UNIT REPORT
Women and Gender Resource Center - FY19 Assessment Plan
Generated: 9/19/18, 3:59 PM

Women and Gender Resource Center

WGRC Mission
Description:
The Mission of the Women and Gender Resource Center (WGRC) is to foster gender equity, gender justice, and student success at the University of Houston through advocacy, education, empowerment, and support services

WGRC Vision
Description:
The Women and Gender Resource Center seeks to advance the campus into an environment where gender diversity is recognized and celebrated, contributing to equity, inclusion and student success

FY18-1 Goal One: SMSS Outreach
Description:
Create a comprehensive outreach campaign to increase awareness and utilization of the WGRCs confidential sexual misconduct support services (SMSS) program. (Empowerment)
Goal Status: Accomplished
Status Narrative:
A comprehensive plan was created in August 2017, and implemented beginning in September 2017. The plan included:
- Resource Tabling Schedule (including participation in resource fairs)
- Social media campaigns
  - October 2017- Domestic Violence Awareness Month
  - October-November 2017- Code Red Assist Training Marketing
  - January 2018- Human Trafficking Awareness
- Fall SMSS Workshop Schedule
- Spring SMSS Workshop Schedule
- Sexual Assault Awareness Month Calendar- April 2018
- Formal SMSS and Code Red Emails- sent to all UH Staff & Faculty- through the DSAES Communication Manager and UH Communications

FY18 - 1 Activity One: Code Red Assist Training (CRAT)

FY18-2 Goal Two: Technology
Description:
Use technology to maximize efficiency and streamlining of assessment activities. Technology tools include Surface pros/tablets, electronic surveys (baseline), and participation tracking forms (Get Involved). (Innovation)
Goal Status: Accomplished
Status Narrative:
Technology tools utilized:
- Baseline
  - Lactation Room Survey (created)
  - Take Back the Night Survey (implemented)
  - Code Red Assist Training Pre/Post/Evaluation (implemented)
- Excel
  - Program Tracking Form (Implemented)
    - Pivot Tables/Graphs to assess trends
  - Tabling Tracking Form (Implemented)
    - Pivot Tables/Graphs to assess trends
- Surface Pros/I-pads
  - Implementation of Surveys
Take Back the Night  
Code Red Assist Pre-Training Survey

**FY18 - 3 Activity Three: Student Employee Resume Assessment**

**FY18-3 Goal Three: Signature Program**

**Description:**  
Create a new WGRC signature program (or program series) related to gender identity/gender equity that contributes to awareness, education, respect and inclusion of the gender diversity at UH. (Diversity)

**Goal Status:** Accomplished

**Status Narrative:**  
The inaugural Gender Pride Week (GPW) took place January 29, 2018 through February 1, 2018. This series of programs and events included:

- **Gender Pride Kick-Off**  
  January 29th (Genderbread Person Educational Activity & Gender Pride Marketing for additional programs), SC South Food Court
- **Exploring Gender Roles Workshop**  
  January 30th, Rec Center Rotunda Room
- **Genderations: Film Screening & Panel Discussion**  
  January 31st, SC South Heights Room
- **Gender Pride Festival**  
  February 1st, Student Centers Plaza

Campus sponsors for Gender Pride Week 2018 included: UH Wellness, CDI, LGBTQ Resource Center, and SMART Coogs

Participation: 226 UH students participated in the Inaugural Gender Pride Week, with the majority of the participation at the Gender Pride Festival

**FY18-4 Goal Four: WGRC Outreach**

**Description:**  
Create and implement an outreach plan to increase awareness of the WGRC and the center's services, programs and resources. Create a comprehensive outreach campaign to increase awareness and utilization of the WGRCs services, resources, and programs, to be implemented by the WGRC CORE Team (student ambassadors). (Collaboration)

**Goal Status:** Accomplished

**Status Narrative:**  
In fall 2017, the WGRC implemented a new outreach plan which included the following:

- Resource Tabling Schedule (including resource fairs)
- WGRC 101 presentation schedules (for classes and RSOs)- including targeted messages to RSOs and CLASS faculty
- Social Media Campaigns
- Fall and Spring Calendars

Additionally, the WGRC Outreach Committee was formed. Kelsey Lagus was the leader, and the committee also included: Sydney Mullings and three members of the CORE Team Student Ambassadors. The committee met bi-weekly to discuss upcoming outreach activities, plan, brainstorm new ideas, and debrief recent activities.

**FY18 - 1 Activity One: Code Red Assist Training (CRAT)**

**Department/Program Name:** Women and Gender Resource Center

**Department/Program Assessment Contact(s) (in addition to the director):** Ashley Griffin

**Learning Outcome OR Program Objective:** Program Objective

**Learning Outcome/Assessment Activity Description:**

1. Create a baseline of data regarding participant's (UH staff and faculty) understanding of the spectrum of sexual violence and sexual misconduct support services.  
2. Increase participant's knowledge, and skills to better equip them to respond to disclosures of sexual violence from UH students, faculty and staff.

**Purpose of Assessment Activity:**

1. To determine what content changes should be made to the Code Red Assist Training curriculum

2. Determine the effectiveness of the training

3. Determine if learning has taken place

**Method of Assessment:** Pre/Post Test
Method of Assessment Description:
1. **Pre Test**- the baseline survey link is provided to participants electronically after registration closes (at least 2 weeks before training). Participants also receive a reminder 1 week prior to training. On-site at training, participants can take the pre-test electronically before training begins (using surface pros).

2. **Post Test**- paper copy provided to participants at the end of training.

3. **Training Evaluation**- evaluation questions are included on the post-test that is administered in a paper format at the end of training.

- The pre-test is administered electronically via Baseline. The post-test is administered in a paper format but all data is manually entered into Baseline

Attached Files
- CRT Pre-Test 17-18.pdf
- CRT Post-Test 17-18.pdf

Baseline Survey Data (if applies):

Baseline Source Files
- CRA Post-Results
- CRA Pre-Results

Frequency / Timeline of Assessment Activity:
Training Sessions:
1. October 2017
2. December 2017
3. February 2018
4. April 2018

Pre-tests, and Post-tests/evaluations are administered for each training.

Date Summary to be Completed: 08/06/2018

Activity Theme: Professional Staff Training

Results:
N=58

From the pre-test to the post-test, participants learning increased in the following areas:

- Comfort in responding to a potential sexual misconduct disclosure on campus
  - Pre-Test
    - Uncomfortable- 16%
  - Post-Test
    - Uncomfortable- 2%
- Knowledge of the UH Sexual Misconduct Policy
  - Pre-Test
    - Excellent- 4%
    - Above Average- 19%
    - Average- 60%
    - Below Average- 12%
    - Poor- 5%
  - Post-Test
    - Excellent- 27%
    - Above Average- 65%
    - Average- 8%
    - Below Average/Poor- 0%

From the post-training evaluation, the following themes emerged from the question, "What aspects of Code Red Assist Training Can be Improved?"

- More time for the training- increase to 2 days
- EOS session to include details on how and where to report
- EOS session to include details on the process of a formal complaint (through investigation)
- More time for role-play, along with feedback from the facilitators to the participants
- Explanation of the handouts/resource materials in the participant packet
- Copy of the training PowerPoint provided to participants
Attached Files
- Code-Red-Pre-Eval-17-18.pdf
- Code-Red-Post-Eval-17-18.pdf

Action to be taken as a result of the activity:
- Revise training to include more time for role-play, including feedback
- Revisit the number of activities vs. lecture/information to ensure that it is well balanced
- Provide participants with a resource guide after training (in lieu of the actual training PowerPoint)
- Provide feedback to EOS to make changes on their module based on themes present in feedback

FY18 - 2 Activity Two: Take Back the Night (TBTN)

Department/Program Name: Women and Gender Resource Center

Department/Program Assessment Contact(s) (in addition to the director): Ashley Griffin

Learning Outcome OR Program Objective: Learning Outcome

Learning Outcome/Assessment Activity Description:
1. Increase participant's knowledge of the WGRC and other campus and community resources related to sexual assault/sexual misconduct. 2. To create a baseline of data regarding TBTN events that will help in determining content and activities for future events.

Purpose of Assessment Activity:
The purpose of the TBTN Evaluation is to determine:
- Effective marketing strategies for future events
- Student's knowledge of the WGRC, WGRC programs, services and resources
- Student's knowledge of campus and community sexual assault/misconduct resources

Continuing the survey annually will help to build a baseline of data

Method of Assessment: Survey

Method of Assessment Description:
Survey given to participants during the resource fair. Participants must visit all of the resource tables and receive a stamp on a stamp card in order to complete the survey. They must complete the survey to receive a TBTN t-shirt.

Baseline Survey Data (if applies):

Baseline Source Files
- TBTN2017-Results
- TBTN2016 Results

Frequency / Timeline of Assessment Activity:
The survey was administered once during the event (during the resource fair). Participants were given the survey electronically (using I-pads)

Date Summary to be Completed: 12/01/2017

Activity Theme: Outreach

Results:

Marketing
- In 2016 (compared to 2017), more students attended TBTN because they were walking by Lynn Eusan park and saw that the event was taking place
- In 2017 (compared to 2016), more students heard about the event via forms of marketing including: Flyers, Posters, and Signs
  - In 2017- more signs, flyers, and posters were displayed on campus covering a larger area beyond the student centers

Campus Resource Awareness/Confidential Support
- From 2016 to 2017, there was a 17% increase in student's awareness of campus resources related to sexual assault/misconduct
- In 2017, 86% of the student participants correctly identified the UH WGRCs Sexual Misconduct Support Services (SMSS) program as a confidential resource
  - When the WGRC hosted TBTN in 2016 (October 2016), the SMSS program had not formally been established, and confidential support services had not been implemented. This question was added to the 2017 survey
- In 2017, more than half of the student participants incorrectly identified the UH Police Department (UHPD), Dean of Students Office (DOS), and Equal Opportunity Services (EOS) as confidential resources

WGRC Awareness
- Between 2016 and 2017, there was a significant decrease in the number of student participants who disagreed or strongly disagreed to the statement "I have heard of the Women and Gender Resource Center (WGRC)"
  - 2016- 23.5%
  - 2017- 8.28%
In 2017, 36.7% of the student participants indicated being unsure of where the WRGC was located on campus (by building)
1.78% incorrectly identified Agnes Arnold Hall (Where the Women's, Gender, and Sexuality Studies program is housed) as the building where the WGRC is located

Importance

In both 2016 and 2017, over 80% of student participants agreed or strongly agreed that events like TBTN are important for the UH community

Attached Files

- 2016 and 2017 TBTN Survey Reports.pdf
- 2016 Take Back the Night Data.xlsx
- 2017 Take Back the Night Data.xlsx

Action to be taken as a result of the activity:

Marketing

- The WGRC will continue to host TBTN on campus at Lynn Eusan Park. This outdoor location is in close proximity to residence halls, classroom buildings, and the student centers, providing ample opportunity for students to walk by and see the event taking place and participate
- The WGRC will continue to post more signs, posters, and flyers across campus and in all residence halls to promote the event. Next year, A-frame signage will be included in marketing

Campus Resource Awareness/Confidential Support

- The WGRC will increase SMSS outreach, as well as include information on other campus confidential resources
- Code Red Assist Training will include detailed information on confidential vs. non-confidential resources and the details related to both (including required reporting). This information will be provided to students who visit with a Code Red Assist Liaison

WGRC Awareness

- The WGRC will increase outreach related to the center's programs, services and resources. Outreach will also include contact information and the location of the WGRC

* The same questions will be included in the 2018 survey, to continue to compare data and create a baseline

FY18 - 3 Activity Three: Student Employee Resume Assessment

Department/Program Name: Women and Gender Resource Center
Department/Program Assessment Contact(s) (in addition to the director): Ashley Griffin

Learning Outcome/Assessment Activity Description:
Student Development- help students to articulate their work experience (especially soft and transitional skills), in resume format

Purpose of Assessment Activity:
1. Assess level of resume writing skills for student employees
2. Help student employees develop resume writing skills

Method of Assessment: Rubric

Method of Assessment Description:
Resume Evaluation Rubrics
1. Student Employees will submit their resume to the WGRC Director
2. Resumes will be reviewed by peers and staff (using rubrics)
3. Student employees will receive feedback on their resume (through rubrics) to make revisions
4. Student employees will resubmit their resume to the WGRC Director
5. Resumes will be reviewed (using rubrics)
6. Student employees will receive feedback on their resume (through rubrics) to make revisions
7. Student Employees will submit final resume to the WGRC Director
8. Final Resumes will be reviewed (using rubric)

Frequency / Timeline of Assessment Activity:
1. Resume Submission 1-October 2017
2. Resume Review & Feedback- November 2017
3. Resume Submission 2- December 2017
4. Resume Review & Feedback- December 2017
Activity Theme: Student Development/Learning

Results:
At the beginning of the fall 2017 semester, the WGRC had 3 student staff members. One student staff member ended employment in September, and the other two in December. This assessment activity was not complete but may be completed in the future.

Action to be taken as a result of the activity:
- N/A
- This assessment activity may be completed in the future
- Identify (or create a baseline rubric) for resume evaluation