

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: Campus Life

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Assessment Year: 2020-2024

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their previous assessment work and reports 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: PRIOR YEAR ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is following up on [prior year assessment plans and reports](#). Review your prior year plan and report and select one of the desired goals and outcomes to comment on any changes or improvements resulting from actions taken.

Prior Year Assessment Plan – Desired Goal and Outcome(s)

Copy/Paste or enter the goals and outcomes from your prior plan that you wish to highlight and summarize. Also list any relevant results data and planned actions that may have been previously listed.

Get Involved

Goals: Provide accurate event information to students in a variety of formats to encourage awareness of and engagement in campus events.

Objectives:

1. Students will recognize SPW/GI as a source to receive accurate event information.
2. Students will be able to identify at least one version of SPW/GI.
3. Students will be aware of campus events through SPW/GI.

Outcomes:

1. A minimum of 70% of students will state that they are aware of SPW/GI.
2. A minimum of 70% of students will be able to identify at least one version of SPW/GI.
3. A minimum of 50% of students will be able to list at least 1 event that they have learned about through SPW/GI.

Survey tool: GI Survey distributed in the Fall semester of odd numbered years (early Nov.)

Note: in Fall 2018 we began to transition from SUNY Potsdam Weekly (SPW) to Get Involved (GI). SPW was a mostly print based student activities calendar and GI is a mostly digital based student activities calendar. The goals/desired outcomes remained the same as the product transitioned.

Results

Desired Outcome	2017-2018: SPW	2019-2020: SPW/GI	2021- 2022: GI	Notes
70% of students will be aware of SPW/GI	80%	78%	98%	The re-branding from SPW to Get Involved (GI) was successful and has increased overall student awareness of the student activities calendar and therefore, campus events. Additionally we transitioned away from a mostly paper to a mostly digital format making us more efficient and greener.
70% of students can identify at least one version of SPW/GI	92%	73%	100%	We need to modify this question as it was a forced choice of all GI versions in Fall 2021. In spite of this, these results are in-line with the results from the question above and represent awareness of multiple ways to access GI. Additionally, we added images/photos of each GI platform to the survey in Fall 2021 to help students understand what we are assessing and re-enforce our branding.
50% of students can list at least 1 event learned about through SPW/GI	68%	83% (SPW) 79% (GI/CORQ)	73%	The transition from SPW to GI has increased student awareness of campus events. It is curious that numbers were higher in Fall 2019 than in Fall 2021. We will be mindful of this in our next survey to see what trends emerge and what follow-up is needed.

Based on the outcomes, collected data/results, and the planned actions, please describe what specific actions were taken and the resulting impact, if any.

- SPW included the following print formats: Student Planner, Semester Wall Calendar, weekly fliers, and weekly table tents. There was also a poor-quality text-only web page that the College managed where we inputted events – there was very low student usage of the web page for events.
- GI is a robust student engagement software platform designed to promote campus events through a web events calendar (featuring photos, descriptions, RSVPs, evals, attendance tracking, etc) and student clubs/organizations.
- As we transitioned from SPW to GI we implemented a variety of strategies to promote the platform and increase usage to include presenting to all new students at Orientation and building the Orientation schedule on the platform; training all student club leaders to use the platform; training event-based departments to utilize the platform; taking on event input for major event planning offices that did not have time to input their own events, including Crane and Athletics. These strategies proved successful as evidenced through last academic year's data, from August 1, 2021– May 31, 2022 - 4,422 events had been inputted into the system, 2,271 utilized attendance tracking (some listings don't require this) and 75,172 attendees were reported.
- We re-evaluated all of the SPW components and strategically eliminated all but one of the print components over time to include the Planner, Wall Calendar, and Fliers. We have kept the weekly table tent based on continued strong student reported usage making it the #1 used method to find campus events, followed by the GI web page, and the weekly event email (discussed below).
- COVID 19 presented a unique opportunity to serve the campus through GI while also increasing usage of the platform. During the time we were on-line, all of our events were coordinated online through GI, which significantly increased awareness and usage of the platform. This was also when we implemented the weekly event email that is sent to all students, faculty, and staff each Monday as students would no longer see fliers and other print media since they were not on campus. All of our GI formats are now solidified with all content being generated by the GI webpage and transitioned into the other formats. Finally, when we resumed in-person operations, GI was utilized to track attendance at all campus events and COVID testing for contact tracing, which again, increased awareness and usage of the platform.
- As we move forward, we will continue to monitor whether we are meeting, and hopefully exceeding, our desired outcomes. We also want to reflect on the slight decrease in students being able to name an event they learned about through GI. At this time, we have successfully completed a good deal of change and are striving to keep our current practices in place and assess them in the next cycle to ensure we maintain this level of student usage.

SECTION 2: ADDITIONAL ASSESSMENT HIGHLIGHTS (optional)

Assessment activity can take place that is not directly tied to previously submitted plans and reports. Please use this space to share any assessment success stories from this past year. What did you assess and how? What were the results? What did you learn from it and do as a result?