

DSA Assessment Team Minutes June 12, 2017

Present: Stefanie Baker, Amanda Dyer, Kerry Pickens, Jason Kurten (for Mark Haven), Jennifer Boyle, Byron Schlather, Jana Corley, Kari Keller, Jerry Smith, Marquis Gatewood, Judd Moody Debbie Almond, Raye Leigh Stone, Paul Harwell, Kelly Cox, and Darby Roberts

Guest: Sondra White (DSA Marketing and Communication), James Deegear (Student Counseling Service)

Absent: Music Activities and Residence Life

Department Presentation:

Student Counseling Service (SCS): James Deegear presented on the Counseling Center Assessment of Psychological Symptoms (CCAPS). The 34-question instrument was administered starting this past September; used for every student for every session. There are seven sub-scales, and takes about 3-4 minutes to administer. Results are used by SCS staff and students accessing services. Scores are changed to a reliable change index (RCI) to indicate if a student is getting better or worse. Counselors can review this before meeting with a student and see if there has been a change since the past visit. Can also be used to show students they are making progress. In looking at critical items (harm to self or harm to others), seeing that the severity issue is decreasing over time this past year. Highlights - counseling works, short-term approach are appropriate for our setting and resources. Additionally, counselors seem to like the CCAPS.

Veterans Resource and Support Center (VRSC): Jerry Smith (aka Jerry Skywalker) presented about the value in finding the value of student veterans. Through several tracking methods, now have most veteran students identified. They are all current and former military students, not dependents. Data shows that veteran cohort is doing better than other students in being competitive for Admissions, diversity (background and experience), low or no student loan debt, post-graduation positive outcome, and higher average salary. They are showing a 98% retention rate. Looking at how to tell the same story in different ways to different audiences. By getting to know their population better and have been able to make changes to the overall operational model and be more proactive. Additionally, VRSC has made programming changes and collaborating more with others across campus. Having the data has pulled in resources and money to the department. However, the data from this information doesn't fit with WEAVEonline to be another place to tell their story. VRSC has focused on knowing their "troops" to look out for their welfare. Total number of students on the CS campus will be close to 1300 this fall.

A-Team Reflection:

What are some creative ways for sharing data or information that you or staff in your department have used?

- Not really creative – but website, responding to inquiries from others, and executive reports.
- Annual impact statement - front and back single sheet (similar to an executive report).
- Overall stats for department - impact and size/scope
- Website and social media used recruitment and including student quotes.
- "State of the Union" type meetings for staff and bring in targeted other members to hear where we are at with quality studies, satisfactions, events. It is done twice a year. This is how it can be shared to internal.

Discussion:

Using Assessment Results to Tell Your Story - Sondra White, Director of Marketing & Communications

- Trying to get to know individuals, departments, and understand goals and priorities.
- They are currently only 2 staff, but hiring a graphic artist, plus a few students.
- Some departments are really equipped with marketing or communication specialists.
- Trying to lots of things for individual departments as well as big picture for the department.
- Has been impressed with how much the division does.

- Your message and context can depend on the audience.
- Thinking about the purpose of the communication. Often the communication being used for external audiences could be beneficial for our internal staff.
- Understanding the non-users - identify them and understand them. It is an area we don't look at much.
- How do we make information meaningful - we have numbers, but how do we make that meaningful?
- Discussion about the annual reports - still trying to understand how it will be used and who the audience is. Trying to figure out what are the highlights and making the divisional report because we can't tell everything in this method. How will we measure the impact of the annual report?

Announcements:

- There are new reports posted on the SLS website - be sure to check them out.
- Those who were not at the May meeting - please complete the Assessment-Team assessment. Please see Kelly about that.

Department Takeaways:

- Think about marketing mindset in sharing assessment results. If you have a communication specialist or marketing person in the department, be sure to connect them to the assessment efforts to help in sharing those results.

Next Meeting:

The next meeting will be on July 10.

- Department presentations will be by University Art and the MSC.
- The reflection question will be "What are some creative ways to do assessment that you or others in your department are doing (or have done)?"