

# Student Affairs Assessment Highlights Review

## Meeting Minutes

### September 12, 2012

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#### Present

Dan Burcham	Shana Beisiegel	Mike Cairns	Nick Campau
Matt Chaney	Mitzi Day	Sara Dew	Angela Garrey
Deanna Goldthwait	Elise Gramza	Jane Hardybala	Cindy Horn
Fernando Labra	Kathy Lake	Lisa Ortiz	Elvira Rajala-Wilk
Angie Roman	Kristen Salomonson	Linda Telfer	Charlotte Tetsworth
Renee Vander Myde	Cindy Vandersloot	Leroy Wright	

Mike Cairns thanked everyone for attending.

#### **University Recreation (UREC) – Cindy Horn**

**Intramural Sports** – Students who participated in or were involved in intramural sports were assessed to determine what they learned. The student responses showed that they learned leadership, fitness, and conflict resolution skills.

**Patrons** of the Student Recreation Center were asked to fill out a survey to determine ways to improve the Student Recreation Center. As a result of the feedback received, University Recreation added Saturday hours, an additional elliptical machine, and varied fitness class times. Cindy said opening the Student Recreation Center on Saturdays did not increase the attendance by a lot, which was disappointing.

**2012-2013 Assessment Targets** – Cindy plans to assess learning outcomes as a result of student involvement and participation in club sports.

#### **Career Services – Angie Roman**

**Student Employee Initiative** – Professional Trainees were assessed to determine what they knew prior to starting the position, and assessed again after they had been in the position for a year. A majority of the students assessed said that they learned professionalism, communication, and time management skills. Angie plans to focus on teaching professional trainees diversity skills over the next year.

**2012-13 Assessment Targets** – Angie plans to create a career development model to help with collaboration between the Career Services and Student Leadership & Activities offices.

Angie asked the Student Affairs Assessment Committee to help her determine the best way to assess the Career Services marketing plan. Angie plans to add the question, “How did you hear about the event?” to the surveys, but would welcome any other ideas on how to determine the best way to market events to students.

Leroy Wright suggested being more creative by finding new ways to market events.

Matt Chaney said that he likes the EU t-shirts that say “Ask me about tonight’s event.” Matt also suggested distributing pluggers in the quad and using group messaging. Matt has several students in his office that use group messaging to market Multicultural Student Services events. Group Messaging (groupme) is a way to send a message to a “group” of individuals from a phone. For more information see the following link to groupme - <https://groupme.com/>.

Lisa Ortiz said that Housing has found that personal invitations work well. Lisa also likes face-to-face invitations.

### **Student Leadership and Activities (SL&A) – Angie Roman**

**Student Employees** – As a result of working with the SL&A staff, Angie has learned that a majority of the students that work in the SL&A office do not know Registered Student Organization policies or the forms used within the SL&A office. In the future, Angie will hire fewer students and train them on the policies and forms that are used within the office so that they can answer questions about the office, and not have to send the questions to full-time staff.

**2012-13 Assessment Targets** - Angie is hoping to have SL&A become a resource center and to get the reputation of the SPOT back. Video instructions and information to show students how to reflect on their co-curricular transcript and what they have learned will be added to the SL&A web page.

Amber Balmer is working on ways to improve the reputation of Greek life, developing an anti-hazing week, and adding a Greek President’s Council and a Greek Advisory Committee.

### **Registrar’s Office – Elise Gramza**

**Student Employee Customer Service Skills** – After evaluating her student workers, Elise found that her students felt like they couldn’t help customers who called the office because they weren’t trained, or didn’t have access to things that could help them answer the questions they received. When Elise looked into the student’s concerns, she found that in some circumstances she could give the students more access to some of the screens, and train them on how to answer questions that they were passing on to full-time staff. The students learned how to stay calm and listen to what the customer is saying.

**New Application Process** – An online application process for graduation was developed by Bruce Gilchrist and Elise Gramza. The College of Health Professions was chosen to pilot the new application process for Fall 2011 and Spring 2012. With using this new process for the College of Health Professions, the Registrar’s office was able to save 11 hours of processing time. The colleges will be encouraged to use the new system for Fall 2012 and Spring 2013 to work out any bugs. All of the colleges will be required to use the new system starting Summer 2013. Elise and Bruce also developed a way to print transcripts in a timely matter, which saved an additional 30 hours of processing time.

**2012-13 Assessment Targets** - the Registrar’s office will assess FERPA and priority registration for 2012-13.

### **Rankin Student Center – Mark Schuelke / Kristen Salomonson**

Kristen Salomonson presented for Mark who was at a University Planning Committee meeting.

**University Center** – The University put together a University Planning Committee and has chosen a construction firm to build the University Center. Mark Schuelke and Mike Cairns serve as members of the University Planning Committee. Surveys are being sent out and focus groups are being held to determine what should be included in the University Center.

**2012-13 Assessment Targets** - Mark plans to continue to assess his student employees and work on the University Center project for 2012-13.

### **Orientation – Leroy Wright**

**Orientation Leaders** – The number of Orientation Leader training days were reduced from ten half days, spread out over two weeks, to nine half days, spread out over three weeks. The Orientation Leaders were happy with the change. The Orientation Leaders to determine what they learned, 95% of respondents felt that they increased their knowledge of student development, which helped them throughout the Orientation process. It was determined that word-of-mouth rather than printing posters, was the best way to recruit Orientation Leaders.

**Resource Fair** – The Family and Friends format used in the past, where Housing, Financial Aid, Business Office and the Health Center presented information, was changed to a resource fair format, with Financial Aid workshops offered daily. The Welcome Presentation also contained more information on frequently asked housing questions. Copy costs were saved by pointing family and friends to the Ferris website to find information needed rather than printing everything.

**2012-13 Assessment Targets** – Leroy plans to connect Orientation Leader learning outcomes to University-wide student learning outcomes. New venue options will be explored for 2013 Fall Orientation, since the Rankin Student Center will be off-line.

### **Multicultural Student Services (OMSS) – Matt Chaney/Mike Cairns**

Mike Cairns presented for Matt Chaney.

**OMSS In Focus** – OMSS assessed ten students and one staff member to determine ways to improve the office. Respondents recommended that the name of the office be changed to “Multicultural Center”, which would take away the stigma of an “office” and provide the feel of a “center”, making students feel more welcome. OMSS continues to reach out to the campus community to spread the word about OMSS and what they do. OMSS continues to cultivate student leaders by teaching leadership skills by offering various workshops and training sessions throughout the year.

**2012-13 Assessment Targets** – OMSS plans to continue to assess programs and activities.

### **Institutional Research & Testing (IR&T) – Kristen Salomonson**

**Satisfaction & Utility Ferris Retention Reports** – The current retention report was reviewed to find ways to increase the usability of the data. Many areas on campus would like to know how many students graduated from the major to which they were admitted. The University-wide Committee on Retention designed a report that shows how many students graduate in the major in which they started.

**2012-13 Assessment Targets** – IR&T will assess the effectiveness of the Program Review Data Report. IR&T also plans to survey faculty and staff to determine if there is additional information they would like included in the Fact Book.

### **Financial Aid – Sara Dew**

**Financial Literacy Presentations** – In order to educate students on financial literacy the Financial Aid office presented at several FSUS classes. The Financial Aid office also created a financial literacy web page, containing information on ways to borrow wisely, budgeting, tips to minimize loan debt, etc.

**2012-13 Assessment Targets** – Sara plans to continue to assess the Financial Literacy Program and will distribute surveys regarding student loan debt - asking what students think about student loan debt and what they think student loans should be used for.

### **Personal Counseling Center – Renee Vander Myde**

**Counseling / Therapy** – The Counseling Center uses OQ45 to survey students regularly to determine how they were doing throughout the counseling process. A satisfaction survey was also administered throughout the year. Renee found that as the result of counseling students learned to manage their stress better, they learned that they were not the only ones to have problems, and that their problems aren't always as big as they seem.

**2012-13 Assessment Targets** – Renee said that they will discontinue the use of the OQ45 survey and will use the CCAPS instead. CCAPS is user-friendly, and provides the counselors with data that is helpful when meeting with the student. The Counseling Center will also explore the use of treatment planning, by setting goals and identifying learning outcomes.

### **Birkam Health Center – Renee Vander Myde**

**Financial Status** – After reviewing data and inviting Kirk Balcom from The Rehmann Group to audit the books of the Birkam pharmacy, it was determined that the pharmacy was not being utilized as it should be and the pharmacy should be closed.

#### **2012-13 Assessment Targets**

- A marketing and public relations team created a user/non-user survey which will be sent out university-wide in 2012-13.
- Interns working in the Birkam Health Center will be surveyed to determine what they learned while working at the Birkam Health Center. Renee will also survey the Birkam Health Center staff, to determine what effect hiring student interns had on the staff.
- Assess the new medical software to determine how efficient it is.

### **Student Conduct – Nick Campau**

**FSUS Know the Code Presentation** – Student Conduct presented Know the Code presentations to 35 FSUS classes. When surveyed students said that they learned how the conduct process works, where to find University policies, how they help to create a positive and safe community, and consequences of their actions. OSC learned students were uninformed about their rights, and that students didn't understand how the conduct process worked.

**Faculty Survey** – a survey was distributed to faculty members to assess their perception of the Office of Student Conduct. Half of the respondents said that they handled misconduct issues internally or through the department. 85% of respondents said that they deal with 0-3 academic misconduct cases a year. A few said that they felt like they weren't connected or didn't know what was going on.

**2012-13 Assessment Targets** – Nick plans to continue to survey FSUS classes to determine the learning outcomes that occur during the Student Conduct presentation, explore best practices to find effective ways to determine what students are learning from the conduct process, and conduct a bi-annual survey of the faculty regarding their reasons for not using the Office of Student Conduct.

### **Admissions (Process) – Charlotte Tetsworth**

**Clerical Staff Retreat** – After holding a staff retreat, Charlotte surveyed her staff to determine what they would like to see at the next retreat. The survey showed that several attendees were interested in helping plan the next retreat. As a result, a planning committee was formed, and is in the process of planning next year's retreat.

**Student Employee Instruction Manual** – Admission office student employees surveyed said that they would like an instruction manual to help them when working in the office. A graduate student intern worked with student workers to develop the instruction manual and a list of student learning outcomes.

**2012-13 Assessment Targets** – Charlotte plans to create an athlete student check sheet on NCAA eligibility and veterans certifying official office procedures for 2012-13.

### **Admissions (Recruitment) – Angela Garrey**

**Daily Visits** – Friday daily visits grew too large, so in order to accommodate the guests wanting to attend Friday daily visits two daily visits will be offered. “Secret shoppers” visited other college’s daily visits to find ways to improve out daily visits. Assessment results show that visitors seem to be happy with the set-up so far.

**Student Ambassador Program** – After surveying student ambassadors about the Student Ambassador Program it was determined that the program needed to be changed in order to provide visitors with the best possible campus experience.

The following changes were made

- All Ambassadors are now paid an hourly wage, instead of a stipend.
- There are no overnight visits.
- The name of the Student Ambassador program was changed to Student Recruiting Associate Program.
- The Student Recruiting Associate Program will no longer be a Registered Student Organization.
- Student Recruiting Associates will be required to work in the office as well as provide tours.

**Dawg Day** – In order to better serve Dawg Day guests the Dawg Day Planning Committee decided to change the format of the program from a resource fair to a conference style. As a result, a total of six Dawg Day programs will be offered during 2011-2012, with three being offered during Fall Semester, and three being offered during Spring Semester.

### **2012-13 Assessment Targets**

- Move recruiting officers from the colleges to Timme.
- Change Dawg Day format to conference style.
- Offer virtual tours and mobile applications.
- New CRM – Target X / Sales Force.

Mike Cairns and Dan Burcham thanked everyone for attending.

Respectfully submitted by,

Sherry Hayes  
Administrative Assistant to the Associate VP for Student Affairs