SUNY Potsdam
Administrative Unit
Assessment Plan

Administrative Unit: **Campus Life**	Unit Contact Name: Ruth Policella	Date: December 8, 2022
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PURPOSE
Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

UNIT MISSION STATEMENT
The mission of Campus Life is to provide activities, programs, and facilities to help cultivate a positive and inclusive outside of classroom experience serving our diverse students while promoting student involvement, learning, and personal development.

GOAL #1
Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.

Promote student awareness of, and engagement in, involvement opportunities through the development of a college-wide student activities calendar.

| **GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?** (Select all that apply)

☒ Retention and Enrollment
☐ Financial Stability and Analysis
☐ Academic Programs and Planning
☐ Strengthening Community Connections
☐ Diversity, Equity, Inclusion, & Belonging | **Briefly describe the link between goal #1 and the institutional priority area(s) selected.**

Get Involved (GI) is the student activities calendar and includes weekly table tents in the dining halls, a weekly event email, and the Get Involved web page. In addition to promoting campus events, GI promotes all recognized student organizations hosting their web pages as well as all administrative tools.
This critical platform is the main way that the College communicates with students, faculty, and staff about campus events and clubs/organizations. Student involvement on campus is essential to retention through fostering belonging and connectedness as well as opportunities for students to develop meaningful relationships with their peers. |

GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound

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.

GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

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.

GOAL #2

Provide student activities to help foster student involvement and belonging/connectedness at SUNY Potsdam.

GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)	**Briefly describe the link between goal #2 and institutional priority area(s) selected.**
☒ Retention and Enrollment ☐ Financial Stability and Analysis ☐ Academic Program Excellence ☐ Strengthening Community Connections ☐ Diversity, Equity, Inclusion, and Belonging	Student activities are designed to help students have fun while meeting new people, developing meaningful relationships, and exploring new opportunities to become involved which are all critical to student well-being and retention. Welcome Weekend takes place from student move-in day through the Sunday before classes begin. The program is designed to offer social activities that help introduce new students to their peers as well as provide opportunities for all students to interact with one another, learn about clubs/organizations, and explore various campus recreational/entertainment resources. An important goal is to help students find a meaningful connection to SUNY Potsdam, outside of the classroom, to help foster overall well-being and belonging as well as create a welcoming environment. Campus Life offers other student activities, as budget allows, including Friday night social events and Winterfest which has similar goals to Welcome Weekend in kicking off the start of the Spring semester with energy and excitement.

	All of these programs are critical to retention as they help students develop relationships, explore interests, and develop a wide range of skills promoting personal and leadership development.

GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound

1. Students will report satisfaction with the activities offered.
2. Students will express a feeling of connectedness to SUNY Potsdam.
3. Students will report an awareness of clubs/organizations in which to become involved.

GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

1. A minimum of 70% of students will report satisfaction with activities offered by Campus Life.
2. A minimum of 70% of students will report that they have:
   - met students they believe they will develop friendships with. (Welcome Weekend)
   - feel more welcomed at Potsdam/feel a part of the campus community. (Welcome Weekend/Student Activities)
   - met new people and/or developed closer relationships with friends. (Student Activities)
3. A minimum of 70% of students will report an awareness of clubs/organizations in which to become involved. (Welcome Weekend)

Survey tools: Welcome Weekend student evaluations (1-3) and student activities individual programming evaluations (1-2).

GOAL #3

To promote engagement in student leadership activities and to provide opportunities for students to explore and enhance their leadership styles/skills.

| GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)

☒ Retention and Enrollment
☐ Financial Stability and Analysis
☐ Academic Program Excellence
☐ Strengthening Community Connections
☒ Diversity, Equity, Inclusion, & Belonging | Briefly describe the link between goal #3 and institutional priority area(s) selected.

Campus Life will offer three leadership programs to foster the development of a variety of leadership skills: Fall Student Leader Conference, Emerging Leaders, and Women, Gender, and Leadership (WGL).

The Fall Student Leader Conference strives to enhance the skills of current student leaders and prepare them to be successful in their roles. This results in increased student engagement at the institution for the student leaders themselves as well as assisting student leaders in strengthening their programs/services available for all students, contributing greatly to student retention.

Emerging Leaders enhances member leadership development while also raising Potsdam Pride and a love of the College among all students helping to create a positive campus environment necessary for student satisfaction and retention.

WGL helps students explore issues related to women and gender in today's society and beyond with a focus on diversity, equity, and inclusion as well as professional communication and networking skills to enhance career success.

All three leadership programs include DEI workshops designed to meet the goals of each program as well as current campus priorities. |

GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART… Specific, Measurable, Achievable, Relevant, Time-bound

1. Students who participate in the Fall Student Leader Conference will report a positive increase in their learning on the identified learning outcomes.
    a. The program will be attended well attended by student leaders representing a large number of recognized student organizations.
2. Students who participate in the Women, Gender, and Leadership Program will:
    a. Report that the program was beneficial to them.
    b. Become more aware of issues related to women and gender in today's society.
    c. Be able to relate the issues discussed to their own experiences.
    d. Develop professional communication and networking skills.
3. Students who participate in Emerging Leaders will:
    a. Develop skills in the areas of event planning, fundraising, and public speaking.
    b. Express a feeling of connectedness to SUNY Potsdam.
    c. Be able to identify their personal leadership style.

GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS
Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

Fall Student Leader Conference
1. Students who participate in the Fall Student Leader Conference will report a positive increase in learning on at least 60% of the identified learning outcomes. (1a)
2. At least 90 students representing 35 different organizations will participate in the program. (1a)

Survey tool: Pre & Post Test Survey & Conference Sign-up & Attendance Statistics

Women, Gender, and Leadership
1. A minimum of 75% of students will indicate that the program was beneficial to them. (2a)
2. A minimum of 75% of students will indicate that the program made them more aware of issues related to women and gender in today's society. (2b)
3. A minimum of 75% of students will indicate that they can relate the issues discussed above to their own experiences. (2c)
4. A minimum of 75% of students will indicate that they have developed professional communication and networking skills. (2d)

Survey tool: WGL individual workshop evals & overall program eval.

Emerging Leaders
1. A minimum of 75% of students will agree that they understand the components needed to execute a successful event. (3a)
2. A minimum of 75% of students will agree that they can explain why student giving is important to the college. (3a)
3. A minimum of 75% of students will agree that they have improved their public speaking skills. (3a)
4. A minimum of 75% of students will agree that they feel connected to SUNY Potsdam.(3b)
5. At minimum of 75% of students will agree that they can identify their personal leadership style. (3c)

Survey tool: Annual EL Member Survey (March)