Message from the Director

The Office of Institutional Effectiveness (OIE) is looking forward to the summer, and we hope that yours is productive and relaxing! The OIE often collaborates with other departments to present and interpret data, develop and analyze surveys, and provide assistance with assessment. For this newsletter, we partnered with the following offices to highlight some institutional data and projects: Admissions (both undergraduate and graduate), Residence Life, and the Office of the Provost. The OIE has a few projects it will be working on in the upcoming months that will provide campus constituents with useful information. These include:

1. **Finalizing and summarizing our Student Opinion Survey focus groups:** In these focus groups, we asked students for additional feedback regarding Residence Hall Programming, Health and Wellness Programming, Sexual Assault Prevention Programming, the College Billing Process, and College Tutoring Services. We hope that our summary data will provide these departments with information that will help them improve their services to students.

2. **Administering the CIRP Freshman survey (Cooperative Institutional Research Project).** This survey provides our campus with information about our incoming class and also provides comparisons to other institutions. We expect to use this data to track students and see if different characteristics effect retention and graduation.

3. **Working on Administrative and Academic Assessment.** We will work with departments over the summer to finalize assessment plans and assist with ways to report information. If you would like to meet, please make an appointment with us!

4. **Updating and creating new data to share on our web page.** We have had several requests for data that we do not currently have on our webpage. We would also like to update some of the pages to make them more user friendly.

As always, please let us know if you have suggestions for any upcoming newsletters.

Have a great summer!

Assessment Matters

**Campus Academic Assessment Committee**

Based on the feedback the Office of Institutional Effectiveness received from an office assessment, we found it necessary to meet with the Provost Council to review the current Academic Assessment Reporting process and cycle. From the discussion, some changes were made to the reporting process and the cycle. As departments are required to undergo an Academic Program Review every seven years, we have revised the reporting cycle to coincide with these reviews (Self-Study and Mid-Term). A meeting with the Department’s respective Dean to review their assessment data and proposed action plan will be required before submitting the report to the Office of Institutional Effectiveness.

More information, including the new reporting cycle and details about the process, can be found on our Planning and Assessment section of our website at: [http://www.potsdam.edu/offices/ie/assessment/index.cfm](http://www.potsdam.edu/offices/ie/assessment/index.cfm).
You, Me, and IE

Fall 2016 Undergraduate Admissions Information

The charts below show our undergraduate and graduate applications, acceptances, and active deposits for Fall 2016. While we are ahead in Freshmen and Graduate applications from previous years, our active deposits are slightly behind. The Admissions offices, as well as many other offices on campus, are hard at work trying to finalize our incoming class. Please do your part in helping this process! Please note: The Undergraduate (Freshmen and Transfer) data comes from data collected in Banner that are then translated into Admissions Reports that are run weekly so these numbers update regularly. The Graduate data comes from a combination of data collected in Banner and internal admissions tracking. These data also update weekly.

Retention and Completion Committee

To improve the campus’ retention efforts, the Retention & Completion Committee (RCC) has accepted responsibility for the oversight for contacting unregistered and part-time students. The procedures established this spring emphasize contacting students during the course of the semester before they return home so that they can obtain proper advising as well as work on ensuring the release of any holds preventing registration. Here is a snapshot of the process that begins at the end of the registration period:

- The President will send out an email to all unregistered students and part-time students encouraging them to get registered (or to get registered full-time) while they are still on campus.
- The Provost will send out an email to all advisors encouraging them to check on their advisees and contact those who have not yet registered or who are only part-time.
- A week after these emails, calls will be made to students who are part-time or unregistered encouraging them to register for classes.
- This process will be repeated over the summer (or winter depending on the semester) to help as many students as possible with next semester course registrations.

For this spring semester, emails to students and advisors were sent during the first week of May. Calls to unregistered and students registered as part-time began on May 9th. While we have made significant progress in these last three weeks, we still are not at our registration goal. Again, the RCC will continue to send emails and call students over the summer months to ensure that we enroll as many students for Fall 2016. If you have contact with students over the summer, please review and discuss their Fall 2016 registration status.
Institutional Surveys

RESIDENCE LIFE LIVING SURVEY — SPRING 2016

In Spring 2016, Residence Life administered their Residence Life Living Satisfaction survey to all residential SUNY Potsdam students. Since moving to electronic administration of the survey, Residence Life struggled with declining response rates. In addition to introducing an incentive of two iPad minis, survey invitations were sent to both campus and personal email addresses provided by students. As a result of these such changes, participation in the Spring 2016 administration nearly doubled.

While Residence Life continues to analyze disaggregated summaries, the following statistics are just a few of the highlights of the overall survey summaries over the past three years:

- 95% know where the Residence Life office is located (up from 87%)
- 87% have created meaningful relationships with at least one staff member (up from 78%)
- Inclusivity — Agreement ranged from 89% to 93% over the past three years
- Freedom from Harassment — Agreement ranged from 90% to 93% over the past three years

One area that Residence Life is hoping to continue to improve on is the “Sense of Community.” While this year’s percentage of 72% satisfaction is an increase from previous years’ ratings, it is not as high as Residence Life would like to see. Residence Life plans on sharing this information with their staff to think creatively on how to improve this rating. They will, also, look at modifications to their Community Development model and Residence Hall programming efforts.

“Residence Life has made my Freshman year at Potsdam the best it could have possibly have been. I am very excited for my Sophomore year here and all the years that are to come."

"The custodial staff are saints. They do an amazing job!"

Residence Life Living Survey Students’ Comments

Reminder: Upcoming Institutional Surveys

Summer 2016: The CIRP Freshman Survey will be administered to all incoming freshman during orientation.

Spring 2017: The National Survey of Student Engagement (NSSE) will be administered to all First-Year students and Seniors at Potsdam.