Division of Student Affairs

Building Blocks of Assessment

November 27 – December 1, 2017

Purpose

In the following presentations and discussions, we hope to bring Student Affairs staff members together to share ideas and strategies and learn from each other and other professionals across campus. This is meant to be an opportunity share how we are doing assessment and evaluation within our units and ask questions of each other to make connections and improve our practice.

Aligning Unit and Institutional Data Priorities – Johnny Lail, Operations Research Analyst, OIPE

Monday, November 27, 2017 | 11:30 am – 12:30 pm

The UNC strategic plan metrics and targets for WCU will be discussed and defined. Participants will be encouraged to consider where their efforts and data collection activities align with these metrics. University data, including demographic, retention and graduation data, available in Tableau will also be discussed. From this discussion, participants will be able to use, as appropriate, university data to inform assessment targets and benchmarks and align data collection and reporting with the university's metrics.

Suggested audience: This discussion is appropriate for anyone who collects participant data and seeks a better understanding of their data within the context of institutional data.

Round Table Discussion: Making Satisfaction Assessment Work Meaningful – Pam Buchanan, Director of Health Services and Shawna Young, Director, Marketing and Assessment

Tuesday, November 28, 2017 | 10:00 – 11:00 am

Satisfaction results are a common key performance indicator for Student Affairs services and programs. Too often, though, assessment work pertaining to service or program satisfaction doesn't result in actionable information. How do we monitor satisfaction while garnering information that will allow us to make important improvements to program or service delivery? Brief presentations on recent service satisfaction related assessment in Health Services and Marketing and Assessment will be followed by an open discussion facilitated by the presenters.

Suggested audience: This discussion is appropriate for anyone who is responsible for delivering a service or a program and is seeking a better understanding of how that service or program is being experienced by their target audience.

Leveraging Data to Demonstrate Impact – EAB On-Demand Webinar

Tuesday, November 28, 2017 | 3:30 – 4:30 pm Discussion 4:30 – 5:00 pm

About the webinar

Increasingly, higher education institutions are focusing on internal performance management metrics as part of broader efficiency and effectiveness initiatives. While Student Affairs has expanded data

gathering and assessment capabilities, most divisions struggle to link their data to institutional metrics and communicate targeted information to institutional leadership. Topics covered in this session include cultivating strategic data and diversifying communication efforts.

Suggested audience: These webinars are designed for senior student affairs officers, members of their leadership teams, and all staff across the student affairs division.

EAB On-Demand Presentation: https://www.eab.com/research-and-insights/student-affairs-forum/events/webconferences/2012/leveraging-data-to-demonstrate-impact

Round Table Discussion: Using Program and Event Participant Data – Patrick Frazier Associate Director, Undergraduate Admissions and Stephanie Sue Rowell, Associate Director for Campus Programs, Campus Activities with Kevin Koett, AVC/DOS

Wednesday, November 29, 2017 | 11:30 am – 12:30 pm

We collect participant data in a variety of ways for different reasons. This round table discussion will share how Undergraduate Admission and Campus Activities analyze and use participant data for planning. Participant data usage will also be explored from a division and institutional perspective. Participants are encouraged to bring challenges and opportunities they see in their own participant data.

Suggested audience: Those responsible for program and event planning and assessment.

Planning, Conducting and Analyzing Data from Focus Groups and Interviews - Yancey Gulley, Assistant Professor, HESA

Wednesday, November 29, 2017 | 2:00 – 3:30 pm

Do your assessment questions ever ask how or why something is happening? Are you trying to assess learning at "deeper" levels? Then you'll need an assessment method that moves beyond surface level. Focus groups and interviews are two ways that you can effectively gather in-depth data. This session will help you determine if focus groups or interviews are the best method given your intended outcomes, tips for successfully planning focus groups and interviews, as well as developing effective focus group and interview protocols. We will also discuss ways to start making meaning of data gathered from focus groups and interviews. Finally, this session will end with a discussion of other qualitative data collection methods that could be useful for assessment projects.

As a result of engaging in this session, participants will be able to:

- Articulate the type of data gained and questions answered through focus groups/interview methods
- Identify considerations to successfully plan focus groups/interviews
- Identify skills needed to moderate and record focus groups
- Construct effective focus group/interview protocols and questions that are culturally sensitive and inclusive

Describe techniques for analyzing focus group/interview data

Suggested audience: Those responsible for planning and conducting assessment work.

Making Assessment Manageable – Annaleise Camacho, Associate Director for Residential Living and Shawna Young, Director, Marketing and Assessment

Thursday, November 30, 2017 | 10:30 – 11:30 am

Assessment and the process of continuous improvement is a vital part of our work in Student Affairs. For most of us, though, it can't and shouldn't be a full time job. We'll discuss ways to be strategic in your approach to assessment work.

Suggested audience: Those responsible for planning assessment work and/or assessing programs, events or services.

Leveraging the Four Frames of Student Success – Campus Labs Webinar

Thursday, November 30, 2017 | Webinar: 2:00 – 3:00 pm Discussion: 3:00 – 3:30 pm

About the webinar:

Student success is a campus-wide effort, and as such, institutions deploy numerous initiatives across campus in an effort to best support students. However, campuses often struggle to determine which initiatives are having the greatest impact. At most institutions, initiatives intended to support student success fall into one of four frames: data and analytics, support and services, policies and procedures, or programs and engagement. While these efforts are intended to work in tandem, campuses often succumb to a compartmentalized approach when measuring their impact, making it difficult to know what's actually working – or not working. Yet, when data and analytics is approached as an overarching frame - and not a stand-alone frame - it can actually inform efforts to best maximize the possibility for success. In this presentation, we will explore the steps you can take to establish a data-driven, holistic view by leveraging the connections between student success on both an individual and campus-wide level.

Data Sharing and Reporting – Shawna Young, Director, Marketing and Assessment

Friday, December 1, 2017 | 10:00 – 11:00 am

We all collect data in different ways for different purposes and some of it never leaves our desktops. How do you prevent data hoarding and ensure that those who need it, have access to your assessment results in a way that they can understand it? We will discuss how to effectively share and report on data to different audiences.

Suggested audience: Anyone who reports on assessment results or needs to effectively share information with others.

Round Table Discussion: Making Financial Data Meaningful – Greg Hodges, Director of University Budgets, Financial Planning & Analysis

Friday, December 1, 2017 | 2:30 – 3:30 pm

Accuracy is only the first step in sharing and reporting on financial data. How do you give leaders the financial data they need to make informed decisions? Does your financial data represent your financial stewardship and programming priorities? How do you demonstrate return on investment and incorporate assessment results in financial decision-making? We will explore these questions as well as

the bigger picture connecting budgeting, financial reporting and decision-making for WCU and the UNC system.

Suggested audience: Those who are interested in enhancing and better communicating their financial data.