

DSA Assessment Team Minutes

May 9, 2016

Present: Debbi Almand, Blake Whitaker, Raye Leigh Stone, Stefanie Baker, Mark Haven, Carol Binzer, Melissa Shehane, Kari Keller, Judd Moody, Darby Roberts, Kelly Cox, Susan Fox Forrester, Katie Reed, Judy Marrs, Aaron Gonzalez (for Amanda Dyer in UART)

Absent: Paul Harwell, Anthony Schneider, Cruz Rios, Eric Posada, and Jerry Smith

Department Presentations

Memorial Student Center

- Raye Leigh Stone presented on the assessment of the MSC Officers.
- The MSC has 26 officers, who are advised by 10 staff advisors; additionally there are approximately 1400 students involved in the MSC.
- The staff created a “post-then” assessment to understand what the officers learn in their position.
- The survey was administered in March and consists of 11 questions (10 quantitative and 1 qualitative). Of the 10 quantitative questions, there are 5 statements that ask about before the term began and then now that their term is ending.
- Students were informed of the assessment shortly after being selected and a couple times during the year. The qualitative question was emailed to the student leaders a day or so ahead of time to give them a little time to think about it.
- The responses from the qualitative question was summarized into themes by two advisors and one person from Student Life Studies.
- This is the second year for the assessment.
- One change for future assessments would be the time/place for the administration. This year they utilized a meeting to reach most students and only had a few to follow-up with. Another change is to work with the advisors more in telling the students throughout the year about the assessment and the value of doing it.

University Art Galleries

- Aaron Gonzalez presented on a marketing assessment UART did working with Mays Business School.
- As part of the project the students in the business class completed a SWOT analysis to provide some strengths and opportunities for the galleries. Two opportunities identified were marketing through student organizations and having a stronger social media presence.
- A couple recommendations for reaching students was through marketing on coffee sleeves and playing music in the galleries.
- A fairly easy change that UART made based on the recommendations from the students was changing the handle from @uart_tamu to @tamugalleries.
- UART also added art etiquette classes.

WEAVEonline

- Kelly did a short demonstration of WEAVEonline, focusing on the findings and action plans. Some key points to remember:
 - Findings need to match what the target is about and clearly indicate if that target was met or not.
 - Write a short description of the finding and mark it as met, partial met, or not met.
 - The option “not reported in this cycle” is only used if the measure is something that is done every certain number of years. It is not used if you didn’t do your assessment this year.
 - Every plan must have 1 new action plan in each cycle. This is to show how you continually improve your programs and services.
 - If you have a finding that was either partially met or not met, you must write an action plan for it. You can also write an action plan for a finding that was met, but it is not required.
 - Previous action plans need to be updated with what you have done this year towards it or what is left to do. Additionally, if appropriate, mark the plans as finished, on-hold, or terminated and mark them to end this cycle.
 - All findings are due June 1 and Student Life Studies will begin to review and provide feedback.

DSA Annual Report Update

- Darby shared a handout of the draft for departments' annual reports and talked about the process and the timeframe.
- By June 10, 2016 departments will need to submit their customized metrics to their reporting AVP.
- There was a question about the year annual reports are due – April 2017 or 2018. Darby will clarify this.
- Departments are encouraged to contact SLS if you need help in determining appropriate measures.

SERU

- The 2014 SERU included a qualitative question, which SLS conducted a formal qualitative sort to summarize themes.
- The sort was conducted starting in the late spring 2015 semester and concluded in the early fall 2015 semester.
- From the sort 29 themes were developed, most of which had subthemes within them.
- The full report can be found on Student Life Studies website at <http://studentlifestudies.tamu.edu/sites/studentlifestudies.tamu.edu/files/results/full/289-full.pdf>.
- Departments are encouraged to schedule time with Darby or Kelly to come in and look at cards for themes they are interested in to gain a deeper understanding of the results.
- Student Life Studies will be coordinating a qualitative sort for the 2015 data over the summer. Additional information will be sent out asking for staff to help with the process. The plan is to begin with the same themes from the 2014 sort as a starting point to build on from there.
- When information comes out, please consider helping with some sorts over the summer.

DSA Assessment Team Assessment

- An assessment was distributed to all committee members to gather some quick feedback on the committee structure.
- Part of the assessment was a start, stop, and continue exercise to understand what activities should be started, stopped, or continued.
- Based on the feedback from last year – committee meetings were scheduled once a month rather than twice a month and the structure for the department presentations were changed. There were two questions specifically about these two changes to determine if they were successful or not.
- Kelly will contact committee members who were not at the meeting to gather feedback from all members.

Announcements

- Check out new reports on the SLS website at <http://studentlifestudies.tamu.edu/results>.
- The next meeting is Monday, June 13 at 3:00 pm.