

Meeting Minutes: Assessment Committee Connections Afternoon, April 15, 2014

Present Committee Members: Angela Palmer, Nicholas Campau, Leroy Wright, Deanna Goldthwait, Cindy Horn, Angela Roman, Kristen Salomonson, and Erik Wessel

Absent: George Nagel & Lisa Ortiz

Present Assessment Buddies: Melanie Mulder (present for Sara Dew), Matt Chaney, Renee VanderMyde, Charlotte Tetsworth, Mark Schuelke, Elise Gramza, Angela Garrey, Mitzi Day, Cindy Vander Sloom

Absent Assessment Buddies: Sara Dew

Leroy welcomed the committee members and thanked them for their assessment efforts throughout the year.

Matt Chaney:

Matt shared a post event summary from a survey that was given during a Black History event. He communicated that similar surveys are done after each multicultural event. Matt would like to compile this type of data in a report format which would be beneficial for the HLC initiative. He would also like to begin to put the intended learning outcome on each advertisement prior to the event. Cindy Horn suggested that Matt look to use some sort of technology for the survey outputs. A few resources that may be available to Matt were suggested. A website titled, "polleverywhere.com." takes the data entered and slides it into a power point presentation. A second possible resource is mentimeter, where data is compiled through the use of smart phones.

Matt communicated that he would like to start capturing the number of students who visit the office for a variety of reasons. One suggestion was to have some sort of log in process where any student who visits the office record the nature of their visit. A suggestion was made to not include the names of the student visitor so that there is not a breach of FERPA and/or the way we are obligated to record student transactions for FERPA.

Elise Gramza:

Last year, Elise's assessment focus was on the registration process and implementing an on-line graduation application. This year, Elise would like to take a look at the withdrawal process, how to possibly improve the processes,

and/or educate our students about the process. Elise realizes the difficulty of educating students about the withdrawal process, without promoting it. When reviewing the current appeal process, Elise found that in the future, she would like to collect more data on the appeal form and use the data to possibly improve the process.

When Elise began researching the reasons for the appeals, she found that a large number of students did not realize they were registered for the classes in question, and when looking into it further, found that many faculty /staff had registered the student(s) for the class. For future references, Elise would like to require faculty to enter a last attendance date when they enter the "F" grade for the student. This is a field available in Banner, but is not currently a required field for faculty members.

Elise communicated that the Academic Senate is discussing the withdrawal deadline date and may approve to change it. If so, her assessment efforts may be mute.

Charlotte Tetsworth:

Charlotte's assessment efforts for last year included the new proposed Admissions checklist for athletes. She communicated that she has received positive feedback and the checklist seems to continue to work well.

This year, Charlotte will assess a program review initiative that she has implemented. Each year Charlotte contacts the colleges on campus to ask which programs they are offering, the criteria for each program, etc. She now has a comprehensive list of the programs, the criteria for each program, and a referral list of individuals. Charlotte has done a lot of work entering the programs and their criteria so that she can utilize an auto-admit feature. This feature allows next day admittance, whereas it used to take up to a couple of weeks.

Melanie Mulder (communicating on behalf of Sara Dew):

Melanie shared that the financial literacy programs that they have initiated have been extremely successful. It was communicated to her from Shelly VandePanne, Director of Student Academic Affairs, the financial literacy presentations have tied with the FLITE presentations as most popular with the students. All of the financial literacy presented in the FSUS classes include a homework assignment. Data from the homework assignments show that

67% of students did not report their individual student loan debt figure accurately. A personal email was sent to each of these students communicating their error and to share with them the correct figure.

Currently, the Financial Aid office has employed two students to give financial literacy presentations, offer discussions to Registered Student Organizations (RSOs), and to offer individual meetings with students if desired. The *Get Real* Program was implemented during Money Smart week and was successful.

The office is also currently assessing the type of hits their website has experienced. It appears that one of the most popular links is that of the *Frequently Asked Questions*. Melanie communicated that they would like to review this link and update it as needed.

Mark Schuelke:

Mark communicated that he currently struggles with his assessment efforts since he does not have a building to operate during the Rankin Center/University Center renovations.

Mark communicated that he has thought about assessing his collaboration efforts with Physical Plant in choosing lounge furniture for the new building. While the furniture was displayed in the IRC connector, a survey was given to students asking for feedback. Results of the survey showed that most students liked the high-back pieces and disliked the colors shown. They also liked the high tables which had connections for their laptops, etc.

Leroy recommended that Mark use his recent efforts in compiling a business plan for the new University Center as an assessment tool.

Mark communicated that in the future, there will be an assessment tool within EMS (the on-line reservation system) that his office can utilize.

Renee VanderMyde:

Last year Renee assessed results from a user/nonuser survey that was sent to students. Results showed that students felt that the Birkam Health Center (BHC) was old and outdated. Since then, the Birkam Health Center has received a “facelift” with new paint, work spaces, carpet, etc.

Currently BHC is giving a 2-3 question survey to their patients asking for feedback regarding the new look of the space, the service they experienced, etc. Renee will use this data for this year's assessment.

Renee feels that Ferris needs to improve on providing educational opportunities regarding sexual health and safety to our student population. Renee would also like to review opportunities to educate students on the positive relationship that occurs between counseling and academic success.

Another source of this year's assessment efforts will be from information provided through an outside source, Encompass. Renee will include a review of information regarding employee morale.

Cindy Vander Sloot:

Cindy and Fern will assess intramural sports and club sports this year. She would like to look more in depth at the student learning outcomes that come from student participation in intermural or club sports.

Cindy is also assessing her senior student staff through the use of a survey. The survey asks her students which skills that they have learned as a student employee that they feel might be transferrable into their future.

Mitzi Day:

Mitzi's assessment efforts will include Program Review Data Reports and Degree Completion Data for Minority Students. The Program Review Data Reports will provide data to those asking for it and utilizing it, through web links, applications, etc. instead of paper packets. Mitzi has been working closely with the Achievement Gap committee in regards to the degree completion data for minority students, seeking current gap trends.

Angela Garrey:

Last year, Angela assessed the new customer relations tool, *Sales Force*, which was available for the recruiters.

Currently Angela is looking into tools that will increase our admission yield. The recruiters have implemented a calling initiative to probable students. This has proven to be successful in that there is an increase of over 8% admits when the call was made to recruitments. Angela communicated that this same type of call initiative will occur for probable orientation guests.

Angela shared that they have fully implemented Spanish speaking daily visits for Ferris. She would like to assess the delivery of such visits. For example, she would like to assess whether fully speaking Spanish visits would be more popular or requested over visits that share both Spanish and English language. Angela communicated that they continue to utilize the virtual visits which tend to be beneficial for our out-of-state students.

Eric Simone:

Eric will assess Dawg Days and the Admitted Student Open Houses this year. He will look particularly at the relationship between attendance rates to the yield of students. Eric shared that 517 probable students have attended five out of six Dawg Days events thus far, and there have been 314 students who have attended the Admitted Student Open Houses. After students attend these events, Eric downloads the attendance lists and sends them to Amy Otteson, which in turn sends a satisfaction survey out to the attendees.

Erik Wessel:

Erik is using existing data processes as well as using new forms of assessment models to reinvigorate assessment efforts in the Office of Student Conduct. He is currently collaborating with the Personal Counseling Center to assess drug and alcohol usage of Ferris students. Erik shared that he uses assessment mapping as one assessment organizational tool. He also introduced a rubric that he is utilizing for assessment efforts in a new pilot program titled, "Readiness for Change."

The committee felt that this connections meeting was a huge success and was excited to see all of the ongoing efforts of our division. Some topics for our next committee meeting were discussed and include:

- Creating a list of people we would like to invite to our annual Assessment Highlights Review Day. It was suggested that we not only email the invites, but also make phone calls to personally invite them as well.
- Look into recruiting new members for our committee.
- Provide future assessment workshops using our assessment members as presenters.

Submitted by: Angela Palmer,
Administrative Assistant to the Dean of Student Life