

**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)

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets/Measures	Results	Planned Improvement
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"> 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. 	<ol style="list-style-type: none"> 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 50% of students will be able to list at least 1 event that they have learned about through GI. <p>Survey tool: GI Survey distributed in the Fall semester of odd numbered years (early Nov)</p>	N/A—survey was not administered this year (only administered in the Fall semester of odd numbered years)	Asses as planned next year.

<p>Fall Student Leader Conference: Offered annually prior to the start of classes in the Fall semester.</p>	<ol style="list-style-type: none"> 1. The Fall Student Leader Conference will be attended by at least 90 students representing 35 organizations. 2. Students who participate in Fall Student Leader Conference will be able to: <ol style="list-style-type: none"> 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.). b. Name their own leadership style as assessed through inventories such as StrengthsQuest, Emotional Intelligence, etc. c. Discuss ways in which their leadership style is a strength and a challenge when working with others. d. Develop skills to effectively run a student organization (e.g. recruitment, conflict management, effective meetings, etc). <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"> 1. This will be assessed through the conference sign up process. 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. <p>Survey tool: Conference Attendance Statistics & Conference Pre & Post Test Survey</p>	<ol style="list-style-type: none"> 1. The Fall 2020 Conference was held virtually due to COVID-19. The conference had an attendance of 99 students, representing 47 student organizations. 2. The Fall 2020 Conference had an increase on all 19 of the learning outcomes. The average increase was 1.04 (on a 10 point scale) ranging from .24-1.62. <p>Fall 2020 respondents: Pre-test-82 Post-test-78</p>	<p>Continue as planned and return to in-person.</p>
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<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"> 1. Students will report satisfaction with the program. 2. Students who participate in the Women, Gender, and Leadership Program will: <ol style="list-style-type: none"> a. Become more aware of issues related to women and gender in today's society. b. Be able to relate the issues discussed above to their own experiences. c. Develop professional communication and networking skills. 	<ol style="list-style-type: none"> 1. At least 75% of participants will indicate that the program was beneficial to them. 2. <ol style="list-style-type: none"> 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, b. At least 75% of participants will indicate that they can relate the issues discussed above to their own experiences. c. At least 75% of participants will indicate that they have developed professional communication and networking skills. <p>Survey tool: WGL Individual workshop evals & Overall program eval.</p>	<ol style="list-style-type: none"> 1. 100% of the participants found the program beneficial to them. 2. <ol style="list-style-type: none"> 2.a. 85% of participants agreed that the program made them more aware of issues related to women and gender in today's society 2.b. 98% of participants agreed that they can relate the issues discussed above to their own experiences. 2c. 100% of participants indicated that they have developed networking skills. 92% of participants indicated they have developed professional communication skills. 3. <p>Respondents: A total of 178 students attended the 4 events (an average of 45 per event). A total of 84 students completed the evaluations (an average of 21 per event).</p> <p>A total of 26 students completed the mentoring program with 15 completing the evaluation.</p>	<p>Continue as planned. Consider maintaining certain virtual aspects to engage alumni.</p>
<p>Greek Life</p>	<p>Students involved with Greek Life will be able to</p> <ol style="list-style-type: none"> 1. Express the espoused values of their chapter 	<p>1 & 2 A minimum of 75% of new members will complete all three sessions of the New Member</p>	<ol style="list-style-type: none"> 1. 79% of new members completed all three sessions of the New Member Education 	<p>Reflect on the best way to deliver risk management training to students – the original class format or the</p>

	<p>and the community at large.</p> <ol style="list-style-type: none"> 2. Demonstrate the espoused values of their chapter and the community at large. 3. Identify the common areas of risk associated with Greek Life. 	<p>Education Series.</p> <ol style="list-style-type: none"> 3. <ol style="list-style-type: none"> a. Each chapter will have at least 1 active member who has successfully completed the required risk management programming offered. b. 100% of Greek Members will sign their understanding of and adherence to the College's policies regarding risk management. <p>Survey tool: Attendance sheets at New Member Education Series, Attendance at risk management programming by chapter, Collection of signed policies</p>	<p>Series.</p> <ol style="list-style-type: none"> 2. Due to COVID-19 we changed the way we offered required risk management programming. We opened workshops to the larger Greek community because there were many new students that had not received this education. We also wanted to help prepare students for a traditional fall semester which many had not experienced before. <p>There were 13 students in total from each organization that went through all the risk management sessions:</p> <p>Workshop 1: 3 members per organization Workshop 2: 5 members per organization Workshop 3: 5 members per organization</p> <p>There were a total of 97 students that received the risk management information (some chapters sent more individuals to certain sessions).</p> <ol style="list-style-type: none"> 3. 100% of Greek members signed their understanding of and adherence to the 	<p>workshop format. For Fall 2021, we will continue with the workshop format to continue our assessment on this potential transition.</p>
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			College's policies reading risk management.	
<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"> 1. Develop skills in the areas of: <ol style="list-style-type: none"> a. Event Planning – Identify components that lead to a successful event b. Fundraising – Be able to explain why student giving to the college is important c. Public Speaking – Be able to explain EL goals and mission 2. Express a feeling of connectedness to SUNY Potsdam 3. Be able to identify their personal leadership style 	<p>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.</p> <p>1b. At least 70% of students will agree that they can explain why student giving is important to the college.</p> <p>1c. At least 70% of students will agree that they have improved their public speaking skills.</p> <p>2. At least 70% of students will agree that they feel connected to SUNY Potsdam.</p> <p>3. At least 70% of students will agree that they can identify their personal leadership style.</p> <p>Survey tool: Annual EL Member Survey (March)</p>	<p>1a. 100% of members agreed that they understand the components needed to execute a successful event.</p> <p>1b. 97% of members agreed that they can explain why student giving is important to the college.</p> <p>1c. 100% of members agreed that they have improved their public speaking skills.</p> <p>2-93% of members agreed that they feel connected to SUNY Potsdam.</p> <p>3- 97% of members agreed that they can identify their personal leadership style.</p> <p>Respondents: Approximately 50 students were active in Emerging Leaders at some point during the year. A total of 34 students completed the survey.</p>	<p>Continue as planned and transition back to in-person.</p>
<p>Late Night Activities:</p> <ul style="list-style-type: none"> • Welcome Month – offer 2 programs • Winterfest – offer 2 programs 	<ol style="list-style-type: none"> 1. Students will report satisfaction with the program. 2. Students will express a feeling of connectedness to SUNY Potsdam 	<ol style="list-style-type: none"> 1. At least 75% of students will report satisfaction with the events offered. 2. At least 70% of students will report they have: <ul style="list-style-type: none"> - Met new or developed closer relationships with friends <p>Survey tool: GI event ranking eval. We will strive to get evals for 2</p>	<ol style="list-style-type: none"> 1. Fall semester: 98% of students reported satisfaction with the Welcome Month events offered. Spring semester: 96% of students reported satisfaction with the events offered. 2. Fall semester: Only one survey asked these questions (it was an on-line make and take 	<p>On-line assessment after individual events has not been successful. Our results are greatly increased when doing paper surveys during an event and/or a comprehensive survey of a grouping of events at the end of a semester. We will use both methods in the future. In spite of the challenges with assessment,</p>

		<p>events.</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>program). 70% of students felt that they met new or developed closer relationships with friends. Spring semester: 93% of students reported that they felt a part of the campus community. 65% of students reported that they felt that attending the event helped them meet new people. 76% of students reported that attending events helped them develop closer relationships with their friends</p> <p>Note: We intended to assess using event rankings/evals from the GI system. We found we had a low response rate from these in the Fall. As a result, we added some additional full semester evaluations at the end of the Spring for our 2 weekly program series and also combined in results from Winterfest to better assess our efforts. We offered many more programs in the Spring than the 2 we intended due to the increased need of on-line programming – this was beyond what was originally planned for Winterfest.</p> <p>Respondents: Fall semester: 21 students responded to the survey. Total Attendance at 3 events</p>	<p>we were pleased with the student satisfaction with on-line programming. It is a challenge to meet new people/make new friends in this format, so we were pleased with the results even though they are lower than our normal offerings in-person. We were also pleased with the student turnout at these events and offered more than we intended due to the need for more student engagement.</p>
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			<p>assessed: 145 students</p> <p>Spring semester: 117 students responded to the 3 surveys. DIY Attendance: 772 (14 events) Bingo/Trivia attendance: 274 (10 events) Winterfest attendance: 535 (25 events – variety of sponsors)</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 2020 due to COVID-19</p>	<ol style="list-style-type: none"> 1. Students will report satisfaction with the programs 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 	<ol style="list-style-type: none"> 1. 70% of students will report satisfaction with events offered. 2. 70% of students will report that they have: <ul style="list-style-type: none"> - met students they believe they will develop friendships with - feel more welcomed at Potsdam 3. 70% of students will report an awareness of clubs/organizations in which to become involved. <p>Survey tools: WW student and club eval and FS eval</p>	<ol style="list-style-type: none"> 1. 100% of students reported satisfaction with events offered for Welcome Weekend. First Saturday was not held due to COVID restrictions. 2. 75% of students report that the met students they believe they will develop friendships with (9.85% checked N/A). 88% of students report that they feel more welcomed at Potsdam (7.46% checked N/A). 3. 78% of students report an awareness of clubs/organizations in which to become involved (17.32% checked N/A). <p>Respondents: A total of 144 students took the Welcome Weekend survey.</p> <p>Total student attendance at Welcome Weekend events was 1,717 with convocation and 1,289 without convocation.</p>	<p>We expected results to be lower than normal in this section given the on-line nature of programming. That said, these results exceeded our benchmarks and were higher than we anticipated. We feel this data demonstrates the success of our on-line initiatives.</p> <p>We plan to return back to a more in-person approach as we are able to and believe our results will increase to their normal rates.</p> <p>First Saturday will resume in 2022.</p>

Facilities	<p>Users will report satisfaction with facilities usage</p> <ol style="list-style-type: none"> 1. Users will report satisfaction with the following aspects of reserving space through Campus Life: <ol style="list-style-type: none"> a. Reservation process b. Equipment within room c. Requested equipment present d. Staff support e. Cleanliness f. Appropriate Set Up g. Technology 	<ol style="list-style-type: none"> 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) <p>Survey tool: GI Survey distributed in the Fall semester of odd numbered years (early Nov)</p>	N/A—survey was not administered this year (only administered in the Fall semester of odd numbered years)	Asses as planned next year.
<p>Summit Leadership Program: Based on 11 career-readiness competencies, Summit strives to:</p> <ol style="list-style-type: none"> 1. Increase student learning in co-curricular activities through high impact experiences and purposeful reflection 2. Prepare students to identify and articulate skills they have gained to enhance both personal and leadership development as well as career 	<p>As a result of attending Summit workshops, students will:</p> <ol style="list-style-type: none"> 1. Report that workshop content was beneficial. 2. Agree that the skills they learned will assist them in their professional development. 3. Agree that the program helped them to develop skills in the competency areas covered. <i>Note, there are 11 competency areas that can be assessed depending on the specific Summit program.</i> 	<ol style="list-style-type: none"> 1. 70% of students will report that workshops were beneficial. 2. 70% of students will agree that they learned skills that will assist them in professional development 3. 70% of students will agree that the program helped them to develop skills in the competency areas covered. <p>Survey tool: Summit workshop evaluations</p>	<ol style="list-style-type: none"> 1. 99% of students report that the workshops were beneficial. 2. 99% of students agree that they learned skills that will assist them in professional development. <p>Respondents: Fall 2020: 111 students completed the survey. 93 workshops offered with 2,032 attendees. Spring 2021: 53 students completed the survey. 74 workshops offered, 1,168 attendees.</p>	Due to staffing reductions, we needed to significantly decrease Summit offerings for Spring and the program will be largely discontinued until staffing can be restored. Departmental badges can still be offered.

marketability.				
Bear Shuttle: Local shuttle service from campus to various locations within the community.	<ol style="list-style-type: none"> 1. Students will report awareness of the Bear Shuttle service. 2. Students will report satisfaction with the Bear Shuttle service. 	<ol style="list-style-type: none"> 1. 85% of students will report awareness of the service. 2. 85% of students will report satisfaction with the service. <p>Survey tool: Annual Fall semester Bear Shuttle student survey</p>	<ol style="list-style-type: none"> 1. 96% of students reported awareness of the service. 2. 87% of students reported satisfaction with the services. <p>Respondents: A total of 105 students took the Bear Shuttle Survey.</p> <p>Fall semester: Average of 43 riders per day. Spring semester: Average of 32 riders per day.</p>	<p>This shows a decrease in student satisfaction with the shuttle service, which was 95% last year. We believe some of this was based on changes made related to COVID-19. Concerns will be shared with our transit partners and this area has been shifted for management to the Dean of Students due to staffing reductions in Campus Life.</p>