

## DSAES Assessment Plan for 2016-2017

<b>Department/Program Name:</b>	Student Centers
<b>Director:</b>	Eve Esch
<b>Department/Program Assessment Contact(s) (in addition to above):</b>	James Pettijohn, Associate Director
<b>Department Mission Statement:</b>	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.
<b>Department Vision Statement:</b>	Be a leading student center embracing the needs of the future through innovation, inclusivity, and sustainability.
<b>Department FY17 Goals: (include all department goals and DSAES strategic plan mapping)</b>	1. Provide clean, safe, efficient, sustainable, effectively managed, comfortable, and well-maintained facilities, while fostering a climate that is welcoming to all students and members of the UH community. DSAES 2B
	2. Preserve the facilities for current and future generations of college students by practicing continuous high standards of maintenance, refurbishment and renovation. DSAES 2B
	3. Provide a variety of services, conveniences and amenities which are responsive to the diverse and constantly changing needs of daily campus life and contribute to the student experience and success. DSAES 1D
	4. Provide programs and activities which enhance personal development, complement the academic experience and promote a cultivation of the arts. DSAES 1D & 2B
	5. Provide oppportunities for student leadership development through volunteerism, boards, committees, student organizations and student employment. DSAES 1D & 2B
	6. Provide an environment that is conducive to innovation, learning, empowerment and creative thought. DSAES 4C
	7. Attract, retain, support and develop excellent staff that is committed to Tier one customer service to the diverse UH community and to the vision and goals of the Student Centers organization, the Division of Student Affairs and Enrollment Services and the University of Houston. DSAES 2A
	8. Serve as a unifying force - a point of identification - in the life of the University through sustained and enhanced parternship with relevant departments. DSAES 6B

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Program or Services Being Assessed (Assessment Activity #1): Student Centers Student Employment Training Program Pre/Post Assessment based on 3 Learning Outcomes: Professionalism, Leadership, and Customer Service				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY17 Goal(s) Supported
Determine if the staff training is effective in developing leadership, professionalism, and customer service skills among student staff.	Implement and expand student staff training programs focused on achieving increased student learning and development through the use of student learning outcomes based on pre and post-assessment each semester.	Pre and post time period survey	Annually, at the beginning of the Fall and end of the Spring semester	4 & 5
<b>Summary of this activity (to be completed at the end of this activity)</b>		<b>DEADLINE TO SUBMIT THIS SUMMARY:</b>	<b>May 2017</b>	
<b>Results (i.e. data collected):</b>				
<p>Q5) I am comfortable delegating tasks when necessary: <b>Pre-Test:</b> 46.7% Almost Always, 23.3% Often, 30% Some of the time  <b>Post-Test:</b> 53.85% Almost Always, 30.77% Often, 7.69% Some of the time</p> <p>Q7) I am comfortable with handling challenging/difficult situations: <b>Pre-Test:</b> 36.7% Almost Always, 36.7% Often, 23.3% Some of the time, 3.3% Seldom  <b>Post-Test:</b> 30.77% Almost Always, 53.85% Often, 15.38% Some of the time</p> <p>Q17) I manage my time effectively: <b>Pre-Test:</b> 26.7% Almost Always, 46.7% Often, 23.3% Some of the time, 3.3% Seldom  <b>Post-Test:</b> 30.77% Almost Always, 53.85% Often, 15.38% Some of the time</p> <p>Q22) I can balance my home, school, and work life: <b>Pre-Test:</b> 33.3% Almost Always, 40% Often, 20% Some of the time, 6.7% Seldom  <b>Post-Test:</b> 38.46% Almost Always, 46.15% Often, 15.38% Some of the time</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p>Training program will provide additional development opportunities regarding supervision, challenging customer service, time management, and school/work/life balance. These will occur between September and April.</p> <p>Summary:  The results show that the training provided yielded predominantly positive results. In the four (4) questions targeted, the data shows improved results in Q5, Q7, and Q22 while Q17 results were approximately the same as the pre-test data.</p>				

## DSAES Assessment Plan for 2016-2017

Program or Services Being Assessed (Assessment Activity #2): Student Centers Effectiveness in Creating/Maintaining a Positive, Safe and Community Oriented Environment				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY17 Goal(s) Supported
Determine what action steps the Student Center needs to take to make the Student Center a safe, enjoyable, livable and relaxed place to study	Use Skyfactor survey data to assess level of effectiveness of Student Centers' operations as it pertains to creating a positive Student Centers environment. Provide information to auxiliaries and include in marketing plan to let respondents know we care and respond to what they say.	EBI Assessment Tool; Assessment of Factor 2 of the Skyfactor results and measurement of Student Centers institution specific question responses on Sense of Community on the Skyfactor survey.	Summer 2017	1 & 2
<b>Summary of this activity (to be completed at the end of this activity)</b>		<b>DEADLINE TO SUBMIT THIS SUMMARY:</b>	<b>September 2017</b>	
<p>The Skyfactor survey was sent to 4,998 students and responses were received from 1,040 for a 20.8% response rate. This is just slightly lower than the average response rate for all institutions: 21.4%. Response broken down by class standing: Senior – 22.6%, Junior – 17.35%, Sophomore – 16.2%. Freshman/first-year – 12%, Grad/Professional – 29.1%, Non-degree/other - 2.7%.</p> <p>Factor 2 - College Union has a Positive Environment: We had a .7% rise from FY16 (76.0%) and FY17 (76.7%)</p>				
<b>Results (i.e. data collected):</b>				
<p>Is a safe place FY16 (84.2%) and FY17 (83.5%)            Is a place where I feel welcome FY16 (82.2%) and FY17 (81.8%)            Is an enjoyable place to spend time FY16 (81.7%) and FY17 (80.2%)            Is a place to relax FY16 (76.8%) and FY17 (76.7%)            Is a place to study FY16 (60.5%) and FY17 (61.5%)</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p>Factor 2 - College Union has a Positive Environment:            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.</p>				

## DSAES Assessment Plan for 2016-2017

Program or Services Being Assessed (Assessment Activity #3): 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	FY17 Goal(s) Supported
Conduct a survey of customer satisfaction with event facility reservation request process, event readiness, pricing and staff training, and identify common themes that need addressed.	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.	Conduct an effective survey to customers of the Student Centers Games Room through Campus Labs survey with sampling solicited by emails and link on follow-up email. Compare data to previous years as applicable.	Monthly review and discussions with final report due FY 2017 (full year)	3
<b>Summary of this activity (to be completed at the end of this activity)</b>		<b>DEADLINE TO SUBMIT THIS SUMMARY:</b>	<b>September 2017</b>	
<b>Results (i.e. data collected):</b>				
<p>Total of (36) Respondents to date from September 1, 2016 to August 31, 2017.</p> <p>Overall satisfaction with the reservation measured for this time period were: 83.33% Very Satisfied, 11.00% Moderately Satisfied and 5.56% Moderately Dissatisfied</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p>Feedback is reviewed routinely for customer service improvements. We reviewed 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. In addition, a summary of this year's assessment as well as the previous two years were emailed to all staff along with a complete assessment report for FY2017 for their review. Based on survey feedback we are developing an online reservation package 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 and/or the University of Houston Campus.</p>				

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Program or Services Being Assessed (Assessment Activity #4): Student Centers Conference and Reservation Services Customer Satisfaction				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY17 Goal(s) Supported
Conduct a customer satisfaction survey with pre-event communication, event management and post-event feedback.	Use Campus Labs data to understand current level of knowledge of Sustainability and pinpoint areas of focus for ongoing improvement for Sustainability practices, as well as determine effectiveness of marketing and educational campaigns	Conduct an effective survey to customers of the Student Centers CARS Office through Campus Labs survey with sampling solicited by emails and link on follow-up email. compare data to previous years as applicable.	Monthly review and discussions with final report due FY 2017 (full year)	3
<b>Summary of this activity (to be completed at the end of this activity)</b>		<b>DEADLINE TO SUBMIT THIS SUMMARY:</b>	<b>September 2017</b>	
The survey showed an overall lower satisfaction rate. The area with the greatest loss was Audio/Visual Services. Results from the survey show slightly decreased score in all areas. Audio Visual Services had a 11.4% reduction in satisfaction over last year's survey. There was an average decrease of 4.2% for room arrangement, condition of space, planning process, CARS office staff, AV services and overall experience.				
<b>Results (i.e. data collected):</b>				
Satisfaction with room arrangement; Very satisfied 72.8%, Satisfied 17.5%, Neut. 3.6%, Dissatisfied. 3.2%, Very Dissatisfied 1.9%, NA 1.0%. Satisfaction with Audio/Visual Services; Very Satisfied 49.2%, Satisfied 14.2%, Neut. 10.7%, Dissatisfied 4.5%, Very Dissatisfied 2.9%, NA 18.5% Overall Satisfaction rating; Excellent 65.1%, Good 25.2%, Average 5.8%, Below Average 2.9%, Poor 1.0%				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
We started a secret shopper program that will conclude in November 2017. We have already received feedback from the program and will host customer service training in September & October.				

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Program or Services Being Assessed (Assessment Activity #5): Student Centers Guest Sustainability Awareness Survey				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY17 Goal(s) Supported
Establish a baseline of Sustainability knowledge for all users of the Student Center (staff, students and guests) and after implementing program and marketing plans, reassess growth in this area.	Establish a baseline of Sustainability knowledge for all users of the Student Center (staff, students and guests) and after implementing program and marketing plans, reassess growth in this area.	Campus Labs survey conducted by CRM'S and Grad Student	Beginning and end of FY17	1, 2 & 3
<b>Summary of this activity (to be completed at the end of this activity)</b>		<b>DEADLINE TO SUBMIT THIS SUMMARY:</b>	<b>September 2017</b>	
<b>Results (i.e. data collected):</b>				
<p>PRE-ASSESSMENT: 75 respondents survey (34 students, 41 staff).            Positives: All but 3 (4%) have altered their behavior at least sometimes to become more sustainable.            Needs improvement student specific: 19 (55.88%) have Never complete an evaluation of the sustainability of some activity            Needs improvement staff specific: 14 (34.15%) have Never understand local economies and/or ecosystems            Needs improvement both: 29 (38.67%) have Never and 30 (40%) have Sometimes participated in a campus or community sustainability project.</p> <p>POST-ASSESSMENT: 70 respondents            Positives: 100% at least Sometimes take responsibility for the health of their community and learn about sustainability.            Needs improvement student specific: 20 (51.88%) have Never completed an evaluation on sustainability of some activity.            Needs improvement staff specific: Positive improvement: 1 (4.76%) have Never understood local economies and/or ecosystems            Needs improvement both: Positive Improvements: 20 (34.48%) have Never and 20 (34.48%) have Sometimes participated in a campus or community sustainability project.</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p>Increase education and/or change Sustainability program based on responses.            Students: Created a "Life-Hacks" contest to increase sustainability participation and evaluate sustainable practices.            Staff: Created a "Lunch and Learn" information session to inform about the impact of sustainability on the local community/ecosystem.            Both: Participated in campus wide sustainability events to raise awareness for students and participation by staff.</p>				