Division of Student Affairs

BOT University Affairs Committee
Retention Discussion

Using the "Scholarship of Assessment" to Assure Student Success

East Carolina University
November 2012
Institutional Effectiveness

Ongoing, integrated, and institution-wide research-based planning and assessment processes that

- (1) incorporate a systematic review of institutional mission, goals, and outcomes;
- (2) result in continuing improvement of institutional quality;
- (3) demonstrate the institution is effectively accomplishing its mission;
- (4) sustain the financial status; and
- (5) ASSURE STUDENT SUCCESS
Student Success

• Overall picture of how students thrive and earn college degrees
• Create conditions that affirm students and induce engagement: a holistic perspective and approach
• Provide programs and services to meet student academic & social needs outside of classroom
• Collaborate across multiple learning environments with academic affairs
Indicators of Success

- **Academic and Social Engagement**: Amount of time & quality of effort leading to desired outcomes...learning, development

- **Academic Achievement**: GPA and course completion

- **Persistence to Completion**: year to year, graduation rates, financial integrity
Building a Scholarship of Assessment
(Banta & Associates, 2002)

- Transformation in Student Affairs
- From “add on” to co-creating a culture of evidence & improvement
- Learning organization: systemic, coherent, connected, shared reflective practice

Increasing

Complexity

And

Integration

- Outcomes Assessment
- Research Initiatives
- External Program Review
- Strategic Planning
- Accreditation
Accreditation Beyond SACS

Student Health Services
- Accreditation Association of Ambulatory Health Care
  - Summer 2011

Counseling & Student Development
- International Association of Counseling Services
  - September 2012 Campus Visit
New Strategic Plan

• Completed fall 2011 and launched spring 2012: 5 priorities → 14 goals → 50 objectives

• Emphasis on enhancing student success, learning, and leadership development along with addressing the overall quality of life for all students

• Become more data driven in our pursuit of continuous improvement as well as effectiveness
Five Priorities & Highlights

1. Enhance Inclusion & Success for All Students
   → Expand Living Learning Communities (LLC): Music, Engineering, Business, Nursing, Honors, Wellness, Jarvis Leadership
   → Progressive Student Transitions: 1st year students to all levels, e.g. transfer, veterans, early career steps

2. Advance Leadership Development
   → Quality improvements of Center for Student Leadership and Engagement programs and aligned with ECU’s Integrated Leadership Framework (ILF)
Five Priorities & Highlights

3. Foster Student Development through Innovative Programs and Services
   → 22 Thematic Programs leading to 18 month advance calendar and Innovative Program Council
   → Awareness and engagement in programs strengthened through marketing and communications innovations

4. Strengthen Professional and Personal Development
   → 18 Continuing Career Development programs

5. Increase and Responsibly Manage Resources for Sustainability → Compliance audit process integrated
External Program Review

- 15 departmental program reviews conducted in 2008-2009; based on CAS Standards
- 148 total recommendations (2011-2012 year 3 implementation)
- 56 recommendations completed/closed out (38%)
- 85 recommendations in progress (57.5%)
- 7 recommendations with no action taken or declined (4.5%)
2011-2012 Program Review
Improvement Examples

• Career Center: Director hired fall 2011 → long-term planning & student outreach toward career readiness
• Volunteer & Service-Learning Center: Organization and staffing structure reviewed → Director hired summer 2012 toward deepening service engagement outcomes
• Transit: Installation of automated bus tracking technology → student riders can track bus in real time
• Dean of Students: Evaluation of functions, job descriptions, assignments → Title IX, program development, parent services

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Research Initiatives

• **Research-Based Assessment Projects** →
  – Leadership Development with Campus Recreation & Wellness and Recreation & Leisure Studies
  – 1st year Student Time Study in Campus Living
  – Hazing & Pledging Attitudes in Greek Life

• **Institutional Research** → Data set development around student characteristics, indirect outcomes, engagement

• Dr. Hardy convened a **Student Affairs - Faculty Collaborations** gathering in April 2012 → W-curve First Year Adjustment, AAMMP, Team Leadership
Unit Outcomes Assessment

• 27 Assessment Units (now 29)

• 100 outcomes & 105 measures to actions: continuous improvement and deepening of learning outcomes

• **CRW:** Club Sport Economic Impact → $462,067.00

• **Student Health:** Fast Track Service → 100 clinic hours saved and able to add 400 appointments

• **Campus Dining:** Market Match Dining Styles → 10 year master plan for changes in venues, hours, meal plans, and services
Unit Outcomes Assessment

- **Student Media:** Needs Assessment → Structured leadership/professional development plan
- **Campus Living:** Satisfaction Benchmarking → problem areas identified and changes made to quiet/study areas
- **Campus Wellness:** Wellness Passport Outcomes → 88% of 2603 students gained new knowledge
- **SIL Greek Life:** New Data Tracking → 94% Greek retention and higher GPA compared to overall students
2012-2013 Next Steps…

• Strategic Plan: KPIs to Dashboards with Performance Measures Alignment

• Next Generation Program Review Process

• Doing more with Professional Development Assessment – PD Plans, Talent Development

• Continue to deepen student learning outcomes (CAS/LR2 examples) and use multi-measures: strengthen quality of evidence
2012-2013 Next Steps…

• Diversify methods of data collection/success criteria (triangulation): focus group team, rubrics, document analysis, observations

• Expand reporting of results/actions: “You’ve Been Heard” messaging to students, stakeholders…

• Continue to reinforce and recognize culture of evidence and improvement: **Ongoing Integrative Connections**

• Scholarship of Assessment: **Assure Student Success**