

**SUNY Potsdam  
Administrative Unit Assessment Plan**

*Administrative Unit: Campus Life*

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**Mission Statement:** The mission of Campus Life is to provide activities, programs, and facilities to help cultivate a positive outside of classroom environment that promotes student involvement, learning, and personal development.

**Goals:**

1. To promote engagement in student leadership activities and to provide on-going opportunities for students to explore and enhance their leadership styles/skills to better both the campus and larger community.
2. To promote student well-being through providing an on-going student activities program to help foster student connections with peers while creating a fun and dynamic campus atmosphere.
3. To ensure student life facilities are well maintained, equipped and staffed to support the out of classroom experience.

**Student Learning Outcomes:** As a result of Campus Life programs and initiatives, students will:

1. Report an awareness of involvement opportunities on campus. (Get Involved, Student Activities, Student Organizations/Greek Life, Leadership Conferences)
2. Develop a range of leadership skills. (Student Organizations/Greek Life, Leadership Conferences, Leadership Workshops, Emerging Leaders)
3. Express a feeling of connectedness on campus. (Student Activities, Student Organizations/Greek Life, Emerging Leaders, Leadership Conferences)

<b>Goals</b>	<b>Desired Outcomes/Objectives</b>	<b>Assessment Methods and Targets/Measures</b>
Get Involved (GI): Provide accurate event information to students in a variety of formats to encourage awareness of and engagement in campus events.	<ol style="list-style-type: none"> <li>1. Students will recognize GI as a source to receive accurate event information.</li> <li>2. Students will be able to identify at least one version of GI (website or table tent).</li> <li>3. Students will be aware of campus events through GI.</li> </ol>	<ol style="list-style-type: none"> <li>1. A minimum of 70% of students will state that they are aware of GI.</li> <li>2. A minimum of 70% of students will be able to identify at least one version of GI.</li> <li>3. A minimum of 50% of students will be able to list at least 1 event that they have learned about through GI.</li> </ol> <p>Survey tool: GI Survey distributed in the Fall semester of odd numbered years (early Nov.)</p>

<p>Fall Student Leader Conference: Offered annually prior to the start of classes in the Fall semester.</p>	<ol style="list-style-type: none"> <li>1. The Fall Student Leader Conference will be attended by at least 90 students representing 35 organizations.</li> <li>2. Students who participate in Fall Student Leader Conference will be able to: <ol style="list-style-type: none"> <li>a. Identify campus resources that are available to help them and/or their organizations be successful (e.g. offices, faculty, staff, alumni, other student leaders, etc.).</li> <li>b. Name their own leadership style as assessed through inventories such as StrengthsQuest, Emotional Intelligence, etc.</li> <li>c. Discuss ways in which their leadership style is a strength and a challenge when working with others.</li> <li>d. Develop skills to effectively run a student organization (e.g. recruitment, conflict management, effective meetings, etc).</li> </ol> </li> </ol> <p><i>Note: The goals listed in section 2 are the long-term goals for the Leadership Conference. Elements representing these goals may not be present in every conference offered but will be present in the Leadership Conference over a longitudinal review.</i></p>	<ol style="list-style-type: none"> <li>1. This will be assessed through the conference sign up process.</li> <li>2. This will be assessed through a pre-test/post-test at the leadership conference. Our goal is a positive increase in a minimum of 60% of the assessed areas.</li> </ol> <p>Survey tool: Conference Attendance Statistics &amp; Conference Pre &amp; Post Test Survey</p>
<p>Women, Gender, and Leadership: Offer an opportunity for students to explore, discuss and reflect on issues related to women, gender, and leadership. Program includes workshops and mentoring by a SUNY Potsdam alum.</p>	<ol style="list-style-type: none"> <li>1. Students will report satisfaction with the program.</li> <li>2. Students who participate in the Women, Gender, and Leadership Program will: <ol style="list-style-type: none"> <li>a. Become more aware of issues related to women and gender in today's society.</li> <li>b. Be able to relate the issues discussed above to their own experiences.</li> <li>c. Develop professional communication and networking skills.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. At least 75% of participants will indicate that the program was beneficial to them.</li> <li>2. <ol style="list-style-type: none"> <li>a. At least 75% of participants will indicate that the program made them more aware of issues related to women and gender in today's society,</li> <li>b. At least 75% of participants will indicate that they can relate the issues discussed above to their own experiences.</li> <li>c. At least 75% of participants will indicate that they have developed professional communication and networking skills.</li> </ol> </li> </ol> <p>Survey tool: WGL Individual workshop evals &amp; Overall program eval.</p>

<p>Greek Life</p>	<p>Students involved with Greek Life will be able to</p> <ol style="list-style-type: none"> <li>1. Express the espoused values of their chapter and the community at large.</li> <li>2. Demonstrate the espoused values of their chapter and the community at large.</li> <li>3. Identify the common areas of risk associated with Greek Life.</li> </ol>	<p>1 &amp; 2 A minimum of 75% of new members will complete all three sessions of the New Member Education Series.</p> <ol style="list-style-type: none"> <li>3. <ol style="list-style-type: none"> <li>a. Each chapter will have at least 1 active member who has successfully completed the required risk management programming offered.</li> <li>b. 100% of Greek Members will sign their understanding of and adherence to the College's policies regarding risk management.</li> </ol> </li> </ol> <p>Survey tool: Attendance sheets at New Member Education Series, Attendance at Risk Management Programming, Collection of signed policies</p>
<p>Emerging Leaders: Engage students in leadership development as well as philanthropy work for SUNY Potsdam to enhance student giving and Potsdam Pride among students</p>	<p>Students involved with the Emerging Leaders program will:</p> <ol style="list-style-type: none"> <li>1. Develop skills in the areas of: <ol style="list-style-type: none"> <li>a. Event Planning – Identify components that lead to a successful event</li> <li>b. Fundraising – Be able to explain why student giving to the college is important</li> <li>c. Public Speaking – Be able to explain EL goals and mission</li> </ol> </li> <li>2. Express a feeling of connectedness to SUNY Potsdam</li> <li>3. Be able to identify their personal leadership style</li> </ol>	<ol style="list-style-type: none"> <li>1a. At least 70% of students will agree that they understand the components needed to execute a successful event and be able to list at least one component.</li> <li>1b. At least 70% of students will agree that they can explain why student giving is important to the college.</li> <li>1c. At least 70% of students will agree that they have improved their public speaking skills.</li> <li>2. At least 70% of students will agree that they feel connected to SUNY Potsdam.</li> <li>3. At least 70% of students will agree that they can identify their personal leadership style.</li> </ol> <p>Survey tool: Annual EL Member Survey (March)</p>
<p>Late Night Activities:</p> <ul style="list-style-type: none"> <li>• Welcome Month – offer 2 programs</li> <li>• Friday Night programs – offer programs as budget/staff time allow (goal of 10</li> </ul>	<ol style="list-style-type: none"> <li>1. Students will report satisfaction with the program.</li> <li>2. Students will express a feeling of connectedness to SUNY Potsdam</li> </ol>	<ol style="list-style-type: none"> <li>1. At least 75% of students will report satisfaction with the events offered.</li> <li>2. At least 70% of students will report they have:</li> </ol>

<p>per semester)</p> <ul style="list-style-type: none"> <li>• Winterfest – offer 2 programs</li> </ul>		<ul style="list-style-type: none"> <li>- Met new or developed closer relationships with friends</li> </ul> <p>Survey tool: Combination of GI event ranking eval, overall semester eval, and Winterfest eval. We will strive to get evals for 2 events per category.</p> <p><i>NOTE: Doing these evals might not be possible due to COVID-19 due to the on-line nature of events and event type.</i></p>
<p>Welcome Weekend/First Saturday: Offer Welcome Weekend and activities and First Saturday</p> <p>NOTE: First Saturday can not be offered during Fall 2021 due to COVID-19</p>	<ol style="list-style-type: none"> <li>1. Students will report satisfaction with the programs offered.</li> <li>2. Students will express a feeling of connectedness to SUNY Potsdam.</li> <li>3. Students will report an awareness of clubs/organizations in which to become involved</li> </ol>	<ol style="list-style-type: none"> <li>1. 70% of students will report satisfaction with events offered.</li> <li>2. 70% of students will report that they have: <ul style="list-style-type: none"> <li>- met students they believe they will develop friendships with</li> <li>- feel more welcomed at Potsdam</li> </ul> </li> <li>3. 70% of students will report an awareness of clubs/organizations in which to become involved.</li> </ol> <p>Survey tools: WW student and club eval</p>
<p>Facilities</p>	<p>Users will report satisfaction with facilities usage</p> <ol style="list-style-type: none"> <li>1. Users will report satisfaction with the following aspects of reserving space through Campus Life: <ol style="list-style-type: none"> <li>a. Reservation process</li> <li>b. Equipment within room</li> <li>c. Requested equipment present</li> <li>d. Staff support</li> <li>e. Cleanliness</li> <li>f. Appropriate Set Up</li> <li>g. Technology</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. 70% of the users will report satisfaction when asked about the services provided when signing out a Campus Life space (items a-g). (late March)</li> </ol> <p>Survey tool: GI Survey distributed in the Fall semester of odd numbered years (early Nov.)</p>