Assessment on a Departmental Level: From the Ground Up

2016 UALBANY ASSESSMENT CONFERENCE
EMILY FEUER – ASSISTANT DIRECTOR FOR RESERVATIONS
JESSICA KRUPSKI – ASSISTANT DIRECTOR FOR EVENING EVENTS AND OPERATIONS
Start with the End in Mind

Backward Design

Desired Result

Adapted from Henning, G. (2010). *Laying the assessment foundation* [PDF Document].
Upcraft and Schuh’s 12 Questions

**Goal**

- What’s the problem?
- What’s the purpose?
- How do we use the results?

**How can I do it?**

- Who will be studied?
- What’s the best assessment method?
- How do we decide who to study?

**What do I need to be successful?**

- How should the data be collected?
- What instrument or instruments should we use?

**When will it be done?**

- Who should collect the data?
- How should we record the data?

**Who’s going to do it?**

- How do we analyze the data?
- How do we report the results?

**Why is it important?**

Goal

Take an inventory of what’s expected and what has been done

Determine what needs to be done:

- What’s important to your department? (Mission)
- What do you want to know?
- What do you think you do well?
- What do you think you do poorly?
- Who is your target audience?
Purpose: To serve as a one-stop-shop for students, faculty, staff, and guests for event support that provides general campus information, lost and found, and nightly gaming and entertainment through Late Night. Over 30 student staff and 1 graduate assistant will be staffed to provide services whenever the Campus Center is open.

Problem: Very limited marketing

Target Audience: Everyone who uses the Campus Center

Goal: Spread awareness and gauge usage
How Can I Do This?

- Background Knowledge Probes/Pre-Tests
- Event Student ID Data Collection
- Focus Groups
- Inventories
- Misconception/Preconception Checks
- Muddiest Point(s)
- Polls/Surveys
- Productive Study-Time Logs
- Quizzes/Tests
- Recorded Observations
- Rubrics
- Suggestion/Comment box
- Word Journals
- Written Summaries

Who/What Will Be Studied?

- Alumni
- Community members
- Employers
- Faculty
- Graduating Students
- New Students
- Peer Offices
- Peers of Students
- Student Advisors/Supervisors

## Campus Center Connections Application

<table>
<thead>
<tr>
<th>How Can I Do This?</th>
<th>Who/What Will Be Studied?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey</td>
<td>Students</td>
</tr>
<tr>
<td></td>
<td>Faculty</td>
</tr>
<tr>
<td></td>
<td>Staff</td>
</tr>
<tr>
<td></td>
<td>Community Members</td>
</tr>
</tbody>
</table>
1. Do you know what Campus Center Connections is?
   - Yes
   - No

2. Do you know what Late Night with Campus Center Connections is?
   - Yes
   - No

3. If a to 1: What do you primarily use Campus Center Connections for?
   - Lost and found
   - Gaming equipment
   - Reservation/event needs
   - Tabling check-in
   - General questions
   - Other (please specify)
   - I don’t use CCC

4. If a to 1: How do you find out information about Campus Center Connections?
   - Desk
   - Facebook
   - Flyers around campus
   - Twitter
   - At a Campus Center/student organization event
   - Other (please specify)

5. If b to 1:   Campus Center Connections (at the information desk on the first floor of the Campus Center) serves as a “one-stop-shop” for student organizations and guests to plan and facilitate Campus Center events. Students, faculty, staff and guests to the University will also be able to utilize Campus Center Connections as a resource for general University-wide information when visiting campus.

6. If b to 2: Late Night with Campus Center Connections offers daily evening activities including billiards, ping pong, movies and video games at the Campus Center. Equipment can be signed out at the recently renamed Campus Center Connections desk with a SUNY Card.

7. Do you wish the Campus Center had additional offerings (not food related)?
   - Yes (Please specify)
   - No
What Do I Need To Be Successful?

- Build your team and resources
  - Who can you collaborate with (in-office and out-of-office)?
    - Assessment Committee
  - Does your campus have any assessment software available?
  - Does your campus have a teaching/learning or assessment office?
  - Does your department have work-study or student assistants with some extra time available?
  - Do you have a budget to work with? Can you use money from another initiative?
  - How can you get departmental and divisional buy-in?
Campus Center Connections Application

What Do I Need to Be Successful?

- Buy-in (Divisional and Departmental)
- Incentive
- Dedicated time for the project
When is it going to get done?

- Is there a specific deadline?
- Consider your target audience (time of semester, day of the week, time of day)
- Is there a specific assessment cycle for your department/division?
- Is this a semesterly, yearly, or one-time assessment?
Campus Center Connections Application

When is it going to get done?
- Would be helpful if it was done each semester
- Needs to be done toward the end of the semester so we have a chance to target new marketing
- Needs to be during a time when a lot of different types of people are available – LUNCH!
- Need to be able to secure Ipads

We ended up picking random days in October and April that fit all of the above requirements
Who’s Going To Do It?

- Consider your already available resources (assessment committee, work study students, etc.)
- Can you partner with another office/department?
- How are you going to hold the responsible party accountable?

We know you’re busy….but, sometimes you have to do it yourself.

Remember – assessment can reinforce what you do, why you do it, and the resources (think MONEY) you need to be successful.
Campus Center Connections Application

Who’s going to do it?

- There’s a lot of time involved
  - A lot of setup/breakdown required – setting up tables and water bottles
  - Staying at the table for the duration

- There is a lot of back-end working
  - Creating the survey
  - Compiling the results

We decided to divide the responsibilities. Emily created the survey and compiled the results. For the Fall semester, we used a variety of undergraduate student staff to administer the survey but realized there was a lot of training and miscommunication. For the Spring semester, we chose one dedicated student to be in charge each day and training any other students as needed.
Why Is It Important?

Assessment isn’t as impactful unless you are able to show what you’ve learned!

- Understand what your data tells you (and what it doesn’t) and look into explanations if possible
- Draw conclusions
- While a report may be useful to you, a quick summary may be more realistic
- Use a standard template if possible
- Make the data easy to understand
- Share the results with many!
Why Is It Important?

Some reporting techniques:

- Key Performance Indicators (KPIs)
- Infographics
- Reports

Campus Center Ballroom Usage
Hi Everyone – Please see the attached Campus Center November 2015 Summary and let me know what you think of the results.

Here are some highlights:

- Total attendance at Campus Center events was 22,752 people while in November 2014 the total attendance was 13,799 people.
- The Campus Center Connections desk served 2,531 people while last November the desk served 2,289 people.
- The Campus Center Connections Event Staff supported 6 student organization events this November while last year we supported 10 events.
- New this year, Campus Center Connections is hosting gaming and trivia tournaments throughout each month.
Sharing Results

Campus Center Connections
University at Albany
BY THE NUMBERS
FALL 2015

13,494
Served at the information desk

567
More follows through social media

27
Events supported by Event Staff

8
Recreational tournaments in the Campus Center

AVERAGE ATTENDANCE FOR EVENT STAFF SUPPORTED EVENTS

LOCATION OF EVENTS SUPPORTED BY EVENT STAFF
Now What?
Creating An Assessment Plan

- Semesterly/Yearly
  - Use the Assessment on a Departmental Level worksheet as a start
  - Add a column to track progress

- Three Year
  - Consider what is a one-time assessment and what will be repeated (and how often)
  - Think ahead – NASPA Consortium, departmental strategic goals and changes
  - What are you curious about? Now’s the time to think big!
  - Think strategically for future funding and goals
<table>
<thead>
<tr>
<th>Assessment</th>
<th>Category</th>
<th>Explanation</th>
<th>Timeline</th>
<th>Responsible Party</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC Connections Anonymous Staff Survey</td>
<td>Student Staff Development</td>
<td>Campus Center Connections staff will take a survey with questions related to satisfaction, duties, environment, supervisors, and learning outcomes</td>
<td>Survey to be distributed November 30 - December 10</td>
<td>Emily and Jessica will revise survey and analyze results</td>
<td></td>
</tr>
<tr>
<td>Student Staff Evaluations</td>
<td>Student Staff Development</td>
<td>Campus Center Connections staff will be evaluated at the end of week three (non-student leaders) and the end of week 14 (all staff) every semester</td>
<td>-3 week evaluation to begin Sept. 16, 2015 -14 week evaluation to begin Dec. 2, 2015</td>
<td>Jessica will coordinate logistics with student leaders, will compile and analyze results</td>
<td></td>
</tr>
<tr>
<td>Covert Customer Program Survey</td>
<td>Student Staff Development</td>
<td>Secret “customers” will submit evaluations of their experiences with Campus Center Connections staff.</td>
<td>Ongoing throughout the semester</td>
<td>Emily and Jessica will develop missions and Emily will distribute, collect, and analyze results</td>
<td></td>
</tr>
<tr>
<td>Student Staff Training - Manual Quiz</td>
<td>Student Staff Development</td>
<td>Student staff will take a quiz based on the staff manual to ensure students read and understand the resources in the manual</td>
<td>Quiz will be available during the first week of classes. Deadline TBD</td>
<td>Emily and Jessica will create quiz, Jessica will administer and track results</td>
<td></td>
</tr>
<tr>
<td>Student Staff Training - Muddiest Point</td>
<td>Student Staff Development</td>
<td>At the end of each day of training, student staff will write down the one thing each day they didn’t understand from training or would like more clarification on</td>
<td>Each day of training activity will take place</td>
<td>Jessica will create medium for assessment and will distribute, collect, and analyze results</td>
<td></td>
</tr>
</tbody>
</table>
What are your thoughts/experiences?
References


