

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: Military & Veteran Services

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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

At both campus sites, actively participate in on and off-campus as well as external Admissions Office and Graduate & Continuing Ed Office related events to assist with enrollment and retention efforts.

Desired Outcomes/Objectives

Improve military affiliated student recruitment and retention able to show consistent and increased attendance annually increasing military affiliated students by 3 every year over graduated student losses. Improve engagement with prospective student populations at College Fairs, Open Houses and by individual appointments

Related Targets/Measures

- A. Attend or Participate in all college Open House and Decision Day events as well as New Student Orientations for new and transfer students at both Potsdam and Watertown campuses.
- B. Manage and share Excel roster of military affiliated students with other internal offices (Onestop)
- C. Track contacts at events by potential students and conduct follow-up to ensure students are aware of and apply for appropriate benefits prior to the start of term in order to better and more accurately communicate with prospective students
- D. Collaborate with SUNY Potsdam academic departments to improve communication with military affiliated potential students on and around Fort Drum

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.

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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.

Attended two of four admissions events at the Potsdam campus. Met with several students who were interested in attending Potsdam using Veterans benefits.

Rewrote the information pages pertaining to veteran students so one stop personnel better understand how the VA pays so they can explain it to students. This helps promote retention efforts.

My main goal of certifying students in a timely manner has been met. The VA allows 30 days to complete a certification. Most of my certifications are completed within 3 days of receiving the request. This is hampered by the limited hours and my location at JCC.

I have had a 100% response to campus communications.

The goal of tracking potential students has not been met. I have had contact with the students I met at the admissions events, but any further contact has been initiated by the student.

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

Develop a spreadsheet to keep in contact with potential students so they do not get forgotten about.

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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.

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