI and Measurement of Student Centers institution specific question responses on Sense of Community on the EBI survey.	Summer 2016	3

Summary of this activity (to be completed at the end assessment cycle for this activity)

The EBI survey was attempted to survey 3,491 student and received response from 728 for a 20.9% response rate. This is just slightly lower than the average rate for all institutions of 21.5% for survey responses. Response broken down by class standing: Senior – 22.7%, Junior – 27.5%, Sophomore – 17.8%. Freshman/first-year – 12.2%, Grad/Professional – 19.2%, Non-degree/other - .6%.

Factor 1 - Publicizes the Union and Promotes Campus: We had a very slight increase in our score of .3% from FY15 (64.9%) to FY16 (65.2%).

Factor 2 - College Union has a Positive Environment: We held steady as 60.6%.

Factor 3 - College Union is Student Oriented: We had a slight increase in our score of .8% from FY15 (80.4%) to FY16 (81.2%).

Results (i.e. data collected):

Factor 1: In comparison to our select 6, Carnegie Class and All Institutions we were equal to or close to equal on the following questions: "Promotes a sense of community on campus", "Promotes programs of interest to students" and "Involves students in the decisions about College Union activities". We are below or slightly below our select 6, Carnegie Class and All Institutions on the following questions: "Publicizes activities sponsored by the College Union" and "Publicizes opportunities to join student Organizations".

Factor 2: We scored above 75% on 4 out of 5 question in this area. The questions include: if the Student Center a safe place, a welcoming place, a place to relax and enjoy spending time. We scored 60.5% on being a good place to study.

Factor 3: In comparison to our select 6, Carnegie Class and All Institutions we were on average equal on 4 out 5 questions. On one of these 4 questions, we were lower than All Institutions when it came to being a place to get involved in campus life. We are lower than our select 6, Carnegie Class and All Institutions when it comes to being a source of information on campus events.

Action (i.e. what will change in the department or program as a result of the data collected):

Factor 1: We will work to make student organizations more visible to all students as well as promote events on campus to help build a sense of community, through the better utilization of digital signage, as well as implementing a new marketing plan.

Factor 2: By maintaining the facility, hosting and promoting activities within the Student Center we should be able to maintain or improve our scores on 4 out 5 of the questions. The 5th question can be in conflict with the first 4 questions. If the Student Centers is a safe, welcoming and enjoyable place it can be easy to be distracted for studying. We will need to look for ways to give students better areas for studying.

Factor 3: We need to look for ways to advertise events happening outside of the Student Centers as well as working with other areas on campus to promote campus life.

DSAES Assessment Plan for AY 2015-2016

Program or Services Being Assessed Program or Services Being Assessed: Student Centers Games Room Special Event Reservations Customer Satisfaction	

Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY16 Goal(s) Supported
Program objective: Provide an effective service to all customers that results in high customer satisfaction ratings to use as baseline standard. **Provide longitudinal data for comparison.**	To measure customer satisfaction and pinpoint areas of focus for ongoing improvement in the Games Room special event facility reservation request process, event readiness, pricing, and staff training.	Campus Labs survey with random sampling solicited by emails and link on follow-up email.	FY 2016 (full year)	3

Summary of this activity (to be completed at the end assessment cycle for this activity)

47 Number of Respondents FY 2016 compared to 27 FY2015
Of the number of respondents, the groups broke down as follows: 12 Registered Student Organizations, 9 UH Campus Departments, 5 Campus Individuals, 20 Off-Campus Groups, and 1 Off-Campus Individual
Overall the survey showed a high satisfaction rate (95.74% for customer service at the event and 95.75% satisfaction in the overall reservation process from start to finish). The rate of improvement shows an improvement of 6.85% and 6.86% respectively.
As in the past year/assessment FY 2015, there were no "Very Dissatisfied" responses in FY 2016.

Results (i.e. data collected):

Q7) How satisfied were you with the Pricing: 63.83% Very Satisfied; 36.17% Moderately Satisfied
Q8) How satisfied were you with the readiness when you arrived: 80.85% Very Satisfied; 14.89% Moderately Satisfied; 4.26 % Moderately Dissatisfied
Q9) How satisfied were you with the service received during the event: 78.72% Very Satisfied; 17.02% Moderately Satisfied; 2.13% Neither Satisfied nor Dissatisfied; 2.13% Moderately Dissatisfied
Q10) How satisfied were you with overall reservation process: 76.60% Very Satisfied; 19.15% Moderately Satisfied; 4.25% Neither Satisfied nor Dissatisfied.

Action (i.e. what will change in the department or program as a result of the data collected):

On line payment was put into place in January with much success. We have pre-posted home football games on the reservations calendar for the coming year to avoid confusion and parking issues. However, most home football game times are not decided until the week before to accommodate TV. We will need to watch this closely.   Reservation form has been revised to address the lane selection/assignment and request for portable tables.   We will be reviewing the results of this assessment including comments with all staff at our annual Games Room training in August to see how we can improve in the areas of customer satisfaction. Work has begun on a reservation package (on-line) for the Student Centers Games Room to include map, parking areas, facility pictures, etc. for those having an interested in a reservation but not familiar with the Student Center Games Room.

DSAES Assessment Plan for AY 2015-2016

Program or Services Being Assessed: Student Centers Conference and Reservation Services Customer Satisfaction				
Learning Outcome(s) and/or Assessment Activity Objective(s)	**Purpose of Assessment Activity**	**Method**	**Frequency / Timeline**	**FY16 Goal(s) Supported**
Program objective: Provide an effective service to all customers that results in high customer satisfaction ratings as compared to previous years. **Provide longitudinal data for comparison.**	To measure customer satisfaction and pinpoint areas of focus for ongoing improvement in the Conference and Reservation Services reservation request process, pricing, Event Services unit event readiness, and Event Services staff training.	Campus Labs survey with random sampling solicited by emails and link on follow-up email.	FY 2016 (full year)	2

Summary of this activity (to be completed at the end assessment cycle for this activity)

The survey showed an overall higher satisfaction rate. The areas with the greatest approval being in Audio/Visual Services and room arrangements. Results from the survey show some improvement in all areas. Audio/Visual Services had a 12% improvement in satisfaction over last years survey. There was an average increase of 6% for room arrangement, condition of space, planning process, CARS office staff, AV services and overall experience.

Results (i.e. data collected):

Satisfaction with room arrangement; Very Satisfied 74.2%, Satisfied 18.4%, Neut. 3.7%, Dissatisfied. 2.7%, Very Dissatisfied 1.0%.
Satisfaction with Audio/Visual Services; Very Satisfied 54.4%, Satisfied 20.5%, Neut. 21.1% Dissatisfied. 1.7%, Very Dissatisfied 2.4%
Overall satisfaction rating; Excellent. 66.7%, Good 25.8%, Average 5.0%, Below Average 1.3%, Poor 1.0%

Action (i.e. what will change in the department or program as a result of the data collected):

Developing online video to demonstrate how to use the online reservation system. Worked to communicate room setup arrangement to customers by given a direct link to examples when using the online reservation system. Provide more information to customers about Audio/Visual services on requesting procedures and simplified the large event information request form to make it easier to understand. Have continued customer service training and staff coaching to improve the customer experience when working with staff. Added one additional fulltime staff member to improve response time for request and in office services.

DSAES Assessment Plan for AY 2015-2016

Program or Services Being Assessed: Student Centers Program Effectiveness (EBI) Factors 5 & 12				
Learning Outcome(s) and/or Assessment Activity Objective(s)	**Purpose of Assessment Activity**	**Method**	**Frequency / Timeline**	**FY16 Goal(s) Supported**
Program objective: Provide effective service to customers that results in high customer satisfaction. Contribute to the enhancement of the campus life experience. **Provide longitudinal data for comparison.**	Use survey data to assess Student Centers programs effectiveness. Also review impact in comparison with select (6) peer institutions on identified/selected survey factors	EBI Assessment Tool; Assessment of Factor 5 of the EBI: Measures the level/degree that the Student Centers facilities, services and programs Enhances Life and Leadership Experiences. Assessment of Factor 12 of the EBI: Measures the level/degree that the Student Centers facilities' achieve Overall Program Effectiveness.	Summer 2016	3

Summary of this activity (to be completed at the end assessment cycle for this activity)

The EBI survey was attempted to survey 3,491 student and received response from 728 for a 20.9% response rate. This is just slightly lower than the average rate for all institutions of 21.5% for survey responses. Response broken down by class standing: Senior – 22.7%, Junior – 27.5%, Sophomore – 17.8%. Freshman/first-year – 12.2%, Grad/Professional – 19.2%, Non-degree/other - .6%.

Factor 5 - College Union Enhances Life and Leadership: We had a .7% drop from FY15 (52.2%) and FY16 (51.5%)

Factor 12 - Overall Program Effectiveness: We increase our score by 2.2% from FY15 (57.7%) to FY16 (59.9%).

Results (i.e. data collected):

Factor 5 - College Union Enhances Life and Leadership:

The question under Factor 5 where we scored lower by more than 1% are; "Enhance your ability to interact socially" (62.2% to 60.5%), "Enhance your appreciation of the value of volunteerism" (54.7% to 51.7%), "Provide leadership training" (46.5% to 43.8%).

Factor 12 - Overall Program Effectiveness:

The question under Factor 12 where we scored higher by more than 1% are; "Overall, how satisfied are you with the College Union?" (71.3% to 73.8%), "To what degree would you recommend the services and activities provided by the College Union to a close friend?" (61.2% to 64.0%), "How well does the College Union fulfill its mission as the center of college community life?" ((58.8% to 61.0%).

Action (i.e. what will change in the department or program as a result of the data collected):
Factor 5 - College Union Enhances Life and Leadership: We face difficulty in raising our score in this area. We do not have an abundance of leadership opportunities compared to College Unions where leadership and volunteerism targeted programs are managed directly by the union/Student Center. We will partner with the Center for Student Involvement and seek out opportunities help advertise volunteer opportunities and host volunteer events. We will also look for ways to improve the students' ability to interact socially through programs, events and an inviting environment. **Factor 12** - Overall Program Effectiveness: We will continue to work to improve our program effectiveness by maintaining the appearance of our facility to be inviting, comfortable and fun. We will continue to work with our contracted partners to maintain a high standard of services. We will also work on educating students on the mission of the college union/ Student Center to help in building a community.