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Division of Student Affairs

Assessment Highlights

July 1, 2007 through June 30, 2008

The following are assessment highlights from departments and ongoing student services within the Division of Student Affairs for the 2007 -2008 academic year.

Admissions & Records

An assessment of the entire Admissions process revealed the following:

- **Campus Visit.** A visit task force was convened to review the variations of campus visit opportunities to prospective students (i.e. weekly visits, Saturday (Dawg Day) visitation). Examples of topical discussion and review included:
 - Program yield rates
 - Process improvementResults of the task force included various adjustments to the Dawg Days campus visit program in the attempt to secure a greater attendance rate of prospective students.
- **Misconduct Application Process.** A review was conducted of the administrative support process of a positive response to the 'misconduct question' within the application for admission to the University. The review revealed a process which could be adjusted to alleviate excessive personnel hours and real dollars expended upon background checks of prospective students which failed to complete the application process. Staffing and process adjustments were made; thereby, realizing a more efficient utilization of personnel hours and an overall cost savings to the Office of Admissions.
- **Expansion of University Wide Recruitment.** A review of university wide recruitment efforts for student population growth resulted in various recommendations. Specifically, the targeted region of enrollment growth was that from the region of Chicago, IL. Increased student attendance from this geographic region would complement overall campus populations; concurrently, adding to our diverse campus climate. Programming to aid in the recruitment of these prospective students included:

- Deployment of a Senior Recruiting Officer to the Chicago, IL region for the attendance of college day/night events, and ensuring a direct recruiting presence within the region.
- Development of the Chicago Area Scholarship. This scholarship offering to citizens of Cooks, DuPage and Lake counties of Illinois strives to enable a cost effective migration of Chicago area 'college bound' students to the educational offerings of the University.

Commencement

- Students and parents are surveyed after each Commencement ceremony. Dr. Kristen Salomonson and student helpers actively engage students and parents and encourage them to complete surveys.
- Assessment data concerning Commencement always includes frequency tables for such items as length of program, helpfulness of staff, quality of printed program, etc. Participants are always given an opportunity to provide additional written comments.

Counseling Center

- The Client Satisfaction Survey continually assesses student satisfaction of the client-counselor relationship, usefulness of, and progress with therapy, outcomes measures, etc. This survey has been used for about ten years at the Counseling Center.
- The Needs Assessment Survey was developed by Counseling Center staff two years ago to identify and assess the general student body on measures of students' problems, counseling needs, and willingness to access services. About 600 students have been surveyed this year so far.
- Program evaluations are distributed by staff to students any time a presentation is made to them so they can report satisfaction levels to staff.
- The Harm Reduction Program for second offender students with substance abuse violations is also continually evaluated with each class. This six hour educational program is mandatory, but always receives very positive reviews.
- The Health Center and Counseling Center will conduct the NCHA (National College Health Assessment) survey with assistance from other departments next year (2006-07). This survey is part of a large national survey of college students and their health related attitudes, beliefs, and behaviors.

Dean of Student Life

- The Dean of Student Life webpage counter generated high hits during opening and closing weeks of each semester as well as during mid-semester periods. The Dean of Student Life has concluded that the hits during these times are because of his Ferris homepage presence and letter to students. In addition, the mid-semester periods are high stress times for many of our students.
- The Dean of Student Life supports the assessment initiatives occurring in the Office of Student Conduct (Student Judicial Services) and with New Student Orientation.
- The Dean of Student Life participated on the Student Affairs Assessment Committee.
- The Dean of Student Life was selected as a co-chair of the Criterion 5 committee of the Ferris State University HLC Accreditation Steering Committee.
- The Dean of Student Life assessed the Student Life Assistant (SLA) with a reflection questionnaire, wherein, allowing the SLA to reflect on his experiences supporting the Dean of Student Life, Student Conduct, and New Student Orientation.

Financial Aid

Training Assessment

- There was a need to have the Student Service Representatives and the Communication Center students have additional and updated financial aid training. We provided two ½ day training sessions and allowed for questions afterwards. It was determined that these sessions need to be held seasonally to concentrate on pertinent information for the time period. These will continue at the beginning of each semester.

Scholarship Presentation

- In an effort to reach more students with scholarship opportunities, the Scholarship Office paired up with Student Activities and held a workshop. They met with over 150 students with over 60 of them signing up to be on a Scholarship mailing list. Many suggestions and ideas were provided and the scholarship office will be implementing several of them. These workshops will continue with one being offered in December and another in late January.

Institutional Research & Testing

- Conducted an in-depth analysis of the Daily Visit, Group Visit, and Dawg Days Visit programs. The final report looked at the numbers who attended, how many of the attendees applied, and ultimately how many enrolled at Ferris State University. These percentages will help us to better utilize our staff and monetary resources for optimal enrollment potential. As a result of this report, IR&T Staff have embarked on additional assessment projects to gain a fuller picture of the impact of our efforts. These include:
 - A focus group of Admissions Counselors to gain their insights about what might be changed in our visit programs.
 - A survey to staff who participate in the Dawg Days event to ask for their input on what works well and what may need to be improved.
 - One of our staff members from IR&T will attend several visit events from our competitors in Fall 2008 to compare our programs
- Supervised the web-based data collection for the National Survey of Student Engagement (NSSE). This instrument examines the experiences of Freshmen and Seniors on a wide array of measures including the nature of their academic experience as well as their participation in student activities outside the classroom. The results of the survey will be utilized by all divisions for assessment of student outcomes.
- Continued with the expanded the use of the SNAP survey software to assist the campus community in designing and distributing web-based surveys. Our total number of surveys continues to rise. This year we have conducted over 90 surveys. They include:
 - Non-Enrolling Student to explore the reasons why accepted students elected to attend other institutions or not to enroll anywhere
 - Academic Program Review Surveys for numerous programs for current students, alumni, faculty, and advisory boards
 - SAI satisfaction survey for on-line delivered courses
- Performed a series of focus groups assessing Chicago students and their perceptions of what might attract students from their states to Ferris State University.
- Participated in a survey coordinated by Michigan State University to all the public universities in Michigan on the success of their graduates in gaining employment and advancing in their careers. Using a survey developed in concert with the Institutional Research Group of the President's Council of Michigan, we had a healthy response rate and contributed our data to the overall report. The results will be shared in November 2008.

Multicultural Student Services

- OMSS expanded the assessments that were used during the 2007-2008 “Imagine More” Student Life Bus Tour. This year the students who participated on the tour were assessed regarding what they learned relative to leadership, public speaking, mentorship, etc. This assessment opportunity allowed our students the opportunity to focus on a variety of learning outcomes as a result of participating on the bus tour.
- OMSS continues to assess the vast majority of events sponsored by our department. We discuss these assessments during staff meetings as one way to try to consistently improve on our cultural event programming every year. The goal is to try to improve on ideas as it relates to student involvement and cost effectiveness of programs.

Orientation (including Bulldog Values Day)

- Students and parents are asked to fill out an evaluation form at each Orientation session and Bulldog Values day. The Orientation staff is continually making improvements based on this assessment data.
- An Orientation Implementation and Planning Task Force was created in Fall 2007 to come up with ideas on ways to improve Orientation. Several areas, which included Educational Counselors, Admissions staff, Administrative staff, and students, were brought together to provide their recommendations.
- Banners were placed by each station during check-in to make it easier for students and family members to find their next stop. The banners also carried into the Welcome Presentations areas and to the Family and Friends session.
- The check-in process was streamlined to make it a smoother process. This caused some congestion at the Student Services desks, but we are working on a solution and we hope to have the problem fixed by Spring 2009 Orientation.
- A booklet was created and sent to the students after they signed-up for an Orientation session. The book contained information such as directions to campus, a parking pass and what to bring to Orientation.
- Housing staff provided tours to students and their families prior to the welcome presentation, which helped to alleviate several tours after the Family and Friends session.
- The Orientation Power Point welcome presentation was updated and made it into a DVD. Student testimonials were added and the length of the DVD was shortened from 16+ minutes to 11 minutes.

- Several information tables were added to the Dome room perimeter for the Family and Friends session. Tables added included, financial aid, e-bill/Business Office, custodial, and Huntington Bank.
- The Family and Friends session was changed from a presentation to a question and answer session, which helped to answer common questions that family members had. The presenters first gave a quick overview of their area and provided a few key dates, etc., then the floor was opened up for a question and answer session.
- Late Orientation – August 25 and August 27, 2008
 - International Student Orientation check-in was moved to Monday, August 25, 2008 for the International Students. International students then participated in the welcome presentation and college meetings on August 27, 2008. This worked out well and will be repeated for Fall 2009.
 - Late Orientation check-in August 27, 2008 – went well. The Orientation Team will change the name of the Welcome Presentation/College Meetings to make it sound like something that students and families should attend. We experienced problems with families not showing up for the Welcome Presentation and then returning for the college meetings, which made it difficult to get them to their college meetings, since they were located all over campus.
- Bulldog Values Day (August 29, 2008) was enhanced to include more student presentations, interactive games and videos. The information presented included too much information safety (per feedback from students). We will work to create a more balanced presentation for Fall 2009.
- T-N-T (Transfer and Non-Traditional Student) Resource Fair (August 28, 2008) went well. The Orientation Team decided that in Fall 2009 the T-N-T Resource Fair will be held during Late Orientation in the IRC lobby. Moving the T-N-T Resource Fair to IRC during Orientation will help to create information tables for students and their families who do not have anything to do after checking-in. Information for commuter students will also be available during this time.

Rankin Center

- The Rankin Student Center has been tracking our conference room usage through our Event Management Software. We have the ability to track the conference room utilization by room. Every conference room showed an increase in usage. The Centennial, Founders and Dome Room averaged 80 – 136 new reservations over 2006/07.

- With the use of our Electronic People Counters at all our entrances, we have been able to track the daily usage of the center. The student center averaged approximately 49,961 customers per month.

Student Leadership & Activities

- Entertainment Unlimited (EU) put on 32 events in the 07-08 academic year, and successfully surveyed attendees at 28 of these events. In 2006-07, attendees were asked to fill out online surveys for each event and there was not a high response rate. This year EU went back to the paper survey and encouraged attendees to fill them out directly after the event. We more than quadrupled the amount of surveys filled out by switching to this method (1208 in total).

A few of the highlights from the survey results include:

- When answering the question *“If this event or others like it were to be offered again, would you attend?”* 97.2% of respondents answered “Yes” or “Possibly.”
 - When asked the question *“Do you feel that events such as this enrich your campus/college experience?”* 95.9% of respondents answered “Yes” or “Possibly”.
 - When asked the question *“Did you learn anything more about the topic presented and/or about yourself?”* 93.2% of respondents answered “Yes” or “Possibly”.
- The Torchbearer Awards Ceremony was drastically changed this year after assessing the effectiveness of this event in the past. The Torchbearer Leadership Awards is an annual celebration of the Universities best student leaders, volunteers and Registered Student Organizations. In past ceremonies we had to limit our invitations because of space and budget. There ceremony was typically held in the Rankin Center Dome Room and included a dinner. In order to accommodate more people (parents, nominators, all members of RSO’s, etc.) we moved the ceremony to the Williams Auditorium in April 2008. An hors d’oeuvres reception one hour before the start of the ceremony, and we also added a keynote address (by alum and former Torchbearer Award winner Candice Fortman). We surveyed attendees of this event and the results came back very positive. 92.7% of respondents said they were “somewhat satisfied” or “very satisfied” with the event overall, with 96.3% of respondents saying they were “somewhat satisfied” or “very satisfied” with the location.

- Homecoming 2007 saw the ending of one tradition and the start of a new one. The Homecoming Committee decided to eliminate the bonfire from the 2007 schedule of events because in year's past this event was poorly attended and as an outdoor event the weather is always difficult to predict in the late fall. Replacing the bonfire was a new event called "Pride Day." The day included many events to promote FSU pride, including a pep rally with FSU athletic teams, free face-painting, and giveaways for anyone wearing FSU apparel. The Homecoming Committee collaborated with the FSU Pride Committee on this day, making it an official "FSU Pride Day" for the University.
- Entertainment Unlimited made a fiscally responsible decision by creating their own "Game Show Series" in Fall 2007. In the past EU has brought game shows produced by outside agencies that cost anywhere from \$2,000-3,000. EU decided to create their own games, making the overall cost for the event much cheaper. For example, the most expensive show for EU to put on was "The Price Is Right" which totaled \$1,800, but \$1,150 of that money went to prizes that ended up in the hands of our students. Other games included "Deal Or No Deal" (cost: \$450 including \$310 in prizes) and "Family Feud" (cost: \$240 including \$200 in prizes). EU also collaborated with other groups like the Associated Construction Students and Panhellenic Council in order to effectively execute these events.
- Changes were made to this year's RSO Presidents' Meeting. Suggestions we have received in the past were that we needed a contact list of all the speakers and that the meeting needed to be more organized. To aide this, we provided all attendees with an agenda that included contact information for all the presenters.

Office of Student Conduct

- The OSC continued to use a web-based assessment module developed by the Office of Institutional Research and Testing, wherein we receive feedback from students. We receive information regarding students' knowledge, understanding and perceived fairness of the judicial process. This was only conducted during the Fall semester.
- Policies regarding students' misconduct have been reviewed annually to determine if the policies are appropriately addressing the misconduct.
- The Director of Student Conduct served as a member of the Student Affairs Assessment Committee.

University Recreation (UREC)

- During the 2007-08 academic year the process by which University Recreation recruited, hired, and trained the student staff has changed based on the assessment of the processes.
- Previous process- professional staff interviewed and hired the student supervisors only (8-12); the rest of the staff (about 80-100) was hired by student supervisors with no oversight or guidance from the professional staff. This process created problems with budgets, fairness in hiring, and missed educational opportunities for student supervisors.
- The current process is one that engages current student staff with professional staff in an educative process that complements their classroom experience. The student and professional staff work side by side during the hiring process and this has resulted in a more streamlined process with attention to budget and an educative experience for the students.