UNIVERSITY AT ALBANY STUDENT AFFAIRS PRESENTS

ATC
TRANSFORMING
THE STUDENT EXPERIENCE

2017 ASSESSMENT, TECHNOLOGY, & COMMUNICATIONS CONFERENCE

FRIDAY, JANUARY 13, 2017
8:30 AM - 3:05 PM
Welcome

Dear Friends and Colleagues,

Welcome to the 2017 Assessment, Technology, and Communications Conference!

This is the sixth year that the University at Albany’s Division of Student Affairs has hosted a conference for higher education professionals focused on assessment.

This year we broadened the scope of the Conference to include technology and communication to provide an opportunity to engage in thoughtful dialogue and share ideas on how assessment, technology, and communications intersect and work to positively enhance our students experience.

By convening this annual gathering, the Conference seeks to achieve three fundamental learning objectives.

First, the Conference seeks to nurture professional relationships among campus stakeholders – each of us – to create a support network in which we may call upon each other for guidance and counsel.

Second, to encourage participants to consider the central role that assessment, technology, and communications plays in the broader higher education landscape, especially as identified by accreditors and what that means for our divisions and campuses in the future.

And finally, to understand how the synergy of combining our assessment efforts with technology and communications can create operational efficiency.

Here’s wishing you much success today and in the future.

Sincerely,

Mike

Michael N. Christakis, Ph.D.
Vice President for Student Affairs
University at Albany
Amelia Parnell, Ph.D.

Amelia Parnell is Vice President for Research and Policy. She directs the Research and Policy Institute (RPI), which links research, policy, and effective student affairs practice in support of student success. Amelia is leading NASPA’s examination of several critical higher education issues, including colleges’ use of emergency aid programs to address student needs.

Prior to her arrival at NASPA, Amelia was director of research initiatives at the Association for Institutional Research (AIR), where she conducted two national studies related to future directions of the institutional research function.

Her current research portfolio also includes studies on leadership attributes of college presidents and vice presidents, documenting and assessing co-curricular learning, and assessment and evaluation in student affairs.

Amelia is co-editor of the forthcoming book, The Analytics Revolution. She is an advisory board member for the DC Public Schools’ Urban Education Leaders Internship Program Alumni Board and an advisory committee member for Lumina Foundation’s Beyond Financial Aid toolkit. Amelia holds a Ph.D. in higher education from Florida State University and masters and bachelor’s degrees in business administration from Florida A & M University.

Stay Connected

NETID: UAGuest
Password: newyear
#UAlbanyATC @UAlbanyATC
**Schedule of Events**

**ALL BREAKOUT SESSIONS WILL BE HELD IN THE MASSRY CENTER FOR BUSINESS (BB)**

8:30 – 9:00 | **CHECK-IN & BREAKFAST**
*(Lecture Center North Concourse)*

9:00 – 10:00 | **WELCOME & KEYNOTE ADDRESS**
*(Lecture Center 7)*
**The Suite Spot for Student Success: Collaborative Approaches for Improving Student Outcomes**
Amelia Parnell, Ph.D.
Vice President for Research and Policy, NASPA

10:15 – 11:05 | **BREAKOUT SESSION 1**
*Option I (BB 006)*
**Transforming the Peer Leadership Role: How and Why the Worlds Changed**
Leah Rotella, Student Engagement Community Coordinator
Office of Undergraduate Education, University at Albany

*Option II (BB 010)*
**Harnessing the Power of the Hashtag**
John Oles, Social Media Manager
Office of Communication, SUNY New Paltz

*Option III (BB 129)*
**Writing Meaningful and Measurable Student Learning Outcomes for Beginners**
Rob Bahny, Director, Office of Accessibility and Coordinator of Veterans Services
Siena College

*Option IV (BB 008)*
**Queering Technology in Student Affairs: Using Mobile Apps, Websites and Assessment to Better Serve LGBTQ+ Students**
Courtney D’Allaird, Assistant Director and Gender & Sexuality Resource Center Coordinator
Office of Intercultural Student Engagement, University at Albany

11:15 – 12:05 | **BREAKOUT SESSION 2**
*Option I (BB 008)*
**What’s Happening On Campus?!**
Emily Feuer, Career Counselor, Career and Professional Development
Pamela Alexander, Associate Director, Office of Student Involvement
University at Albany
Option II (BB 010)
Assessing the Transformative Effects of Leadership Experiences
Bill Harcleroad, Director of Campus Activities
Office of Student Life & Leadership at Hunt College Union, SUNY Oneonta

Option III (BB 129)
Assessing the Effectiveness of a Counseling Center Orientation Program
Karen Sokolowski, Ph.D.
Joseph Monserrat, Psy.D.
Vivian Hwang, M.A.
Craig Kimmelblatt, Psy.D.
Office of Counseling and Psychological Services, University at Albany

Option IV (BB 006)
A Multifaceted Approach to Grading and Assessment of Student Outcomes
Meghan Deyoe, Ph.D., Executive Director of Assessment and Program Evaluation
Jessica Lamendola, Assistant Director of Accreditation and Assessment
School of Health Sciences and School of Public Service, Excelsior College

12:05 – 1:05 | LUNCH
(Massry Center for Business, 2nd Floor)

1:15 – 2:05 | BREAKOUT SESSION 3

Option I (BB 008)
Improving Counseling and Psychological Services with Existing Data
Adam Christensen, Ph.D., Director
Deborah D. Lee, Assistant Director
Meg Nyce, Graduate Assistant
Office of Student Affairs Research and Assessment, Penn State University

Option II (BB 010)
Unified Publicity Across Diverse Platforms
Bill Harcleroad, Director of Campus Activities
Office of Student Life & Leadership at Hunt College Union, SUNY Oneonta

Option III (BB 006)
Keep Calm and Schedule On: The New UAlbany Schedule Planner
Kristen Swaney, Assistant Director
Advisement Services Center, University at Albany
### Schedule of Events

**Option IV (BB 129)**
The Great Dane Welcome Survey: Understanding a New Student's Experience  
Douglas Sweet, Coordinator of Student Learning and Assessment  
Eric Walsh, Research and Data Analyst  
Office of Student Learning and Assessment, University at Albany

**2:15 – 3:05 | BREAKOUT SESSION 4**

**Option I (BB 006)**
Connecting the Curricular & Co-Curricular: Assumption's SOPHIA (Sophomore Initiative) Program  
Catherine WoodBrooks, Ph.D., Vice President for Student Affairs  
Division of Student Affairs, Assumption College  
Melissa Wright, Senior Consultant, Campus Success, Campus Labs

**Option II (BB 010)**
Breaking Down Silos: Synergies Between Assessment and Communication  
Jennifer Maltby, Assessment Manager  
Jennifer Jones, Marketing and Communications Manager  
Assessment, Technology, & Communications, Rochester Institute of Technology

**Option III (BB 008)**
Student Success: Expanding Advising Intelligence With Predictive Analytics & Success Markers  
Steven Doellefeld, Ph.D., MBA, Associate Director of Academic Assessment  
Institutional Research, Planning, and Effectiveness, University at Albany  
JoAnne Malatesta, Ph.D., Assistant Vice Provost; Director  
Advisement Services Center, University at Albany  
Jayme Wood, PMP, MBA, Senior Applications Project Manager  
Enterprise Applications Services, Information Technology Services, University at Albany

**Option IV (BB 129)**
Roundtable Discussion: Engaging Stakeholders to Advance Our Work  
Cynthia Riggi, Assistant Vice President  
Student Affairs, University at Albany  
Adam Christensen, Ph.D., Director  
Office of Student Affairs Research and Assessment, Penn State University  
Kevin Readean, Associate Director  
Student Health, Rensselaer Polytechnic Institute
BREAKOUT SESSION 1

**Option I (BB 006)**

**Transforming the Peer Leadership Role: How and Why the Worlds Changed**

For years, freshman students in UAlbany’s Living-Learning Communities (L-LCs) expressed a level of dissatisfaction with their sophomore peer leaders. This session will explore how and why feedback from students led to a total transformation of the sophomore peer leadership role and what L-LC freshmen are telling us now.

**Option II (BB 010)**

**Harnessing the Power of the Hashtag**

If you’re trying to reach more students and alumni on social media, then a Social Media Hub is the perfect tool. Attendees will learn current best practices, industry trends and how to harness the power of a collective hashtag using Tagboard. Discover how to empower your audiences to share their stories to a central hub, how your staff can control the approval process, and embed this social content on university websites. The session will focus on Facebook, Twitter, and Instagram, but will mention other popular networks and tricks to send content to your hub. The hub has been designed to reach students on mobile and to be shown on large digital screens across campus. The social media hub has become a powerful marketing tool because it harnesses authentic and exciting content from our entire community in real time!

**Option III (BB 129)**

**Writing Meaningful and Measurable Student Learning Outcome for Beginners**

Those new to assessment will have the opportunity to learn how to write SLO’s.

**Option IV (BB 008)**

**Queering Technology in Student Affairs: Using Mobile Apps, Websites and Assessment to Better Serve LGBTQ+ Students**

Whether you have full time professionals on your campus serving LGBTQ+ students or not there are still tons of things that our campuses can do to reach, record and empower LGBTQ+ Students. In this session we will explore how to utilize resources already in place, like websites, expand resources we regularly use to record the students experience by including LGBTQ Identity language, like in assessment, and ideas for expanding our reach to engage hidden populations, like the LGBTQ population, through technology. There is great research that points to the expanded access and use of technology and mobile platforms by college age students. Furthermore, there is key research that indicates LGBTQ+ populations are more likely to interact with resources online then in person. Come discuss, share your expertise and see what one campus is doing to leverage these trends.

BREAKOUT SESSION 2

**Option I (BB 008)**

**What’s Happening On Campus?!**

UAlbanyGO was created as a way to better communicate with our student body and larger campus community about upcoming events to help provide an outlet for student engagement. To do this, UAlbanyGO must focus on best practices in marketing events and using up to date social media technology including Facebook, Twitter, Instagram, and Snapchat. The current practices used by GO will be discussed, along with how GO uses assessment data to improve services.

**Option II (BB 010)**

**Assess the Transformative Effects of Leadership Experiences**

Student Leaders at SUNY Oneonta are requested (required for two of our Leadership Certificate Levels) to complete an Experiential Leadership Assessment to help us better understand what they have learned and where we can improve. Based on the CAS standards for Campus Activities this assessment was originally ...
(con’t from previous page) designed by the National Association for Campus Activities. It has been modified so that students complete the assessment online. Data derived helps us look for areas for improvement even including the advisors themselves. We will look at how it is administered and take a deep dive into the data.

**Option III (BB 129)**

**Assessing the Effectiveness of a Counseling Center Orientation Program**

Significant changes were made in the format, content, and goals of the program offered to incoming students at orientation by UAlbany’s Counseling and Psychological Services. Goals of the revised program include promoting student awareness of CAPS services and willingness to seek services if needed, as well as providing students with information about alcohol and other drugs, healthy social norms, and mental health/stress management techniques. Methods used to assess the effectiveness of the program include evaluation of survey data and clinical usage rates. This presentation will provide an overview of the revised orientation program, assessment techniques, and results obtained to date.

**Option IV (BB 006)**

**A Multifaceted Approach to Grading and Assessment of Student Outcomes**

Assessment is a major focal point in education today, with accrediting bodies and industries requiring evidence that students acquire the skills needed to be successful. Establishing an improvement-driven environment with student learning at its core, demands that assessment include a comprehensive view of student achievement. Comprehensive assessment practices include the use of a culminating experience assignment, as well as course embedded assessments that help provide a formative view on student progress toward outcome achievement. This presentation will provide an overview of evidence-based practices used for developing and measuring these direct measures of assessment at an online institution for adult learners.

**BREAKOUT SESSION 3**

**Option I (BB 008)**

**Improving Counseling and Psychological Services with Existing Data**

Student mental health is a topic gaining increased attention nationwide and one that creates a significant strain on resources for many institutions. Using institutional data, one can look at the impact of Counseling and Psychological Services (CAPS) on student success, as well as make more informed decisions about how counseling centers manage cases involving students under varying levels of presenting distress. This presentation will discuss findings from cohort-level data and how these data are being used to better allocate resources and ultimately improve student outcomes.

**Option II (BB 010)**

**Unified Publicity Across Diverse Platforms**

We all do advertising: a great deal of it. The question is not how much but how coordinated it is across different channels. We have a cohesive advertising strategy that works across several platforms including our student organization management system, campus portal, emails, fliers, Facebook, Twitter and more to hit students everywhere they are. In this session, we will show several examples of how advertising connects across platforms. We will discuss strategy, costs, time needed, and software utilized to create a unified campaign.

**Option III (BB 006)**

**Keep Calm and Schedule On: The New UAlbany Schedule Planner**

Scheduling and registering for classes can be stressful for students. UAlbany is working to improve the experience with the release of Schedule Planner, a web-based course planner. Using this tool, students can input breaks, including extra-curricular activities, work commitments and preferences, and see their full range of schedule options. The release of Schedule Planner is a partnership between the Office of the Registrar, the Advisement Services Center and Information Technology Services, and represents a significant improvement to the student registration experience.
Option IV (BB 129)
The Great Dane Welcome Survey: Understanding a New Student’s Experience
The Office of Student Learning and Assessment in the Division of Student Affairs launches a six-week survey every fall semester. The instrument is sent to all new freshman and transfer students. Data collected is used to understand a student’s experience regarding academics, well-being, campus involvement, and diversity and inclusion. Learn how the Office of Student Learning and Assessment at the University at Albany collects, analyzes and uses data that to transform the student experience. The presentation will cover the new features of the 2016 survey, discuss questions that provided the most meaningful insight, and explain how this insight was put into action.

BREAKOUT SESSION 4
Option I (BB 006)
Connecting the Curricular & Co-Curricular: Assumption’s SOPHIA Program
This presentation will provide an overview of Assumption College’s SOPHIA (Sophomore Initiative at Assumption) program, which is funded in part through a grant by the Lilly Endowment. SOPHIA draws upon the history of the Assumptionists who founded the College, the content of the philosophy courses that are embedded in the core curriculum, and the personal values that emerge as students participate in the various components of this year long program. The presenters will describe SOPHIA, how it is designed to balance curricular and co-curricular components, provide an overview of the assessment methods currently being developed to assess student learning, and review the data collected thus far.

Option II (BB 010)
Breaking Down Silos: Synergies between Assessment and Communication
Two years ago, the Division of Student Affairs at RIT recognized the synergies between Assessment, Technology and Communications and built a department to provide leadership and support to the Division in these three areas. In this session, the presenters will detail how ATC works behind the scenes to support the other 20 departments in the Division in transforming the student experience. Throughout the session, the presenters will highlight connections between communications and assessment that can be adapted to any campus.

Option III (BB 008)
Students Success: Expanding Advising Intelligence With Predictive Analytics & Success Markers
Between shrinking budgets and a shrinking college-aged demographic, colleges and universities have been forced to look to new ways to not only recruit students, but to retain them after enrolling. One way to do that is via predictive analytics - advanced statistical methodologies that attempt to create an “early warning system” to identify students at risk of failing to persist. Coupled with Success Markers - the ability to readily identify when a student has completed a course, sequence or program requirement that may have been a stumbling block for others - these become very powerful tools to influence the ways we approach advisement. In a panel discussion, we will discuss the lifecycle of a Success Marker through predictive analytics analysis, implementation, and incorporation into the student advising model.

Option IV (BB 129)
Roundtable Discussion: Engaging Stakeholders to Advance our Work
When you really think about it there are many stakeholders that affect the work that we do. Each stakeholder is different, having their own interests, purpose, and reason for involvement. Whether the stakeholder is internal or external to your institution having a plan to effectively engage them is important. Join Cindy Riggi, Assistant Vice President for Student Affairs at UAlbany, in discussing how we can effectively engage our stakeholders by leveraging assessment findings, technology platforms, and various communication methods to advance our work.
CAREER AND PROFESSIONAL DEVELOPMENT

- The number of employers participating in the Fall 2016 Job and Internship Fair increased by 24% as compared to Fall 2015.
- The number of students attending the Fall 2016 Job and Internship Fair increased by over 45% as compared to Fall 2015.

CAMPUS RECREATION

- During the 2015-2016 academic year, 1,845 individual students participated in group exercise, attending 10,260 group exercise classes.
- During the 2015–2016 academic year, 3,272 individual students participated in 766 intramural games.

CAMPUS CENTER

The current Campus Center expansion includes a 21,000-square-foot east addition and a 55,000-square-foot west addition. The renovation portion of the project includes 46,000-square-feet of renovated space within the existing Campus Center. The west addition will house a multi-use auditorium, multi-use rehearsal room, student association office suites, a food service venue, meditation room, student group resource spaces, and miscellaneous lounges and meeting rooms.

DIVISION OF STUDENT AFFAIRS

- More than 900 employees, inclusive of 800+ student work integrated opportunities.
- 17 student focused departments
- Student housing inclusive of 5 traditional Quad residence halls (Alumni, Colonial, Dutch, Indian, and State Quad) and 3 apartment style complexes (Empire Commons, Freedom Apartments, and Liberty Terrace).

COUNSELING AND PSYCHOLOGICAL SERVICES

- 9,173 clinical interactions with or about students (counseling and consultation).
- 1,242 Middle Earth Peer Assistance Hotline calls.
- 38,434 contacts with students through behavioral health promotion activities.

Over the past 12 years, high risk drinking (drinking 10+ times per month) has decreased from 29% to 14% of UAlbany students. This coincided with an increase in abstinence from drinking alcohol from 19% to 33% of UAlbany students.
DISABILITY RESOURCE CENTER
During the 2006 - 2007 academic year, the DRC proctored nearly 1,800 exams. In 2015-2016 DRC proctored 2,617 exams for the year – an increase of 144% over 10 years.

INTERCULTURAL STUDENT ENGAGEMENT
- During the 2015-16 academic year approximately 2,382 undergraduate students visited the Gender and Sexuality Resource Center (GSRC).
- During the 2015-16 academic year an estimated 3,884 undergraduate students visited the Multicultural Resource Center (MRC).

RESIDENTIAL LIFE
- 7,800 students in residence.
- Collaboration with the Office of Student Engagement to offer 21 Living-Learning Communities.

STUDENT HEALTH SERVICES
Provides evaluation, screening, diagnosis, referral and treatment for the medical and psychiatric health care concerns of our students.
- During the 2015-2016 timeframe, Student Health Services had over 14,000 provider office visits for over 6,700 students.
- In addition, Student Health Services Pharmacy filled over 11,000 prescriptions, representing prescriptions for over 5,000 unique pharmacy users.

STUDENT INVOLVEMENT
The 2015 Great Dane Welcome Experience – a recent winner of the SUNY Outstanding Student Affairs Award – included:
- 64 programs in 42 days / 38,314 attendees.
- 49 programs in 39 days during the Spring 2016 Great Dane Welcome.
- 90% of students reported a greater sense of belonging to the campus as a result of attending one or more of these events!
- Preliminary data for Fall 2016 notes even more events, greater attendance (over 45,000) and 93% sense of belonging.
- Programming Board hosted 92 events in 2015-2016 with over 25,000 student attendance at their events alone.

6th Annual Emerging Student Leaders Program (ESLP):
- 103 Graduates (52 Fall; 51 Spring).
- Recent analytic data show higher retention rates, higher graduation rates, and higher cumulative GPAs of ESLP graduates as compared to non-graduates.

Student Organization Resource Center (SORC)– This new initiative seeks to provide additional support to student clubs and organizations, provide coordination, and assist in risk reduction strategies.
- 242 student groups, 24 club sports, 7 pre-professional fraternities and 40 social fraternities and sororities have utilized the services of the SORC.
- In 2015-16, there were 42 fall and 66 spring student group on-campus events with combined attendances in excess of 17,000 students.