

## DSAES Assessment Plan for 2017-2018

Department/Program Name:	Student Centers
Director:	Eve Esch
Department/Program Assessment Contact(s) (in addition to above):	Lauren Sposato, Assistant 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.
	Date last revised: Jul-16
Department Vision Statement:	Be a leading Student Center embracing the needs of the future through innovation, inclusivity, and sustainability.
	Date last revised: Jan-17
<p>All Department FY18 Goals: include numbered department goals and their alignment to DSAES Values (empowerment, transparency, accountability, diversity, innovation, and/or collaboration)</p> <p>Note: If more detailed goals are in another resource indicate with a link or notation : <a href="http://www.uh.edu/studentcenters/about/reports/fy18/sfac-questionnaire.pdf">http://www.uh.edu/studentcenters/about/reports/fy18/sfac-questionnaire.pdf</a></p>	1. Responsibly maintain a safe, clean, sustainable, efficient and efficiently managed Student Centers that remains focused on providing high quality customer service with planning focused for the long term. ACCOUNTABILITY
	2. Complete further reviews of Student Centers 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 of the UH community. ACCOUNTABILITY & TRANSPARENCY
	3. Develop a short-term and long-term plan for the Student Center Satellite; reviewing return on investment for renovation required; and perceived value added for the needs from the UH community/student perspective. INNOVATION & ACCOUNTABILITY
	4. Create long-term programs to ensure the on-going renewal and maintenance of the Student Centers' facilities and manage the relationship with Facilities Management to ensure facilities are effectively maintained on day-to-day basis with maximum efficiencies. TRANSPARENCY, COLLABORATION & ACCOUNTABILITY
	5. Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers and DSAES Special Programs areas (i.e. Cat's Back, UH Weeks of Welcome, Student Centers' Events, Cougar Trading Card Program). COLLABORATION
	6. 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 student success. ACCOUNTABILITY & INNOVATION

## DSAES Assessment Plan for 2017-2018

Program or Services Being Assessed (Assessment Activity #1): 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	FY18 Goal(s) Supported
Learning objective: Identify common themes of customer satisfaction during Games Room reservation request processes.	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 a survey to customers of the Student Centers Games Room through Campus Labs 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 2018 (full year)	2
Summary of this activity (to be completed at the end of this activity)		DEADLINE TO SUBMIT THIS SUMMARY:	<b>September 2018</b>	
Results (i.e. data collected):		THEME OF THIS ACTIVITY:	Customer Service	
		THEME (IF OTHER):	Process Effectiveness	
Total of 38 respondents for FY 18. Overall satisfaction with a reservation measured for this time period were: 84.21% Very Satisfied, 10.53% Moderately Satisfied and 5.56% Neither Satisfied or Dissatisfied.				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
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 to see how we can improve our customer satisfaction. Additionally, a summary of this year's assessment as well as the previous two years' assessment will be emailed to all staff along with a complete assessment for FY 2018. Based on survey feedback, we are developing a reservation check list/list of reservations for weekend personnel for easy referral. We are also developing an online reservation package for the Student Centers Games Room to include map, parking areas, facility pictures, etc., for those interested in a reservation who are not familiar with the Student Center and/or the University of Houston.				

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Program or Services Being Assessed (Assessment Activity #2): Student Centers Conference and Reservation Services Customer Satisfaction				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY18 Goal(s) Supported
Learning objective: Identify common themes of customer satisfaction throughout Event reservation/CARS process by client type.	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.	Conduct survey to customers of the Student Centers CARS Office through Campus Labs survey solicited by post-event emails and compare data to previous years as applicable.	Monthly review and discussions with final report due FY 2018 (full year)	2
Summary of this activity (to be completed at the end of this activity)		DEADLINE TO SUBMIT THIS SUMMARY:	Sep-18	
		THEME OF THIS ACTIVITY:	Customer Service	
Results (i.e. data collected):		THEME (IF OTHER):	Process Effectiveness	
Total of 402 respondents for FY 18. Overall satisfaction with experiences with the Student Centers Conference & Reservation Services for this period were: 68.58% Excellent, 24.17% Good, 5.44% Average and 1.81% Below Average or Poor.				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
Student Centers employees will be going through customer service training throughout the FY 19 to improve interactions with other students and guests to the facility. There will be more intentional tracking done of frequent common complaints, and adjustments will be made to have a positive impact. Continued improvements to online resources and booking process will be implemented to ensure interactions with the office are as informative and effective as possible.				

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Program or Services Being Assessed (Assessment Activity #3): Wayfinding Effectiveness				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY18 Goal(s) Supported
Learning objective: Understand the ease of use, clarity of information and helpfulness of current & new wayfinding processes	Conduct an assessment on the ease of use, clarity of information and helpfulness of wayfinding information before new wayfinding is installed, and then re-test once complete to determine effectiveness	Conduct informal interviews and survey users of the Student Center using iPADS for in-person sampling.	Two - Pre and post installation of wayfinding signage	6
Summary of this activity (to be completed at the end of this activity)		DEADLINE TO SUBMIT THIS SUMMARY:	Jun-18	
		THEME OF THIS ACTIVITY:	Process Effectiveness	
Results (i.e. data collected):		THEME (IF OTHER):		
<p>Assessment was conducted via informal interviews utilizing iPads for in-person sampling. Pre-signage installation had 39 respondents and indicated low satisfaction with the facility signage in navigating their way through the facility. Post-signage installation had 67 respondents and indicated that more than 50% of respondents easily found what they were looking for using building maps and/or had a positive experience using the signage in the facility.</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p style="text-align: center;">Users of the facility are better able to navigate through the facility after the new wayfinding installations. We continue to identify new locations to support facility users' needs for signage and maps, such as our passenger elevators as well as some of our highly trafficked stairwells. Work is still underway to install the digital wayfinding screens on the first floor of the Student Center South.</p>				

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Program or Services Being Assessed (Assessment Activity #4): Event Services - Event Showcase				
Learning Outcome(s) and/or Assessment Activity Objective(s)	Purpose of Assessment Activity	Method	Frequency / Timeline	FY18 Goal(s) Supported
Determine the effectiveness of workshop information as it relates to customer understanding on event planning content provided	Assess attendees learning experience regarding the event planning process and Student Centers resources discussed during the event showcase workshop. As a newly established series, the assessment will provide critical feedback regarding attendee experiences and workshop expectations, which allows Student Centers staff to reformat and improve the event workshop for future attendees. Survey will provide feedback on both positive and negative aspects of the workshop.	Compile results from post-workshop survey emailed through Campus Labs to all workshop attendees	After each workshop held throughout the year- on average 4-5 times/year	6
Summary of this activity (to be completed at the end of this activity)		DEADLINE TO SUBMIT THIS SUMMARY:	Aug-18	
Results (i.e. data collected):		THEME OF THIS ACTIVITY:	Program Effectiveness	
		THEME (IF OTHER):		
Total of 4 participants in 2018 Event Showcase - verbal feedback was provided by attendees about their experience regarding the Event Showcase, and what they have learned.				
Action (i.e. what will change in the department or program as a result of the data collected):				
The Event Showcase in-person series has not proven to be effective in reaching the number of facility and event users. We have tried different days of the week, time of day and different months to host the workshop, but we are still receiving low numbers and poor involvement from attendees. As such, we have determined to move our event showcase into a digital format that will provide greater accessibility to event holders to learn more about the services that we can provide, and how to navigate the event planning process with our department and facility. We will be creating these materials during FY 19 for implementation.				

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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	FY18 Goal(s) Supported
Increase level of Sustainability knowledge for all users of the Student Center (staff, students and guests) after implementing program and marketing plans	Assess level of Sustainability knowledge for all users of the Student Center (staff, students and guests) after implementing program and marketing plans	End of year survey emailed through Campus Labs to all participants/attendees	May-18	1
Summary of this activity (to be completed at the end of this activity)		DEADLINE TO SUBMIT THIS SUMMARY:	Aug-18	
Results (i.e. data collected):		THEME OF THIS ACTIVITY:	Program Effectiveness	
		THEME (IF OTHER):		
<p>Total of 29 respondents to the survey- 59% of respondents attended at least 2 or more Lunch and Learns hosted by the Sustainability Committee. 56% of respondents indicated that within the last 6 months, the institution has contributed to their knowledge, skills and personal development in understanding the consequences of their environmental choices. 19 respondents (66%) indicated that the Lunch &amp; Learn series helped them understand how to be more sustainable.</p>				
<b>Action (i.e. what will change in the department or program as a result of the data collected):</b>				
<p>The Student Centers is committed to investigating new sustainable topics and initiatives within the facility and to engage facility users. As part of the survey, respondents had the ability to submit sustainable topics and initiatives which they were interested in learning more about. Multiple respondents indicated wanting more information/topics on composting and recycling, both on campus and throughout the city. The Student Centers Sustainability Committee will take these suggestions into consideration for future program and lunches.</p>				