

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: *Campus Life*

Unit Contact Name: *Ruth Policella*

Date: *July 6, 2024*

Phone: *315-267-2013*

Email Address: *policera@potsteam.edu*

Assessment Year: *2023-2024*

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their assessment plans, track progress toward goals, and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is regularly following up on [your assessment plan](#). Please review your plan and select one-third of your unit goals, along with related desired outcomes and objectives to report on the progress made. Units should select a goal that has not yet been reported on during the '22-'26 cycle.

Selected Goal

Copy/Paste or enter the goal(s) from your unit plan that you wish to highlight and summarize.

Goal #1: Promote student awareness of, and engagement in, involvement opportunities through the development of a college-wide student activities calendar (Get Involved – GI).

Desired Outcomes/Objectives

Copy/Paste or enter the desired outcomes and objectives connected to your selected goal that you will be reporting on.

1. Students will recognize GI as a source to receive accurate event information.
2. Students will be able to identify at least one version of GI.
3. Students will be aware of campus events through GI.
4. A wide variety of campus departments will utilize GI to promote their events.

NOTE: Once completed, administrative unit leaders should submit this form to their direct supervisor for review and approval. Supervisors, upon approving the form, should submit it to the assessment committee via email at adminassessment@potsteam.edu for their review.

Related Targets/Measures

Copy/Paste or enter the target desired outcomes and objectives connected to your selected goal that you will be reporting on.

1. A minimum of 70% of students will state that they are aware of GI.
2. A minimum of 70% of students will be able to identify at least one version of GI.
3. A minimum of 60% of students will be able to list at least 1 event that they have learned about through GI.
4. At least 10 different areas of campus will list events on Get Involved each year.

Survey tool: GI Survey distributed to students in the Fall semester of odd numbered years (early Nov.) & GI event listing by organization.

Describe the progress made toward the selected goal and the related desired outcomes and objectives. Be sure to include steps taken and any information/data collected and results.

- **A minimum of 70% of students will state that they are aware of GI.**
- 97% of students stated they are aware of GI.
- 98% of students report agreement that GI is an accurate source of event information.
- **A minimum of 70% of students will be able to identify at least one version of GI.**
- There are 4 Get Involved versions: Table Tents, Weekly Event Email, Website and the CORQ App. Students were asked about their usage of each one. An average of 75% of students indicated usage of at least one version of Get Involved. The order of usage was: CORQ app, Table Tents, Email, and Website.
- **A minimum of 60% of students will be able to list at least 1 event that they have learned about through GI.**
- 73% of students were able to list at least 1 event they learned about through GI.
- **At least 10 different areas of campus will list events on Get Involved each year.**
- 29 different areas of campus, in addition to all recognized student clubs/organizations, listed events on GI during the 2023-2024 year.

Survey tool: GI Survey distributed to students in the Fall semester of odd numbered years (early Nov.) & GI event listing by organization.
(Fall '23 Get Involved & Student Activities Survey, 472 respondents)

NOTE: Once completed, administrative unit leaders should submit this form to their direct supervisor for review and approval. Supervisors, upon approving the form, should submit it to the assessment committee via email at adminassessment@potsdam.edu for their review.

Based on the assessment data and information shared above, what planned actions were or will be taken as a result?

We have exceeded all of our assessment targets and plan to continue all formats of Get Involved moving forward. The CORQ app and Get Involved Table Tents were reported as the most utilized formats for students. Student phone usage is of course significant, so it makes sense that the mobile version of Get Involved would be highly utilized (86% of students reported that they have downloaded this app). We promote GI and the CORQ app as part of new student orientation and will continue to do so. Table tents in the dining hall are our most visible initiative that does not require students to proactively look for information on their own – it is always there, when you are eating! We’ve done table tents for many years and our data continue to prove the effectiveness of this approach in reaching students.

The GI survey also asks students about their event attendance in the Fall semester. 93% of students reported having attended at least one campus event, with 19% attending between 1-3 events; 60% attending between 4-9 events; and 33% attending 10 or more events. We believe this data demonstrates high engagement in campus activities among students. Students were also asked to report on the benefits they received as a result of attending campus events. The top five ranked benefits, in order, were: having fun, being entertained, relieving stress, meeting new people, and feeling connected to SUNY Potsdam. These benefits also directly align with goal #2 of our assessment plan to, “Provide student activities to help foster student involvement and belonging/connectedness at SUNY Potsdam.”

Finally, GI system usage is also very high as demonstrated by the data below:

Get Involved System Usage 8/1/23-5/17/24):

- 131 Active Organizations
- 6,985 Memberships
- 3,660 events were inputted into the system, 52% of events utilized attendance tracking (some listings don’t require this), 63,490 attendees were reported.

As reported above, many departments on campus utilize GI to promote their events and conduct other aspects of their work. While the main function of the platform is to promote campus events, there are many other uses that departments have taken advantage of to include tracking daily usage of facilities, promoting important academic deadlines, promoting scholarship applications, creating student awareness of services, and many others.

We are excited to continue increasing usage of the platform by students and departments to foster student engagement and belonging at Potsdam.

NOTE: Once completed, administrative unit leaders should submit this form to their direct supervisor for review and approval. Supervisors, upon approving the form, should submit it to the assessment committee via email at adminassessment@potsdam.edu for their review.

SECTION 2: DATA INFORMED DECISIONS & UNPLANNED ASSESSMENT (OPTIONAL, BUT VALUABLE)

The experiences of every administrative unit contribute to our collective narrative as a campus. We encourage you to share an example from this past year where you leveraged data or assessment type activities. This could involve planning, taking action, and/or solving a problem. Unlike section 1, there's no need for a formal reporting structure for this section. Instead, focus on a narrative that highlights what was done, the results and the impact of your efforts. Please include any related data and information when available and appropriate.

NOTE: Once completed, administrative unit leaders should submit this form to their direct supervisor for review and approval. Supervisors, upon approving the form, should submit it to the assessment committee via email at adminassessment@potsteam.edu for their review.