

**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. (SPW, 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 Improvements Based on Assessment Results
SUNY Potsdam Weekly (SPW): 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 be able to recognize SPW as a source to receive accurate event information. 2. Students will be able to locate where to find at least one version of SPW. 3. Students will be aware of campus events through SPW. 	<ol style="list-style-type: none"> 1. A minimum of 75% of students will state that they are aware of SPW. 2. A minimum of 75% of students will be able to identify at least one version of SPW. 3. A minimum of 50% of students will be able to list at least 1 event that they have learned about through SPW. 	<ol style="list-style-type: none"> 1. 77.65% of students surveyed state they are aware of SPW/Get Involved/CORQ. 2. 73.25% of students utilize at least one version of SPW/Get Involved/CORQ. 3. 83% of students surveyed reported they can list at least 1 event that they learned about 	This year we were in the process of re-branding SPW to Get Involved. Given this, it is not surprising that awareness numbers would be lower during the transition than they normally have been each year. 74% of students indicated awareness of Get Involved and 76% of students indicated awareness of the companion mobile app, with the mobile app ranking as the most

		<p>Survey tool: SPW Survey distributed in the Fall semester of odd numbered years (early Nov)</p> <p>RESPONDENTS: 738 students</p>	<p>through SPW. 78.89% of students surveyed reported that they can list at least 1 event that they learned about through Get Involved/CORQ app.</p>	<p>convenient way to learn about campus events (table tents were second). The SPW name will no longer be utilized and we anticipate our numbers will increase moving forward under Get Involved as our effort is unified under one name/brand.</p> <p>The percentage of students who can list that they learned about an event from SPW/GI was significantly higher than normally reported. We think this also speaks to the true awareness of these platforms (outside of what we believe was name confusion).</p> <p>Due to COVID-19, limitations will be in place for print materials. We will be relying only on the Get Involved Website, CORQ, and a new weekly event email to promote campus events to residential, off-campus. and remote students.</p> <p>The survey tool will be modified to reflect the name change and various format changes moving forward.</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"> 1. The Fall Student Leader Conference will be attended by at least 100 students representing 35 organizations. 2. Students who participate in Fall Student Leader Conference will be able to: 	<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:</p>	<ol style="list-style-type: none"> 1. The Fall 2019 conference had an attendance of 107 students, representing 48 student organizations. 2. The Fall 2019 conference had an increase on 26 of the 27 stated learning outcomes thus showing an increase of 96.29%. The average increase was .94 (on a 10 point scale), ranging from -.22-1.83. 	<p>Continue as planned. Offer program virtually for Fall 2020 due to COVID-19.</p>

	<p>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.).</p> <p>b. Name their own leadership style as assessed through inventories such as StrengthsQuest, Myers Briggs, True Colors, etc.</p> <p>c. Discuss ways in which their leadership style is a strength and a challenge when working with others.</p> <p>d. Develop skills to effectively run a student organization (e.g. recruitment, conflict management, effective meetings, etc).</p> <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</i></p>	<p>Conference Attendance Statistics & Conference Pre & Post Test Survey</p> <p>RESPONDENTS: 88 students</p>		
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	<i>will be present in the Leadership Conference over a longitudinal review.</i>			
<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> <p>RESPONDENTS: An average of 44 students attended the workshop series (an average of 31 evaluations were completed per session). 22 students completed the Mentoring program & 10 completed the evaluation.</p>	<ol style="list-style-type: none"> 1. 99.36% of participants found the workshops beneficial. 100% of participants found the mentoring beneficial. 2.a. 91.61% of participants agreed that the program made them more aware of issues related to women and gender in today's society. 2.b. 97.93% of participants agreed that issues discussed related to their current experiences and 98.61% agree that the issues will relate to their future experiences. 2.c. 100% of participants agreed that they developed their networking skills. 100% of participants agreed that they developed their professional communication skills. 	<p>Continue as planned. Transition to virtual for Fall 2020.</p>
Greek Life	<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 	<ol style="list-style-type: none"> 1 & 2 <p>A minimum of 75% of new members will complete all three sessions of the New Member Education Series.</p>	<p>1&2- 80% of new members completed all sessions of the New Member Education Series. Due to COVID-19, we only had</p>	<p>Continue New Member Education Series and Relationship Statement. A new approach for Greek Risk Management is being planned due</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. 	<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 Greek Risk Management Course. b. 100% of Greek Members will sign their understanding of and adherence to the College's policies regarding FIPG and hazing. <p>Survey tool: Attendance sheets at New Member Education Series, Chapter and Class Roster Comparisons, Collection of signed policies</p>	<p>2 New Member Education meetings.</p> <ol style="list-style-type: none"> 3a. Each chapter had at least 1 active member who successfully completed the Greek Risk Management course in Fall. This course was not offered in the Spring due to COIVD-19. 3b. 100% of Greek Members signed their understanding of and adherence to the College's policies regarding FIPG and hazing. 	<p>to COVID-19. The class structure was not viable virtually. The new approach will be virtual and strive to engage more students in risk management education.</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"> 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 	<ol style="list-style-type: none"> 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. 1b. At least 70% of students will agree that they can explain why student giving is important to the college. 1c. At least 70% of students will agree that they have improved their public speaking skills. 2. At least 70% of students will agree that they feel connected to SUNY Potsdam. 3. At least 70% of students will agree that they can identify their personal leadership style. 	<ol style="list-style-type: none"> 1a. 100% of members agreed to this statement and 90.47% were able to list one component. 1b. 100% of members agreed that they can explain why giving is important to the College. 1c. 100% of members agreed that they had improved their public speaking skills. 2. 95.23% of members feel connected to SUNY Potsdam. 3. 100% of members agreed that they can identify their personal leadership style. 	<p>Continue as planned. Transition to a virtual format.</p>

	3. Be able to identify their personal leadership style	<p>Survey tool: Annual EL Member Survey (March)</p> <p>RESPONDENTS: 35 students were participating in the program and 21 completed the evaluation.</p>		
<p>Late Night Activities:</p> <ul style="list-style-type: none"> • Offer at least 2 programs per semester • Welcome Month – offer 2 programs • Winterfest – offer 2-4 programs pending budget 	<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: Spring late night event program evaluations for 2 events</p> <p>RESPONDENTS: 250 students</p>	<ol style="list-style-type: none"> 1. 96.23% of students surveyed report enjoying the events. 2. 97.05% of students surveyed reported that they have: <ul style="list-style-type: none"> -Met new or developed closer relationships with friends. 	<p>Assessment was not completed for Fall events due to the event type. Results were for Spring semester events. Due to budget limitations, late night programming will be limited moving forward. We will adjust our assessment plan accordingly. All programs will transition to our virtual format for Fall.</p>
<p>Welcome Weekend/First Saturday: Offer Welcome Weekend and activities and First Saturday</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>	<p>Welcome Weekend paper surveys were misplaced during an office transition and could not be tabulated. Survey data over the years has been consistently positive and we believe this year would have had similar results.</p> <p>First Saturday: 100% of students reported enjoying having attended the event. 86.57% of students felt that by participating in First Saturday they met students that they believed they would develop friendships with.</p>	<p>Continue as planned. Welcome Weekend will transition to a virtual format and First Saturday will return in Fall 2021.</p>

		RESPONDENTS: 67 students completed the First Saturday evaluation (weather impacted participation)	98.51% of students felt more welcomed at Potsdam through their participation in First Saturday. 94,03% of students who attend First Saturday felt they that were more aware of clubs/organizations in which to become involved.	
Facilities	Users will report satisfaction with facilities usage 1. Users will report satisfaction with the following aspects of reserving space through Campus Life: a. Reservation process b. Equipment within room c. Requested equipment present d. Staff support e. Cleanliness f. Appropriate Set Up g. Technology	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) Survey tool: SPW Survey distributed in the Fall semester of odd numbered years (early Nov) RESPONDENTS: 738 students	1. 97.26% of users reported overall satisfaction when asked about the services provided when signing out a Campus Life space. The below is a breakdown of satisfactions rating by categories: Reservation Process-94.95% Requested equipment present-92.61% Appropriately set up-96.88% Technology-92.58% Cleanliness-85.81% Equipment-93% Staff Support-96.93%	Continue as planned.
Summit Leadership Program: Based on 11 career-readiness competencies, Summit strives to: 1. Increase student learning in co-curricular activities through high impact	As a result of attending Summit workshops, students will: 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	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.	1. 97.56% of students surveyed reported that the workshops were beneficial. 2. 97.25% of students surveyed reported that they learned skills that will assist them in professional development. 3. 99.68% of students agreed that the program helped	Continue as planned. Transition to virtual format.

<p>experiences and purposeful reflection</p> <p>2. Prepare students to identify and articulate skills they have gained to enhance both personal and leadership development as well as career marketability.</p>	<p>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></p>	<p>Survey tool: Summit workshop evaluations and individual Summit program evaluations as they are developed.</p> <p>RESPONDENTS: Fall 2019: 2,021 students attended workshops, 201 evaluations were completed.</p> <p>Spring 2020: 704 students attend workshops, 190 evaluations were completed. Many workshops were cancelled due to COVID-19</p>	<p>them to develop skills in the competency areas covered.</p>	
<p>Bear Shuttle: Local shuttle service from campus to various locations within the community.</p>	<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: Spring semester Bear Shuttle student survey</p> <p>RESPONDENTS: 97 students</p>	<ol style="list-style-type: none"> 1. 97.89% of students reported awareness of the service. 2. 95% of students reported satisfaction with the survey. 	<p>Utilize student survey feedback to continually adjust the schedule to meet changing student needs. The survey was not administered in the Fall because a major schedule change was planned for the Spring. As a result, we felt it would be most beneficial to conduct the survey in the Spring.</p>