

MEMORANDUM

September 11, 2007

To: Rod Mabry, President  
Rick Osburn, Provost  
Gregg Lassen, Vice President for Business Affairs  
Howard Patterson, Interim Vice President for Student Affairs and External Relations  
Jerre Iverson, Vice President for University Development  
Jesse Acosta, Chief of Staff

From: Donna Dickerson, Vice Provost Academic Affairs

Re: Outcomes Assessment Planning for Student and Administrative Services

In preparation for our 2010 SACS reaffirmation, the University's student and administrative service units must prepare and implement assessment plans and implement changes that result from the assessments. We are required to have assessment data for two years—2007-08 and 2008-09. Therefore, this process must begin immediately.

Using the attached example as a template, selected student services and administrative units (see list) will develop plans that include a mission statement, unit goals, short-term learning and/or service outcomes, and assessment methods for each of the outcomes.

**Due Date: Nov. 1: Units should send their assessment plans simultaneously to their respective VP and to Lou Ann Berman, Chair of the SACS Institutional Effectiveness Workgroup.**

- **The mission statement** is typically a brief statement (max. 150 words) about the purpose of the unit and how it supports the mission of the University. Mission statements should be specific and point toward 3-4 learning and/or service outcomes.
- **Unit Goals are typically long-term goals/objectives for the unit.** They should flow from the mission statement and flow into the outcomes.
- **3-4 learning and/or service short-term outcomes.** Every effort should be made to include at least one outcome geared toward specific knowledge, skills, attitudes, behaviors, or values that the unit wants to instill in students. Some units may not have learning outcomes.  
Each outcome should be measurable and attainable. Outcomes should not be “easily attainable” but should “stretch” the unit’s contributions to the University. The list of outcomes is not meant to be all-inclusive—think in terms of short-term outcomes that can be assessed at least annually.
- **1-2 assessment methods** for each outcome that includes a measure of achievement (e.g., 80% of students will .....)

Attached is an example of a service unit mission statement, goals, learning and service outcomes, and proposed assessment protocols. Units should use this format for reporting mission statement, learning outcomes, course/outcomes matrix, and assessment methods.

## **Sample Assessment Plan for Student Services and Administrative Units**

### ***Student Health Clinic***

#### **Mission Statement**

The mission of the XYZ University Health Clinic is to provide quality, caring, cost effective and convenient ambulatory healthcare to students, and to provide health education programs and services that promote healthy lifestyles among our students.

#### **Goals**

Restore student health when necessary through quality and caring treatment of illness, injury, or stress

Help students maintain their health through education and prevention

Increase students' appreciation of the importance of healthy living and healthful behaviors

Instruct students on how to be effective consumers of health care resources

#### **Short-term Outcomes**

1. Increase student participation in wellness education programs.

2. Ensure that wellness programs meet the needs of the student body.

3. Ensure satisfaction with Health Clinic services and quality of care received.

4. Develop and deliver programs that make students aware of the importance of a healthy lifestyle for learning success.

#### **Assessment Methodology**

Outcome #1: Annual statistics on participation in wellness education programs will show a 10% overall increase annually

Outcome #2: Annual survey of students to determine the kinds of wellness information students are seeking

Outcome #3: Annual student satisfaction inventory of Health Clinic services. Reach an 80% "excellent" level of satisfaction rating among respondents

Outcome #4: Wellness self-awareness pre- and post-test administered in Freshman Experience sections will indicate a 25% increase in awareness of importance of health and healthy living to learning success.

#### **Suggested web sources for further information on assessment methods**

<http://www2.acs.ncsu.edu/UPA/assmt/resource.htm> ---excellent, very complete list of resources

<http://www.tamu.edu/marshome/assess/HTMLfiles/oabooks.html> --TAMU

<http://www.provost.cmich.edu/assessment/resources/resources.htm>

<http://bss.sfsu.edu/bss/sloares.htm>

## Student Services and Administrative Units to be Assessed

*Not all units are included in the SACS Assessment process because some do not have a direct impact on student learning or student services.*

<u>VP Area</u>	<u>Assessment Type</u>		<u>Units to be Assessed</u>
	<u>Learning</u>	<u>Service</u>	
<b>Academic Affairs</b>	✓	✓	Registrar
	✓	✓	Graduate Office
	✓	✓	Library
		✓	Sponsored Research
<b>Business Affairs</b>	✓	✓	Campus Computing
	✓	✓	Educ Tech Services
		✓	Bookstore
		✓	Physical Plant
		✓	Student Business Services
	✓	✓	University Police
	✓	✓	Environmental Health and Safety
<b>Student Affairs External Relations</b>		✓	Academic Advising
		✓	Admissions & Recruiting
	✓		Athletics
	✓	✓	Financial Aid
	✓	✓	Counseling, Disability Services
	✓	✓	Residence Life
	✓	✓	Student Development
	✓	✓	Health Clinic, Wellness and Prevention Services
	✓	✓	Student Success and all Academic Support