

**Assessment Team Minutes
October 12, 2015**

Present: Kisha Lee, Blake Whitaker, Paul Harwell, Anthony Schneider, Raye Leigh Stone, Cruz Rios, Eric Posada, Mark Haven, Carol Binzer, Melissa Shehane, Kari Keller, Judd Moody, Darby Roberts, Kelly Cox, Susan Fox-Forrester, Amanda Dyer, Jerry Smith

Absent: Stefanie Baker and Judy Marrs

1. Assessment Data and Marketing and Communication (MarComm)

Guest Speaker - Josh Ellison

Marketing & Communication is a TOOL

- Do not do for the sake of doing
- It is a process
- Start with strategic plan
- Determine where you need

Ask and answer the right questions

- Who am I?
- What are my resources? (\$, staff, time, expertise, data, access to channels)
- Who is my audience?
- What is my message?
- What is my call to action?
- What is the appropriate channel?

Effective MarComm is data driven, data implemented, data evaluated and data refined

Using the Assessment Data

- Message and content
- Tactics - social media, website, fundraising, quotes
- Your assessment data can be your message!

Using assessment data to ~~tell our story~~ - scratch that out of your brain

- A story is a narrative
- MarComm does not want falling action or resolution/end
- Goal is continued rising action
- Dr. Pugh's vision is to preeminent
- MarComm and Assessment are cyclical

Q. Can you help with creating templates for sharing assessment data?

Yes, would enjoy helping with that.

Q. What is the best way to work with you or your staff?

Starting November 16 - new staff member starts and it will be more than a one-person shop!

Working on DSA website to be able to request from the suite of services offered, but for now email Josh

2. Department Presentations

Student Health Services - Judd Moody

- Patient Satisfaction Survey
 - It is a 20-question electronic survey that allows SHS to benchmark with other institutions. The survey is sent to patients 4-5 days after a visit.
 - The results are grouped together by topic:
 - General process, appearance, and privacy was the best area
 - Support staff is close to the national numbers
 - Provider is the area that has the most area for improvement
 - Feedback is shared with staff Looking at some changes in the administration of the survey and trying to have students meet with the same provider for multiple appointments

Disability Services - Paul Harwell

- Student Survey
 - The survey was done in the spring to understand the students and administer it every four years.
 - As deciding on questions, they really asked how they would use the information to get at information needed.
 - The survey was broken into a few parts - access coordinators, testing center, working with instructors, and the website
 - DS did an internal marketing to the survey and taking it to increase response rate
 - DS have looked at results both the positive and areas for improvement
 - A couple action plans have been developed based on the results:
 - Working with students to communicate with instructors of their accommodations
 - Working with faculty members
 - Redesigning the website
 - Results are shared with all staff and discussed it at a staff meeting

3. Announcements

- Don't know when WEAVEonline will be opening for the 2015-2016 year, but will share that once we know
- Assessment results can be found on the SLS website – all staff are encouraged to look at that information
- #assessment is fun schedule – please invite and encourage staff to attend these workshops
- There will be two WEAVEonline training date – each date is the same training so you only need to attend one and you are encouraged to bring others from your staff!
 - Friday, October 30 from 9 – 10 am in Koldus 144
 - Monday, November 9 from 2 – 3 pm in Koldus 144