

**SUNY Potsdam  
Administrative Unit  
Assessment Summary Form**

**Administrative Unit:** *Campus Life*

**Unit Contact Name:** *Ruth Policella*

**Date:** *June 26, 2024*

**Phone:** *315-267-2013*

**Email Address:** [policera@potsgdam.edu](mailto:policera@potsgdam.edu)

**Assessment Year:** *2022-2023*

**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.

**Selected Goal**

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

**Goal #2:** Provide student activities to help foster student involvement and belonging/connectedness at SUNY Potsdam.

**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 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.

**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 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)

**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.**

**1. A minimum of 70% of students will report satisfaction with activities offered by Campus Life.**

- Welcome Weekend: 97% of students reported satisfaction with Welcome Weekend events (WW Student Eval/10 events/117 respondents)
- Fall Late Night Events: 98% of students reported satisfaction with Fall Late Night events (Fall Late Night Student Eval/12 event evals/257 respondents)
- Spring Late Night Events: 99% of students reported satisfaction with Spring Late Night events (Spring Late Night Student Eval/8 event evals/205 respondents)
- Winterfest: 99% of students reported satisfaction with Winterfest events offered by Campus Life (3 separate Winterfest event evals/297 respondents)

**OVERALL: 98% of students reported satisfaction with Campus Life events.**

**2. A minimum of 70% of students will report that they have:**

- **met students they believe they will develop friendships with. (Welcome Weekend)**
- Welcome Weekend: **93% of students said they met students they believe they will develop friendships with** as a result of Welcome Weekend (WW Student Eval/10 events/117 respondents)
- **feel more welcomed at Potsdam/feel a part of the campus community. (Welcome Weekend/Student Activities)**
- Welcome Weekend: 100% of students reported feeling welcomed/a part of the campus community (WW Student Eval/10 events/117 respondents)
- Fall Late Night Events: 97% of students reported feeling a part of the campus community (Fall Late Night Student Eval/12 event evals/257 respondents)
- Spring Late Night Events: 97% of students reported feeling a part of the campus community (Spring Late Night Student Eval/8 event evals/205 respondents)
- Winterfest: 99% of students reported feeling a part of the campus community (3 separate Winterfest event evals/297 respondents)

- **OVERALL: 98% of students reported feeling welcomed or a part of the campus community as a result of attending Campus Life events.**
  - **met new people and/or developed closer relationships with friends. (Student Activities)**
  - Fall Late Night Events: 84% of students reported that they met new people and/or developed closer relationships with friends (Fall Late Night Student Eval/12 event evals/257 respondents)
  - Spring Late Night Events: 86% of students reported that they met new people and/or developed closer relationships with friends (Spring Late Night Student Eval/8 event evals/205 respondents)
  - Winterfest: 93% of students reported that they met new people and/or developed closer relationships with friends (3 separate Winterfest event evals/297 respondents)
  - **OVERALL: 88% of students reported that they met new people and/or developed closer relationships with friends as a result of attending Campus Life events.**
- a. A minimum of 70% of students will report an awareness of clubs/organizations in which to become involved. (Welcome Weekend)**
- a. **97% of students reported an increased awareness of clubs/organizations** as a result of attending Welcome Weekend (WW Student Eval/10 events/117 respondents)

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

We have met all of our assessment targets and plan to continue offering the same program mix and assessment formats. We continue to see high student satisfaction with our program offerings and will continue to utilize both student evaluation feedback and attendance data to assess what types of programs to offer to best meet student needs/interests. Based on this year's assessment data, we are focusing more on interactive activities for the coming year as we've found these attract the most students as opposed to traditional "stage show" type of events which had previously had a larger draw.

In addition to satisfaction, we have also had strong attendance at our various programs:

- Welcome Weekend: 750 different students attended at least 1 Welcome Weekend event (528 attended between 4-6 events).
- Winterfest: 462 unique attendees, 243 students attended 3 or more events/325 students attended 2 or more events.
- Fall Late Night Programs: 15 events/727 total attendees/average attendance per event: 48
- Spring Late Night Programs: 9 events/367 total attendees/average attendance per event: 41

One area we continue to work on is increasing the percentage of students who indicate that attending events helps them meet new people/develop closer relationships with their friends. While we have exceeded our target, we would like to see this percentage increase for our late night programs. Our program mix for late night events is a combination of DIY craft activities, Bingo, and Trivia – these activities are typically

attended by an established friend group and are not intentionally designed to facilitate meeting new people. This year, we added some interactive components to our Bingo program to help encourage more interaction with new people, but our assessment results are about the same as last year's. Student satisfaction with these programs is high and we know they represent some of our most popular offerings. The data above reports a combination of two questions – attending this event helped me to meet new people and attending this event helped me develop closer relationships with my friends. When separated, 95% of students in the Fall and 96% of students in the Spring indicated that late night events helped them to develop closer relationships with their friends. Alternatively, 73% of students in the Fall and 75% of students in the Spring indicated that late night events helped them to meet new people. This data demonstrates that late night events are successful in helping to foster deeper connections among already established friend groups which is in line with the program design. We will continue to reflect on ways to encourage more opportunities for students to meet new people at these events to the extent that this is possible, given the event format. Welcome Weekend and select Winterfest events are intentionally designed to foster meeting new people. In the future, we may focus our assessment on meeting new people to these types of activities, but we want to continue to explore more ways to better reach this target during late night programs at this time.

## **SECTION 2: ADDITIONAL ASSESSMENT ACTIVITY**

Please use this space to share an example from this past year when you used assessment and data to plan and/or take action. Be sure to include any available information relating to the results and impact. Your example for this section does not need to be directly tied to your previously submitted administrative unit assessment plan.

The transition from virtual to in-person activities following COVID-19 has resulted in some challenges with member recruitment for many student clubs/organizations. During the 2021-2022 academic year, fraternities and sororities returned to their pre-COVID recruitment processes, which included a 5-week recruitment process. Inter-Sorority Council (ISC) coordinates our main sorority recruitment process which is designed for students to learn about the different sororities, meet members from all the chapters, attend optional and mandatory events, helping them decide if they would like to join a chapter and identifying the chapter they are most interested in. In response to lower than anticipated recruitment numbers during 2021-2022, the Associate Director of Campus Life (who is also the Coordinator of Greek Life) & ISC discussed ways to revamp the recruitment process to better engage students. Concerns raised included that the process was lengthy and cumbersome for students, requiring them to attend too many events and/or events for groups they were not interested in joining. There were also scheduling conflicts with work or

other co-curricular activities that prevented interested students from attending all mandatory events. As a result, Spring 2023 recruitment was modified from 5 to 3 weeks, condensing some of the mandatory events and moving them from weekdays to weekends, allowing for more students to attend. With this shift, we saw a 56% increase in ISC recruitment from Fall 2022 to Spring 2023. This growth was also a result of another chapter joining the recognized organizations.

When the recruitment season ended in Spring 2023, ISC surveyed the active members and potential new members to get their perspective on the new 3 week process. Data showed that potential new members felt that the 3 weeks was enough time to get to know the chapters and members, while also balancing academic and other co-curricular/work commitments. Active members of chapters felt that 3 weeks went by too fast and did not allow for the chapter to fully get to know the recruits since most chapter events were not mandatory. Based on the data and a review of processes at other SUNY institutions, ISC modified their recruitment process again for the Fall 2023 semester. In the fall, we are combining what we learned from Fall 2022 and Spring 2023 to have a 4-week recruitment, an all-Greek event, open houses on one day over the weekend, as well as adding a continuous open bidding model to support the growth of our Greek Life community. We hope that this effort will continue to increase member recruitment for ISC chapters.