SUNY Potsdam
Administrative Unit
Assessment Plan

Administrative Unit: Educational Opportunity Program (EOP)   Unit Contact Name: Stephanie Claxton   Date: 12/5/2022

Phone: x2835   Email Address: claxtosc@potsdam.edu   Assessment Cycle: 2022-2026

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 the SUNY Potsdam Educational Opportunity Program is to provide access to higher education as well as academic support and financial assistance to students who, despite having strong academic potential do not meet the criteria for regular admission to SUNY Potsdam.

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.

Provide support and services that will help students succeed and progress toward degree completion.

| **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.**

 EOP serves a diverse population of students who would be ineligible for regular admission. By focusing on retention and achievement of students from diverse backgrounds, the program is directly linked to these institutional priorities. |

GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES

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

1A. Improve retention rates for first and second year student (Freshmen and Sophomores).
1B. Enhance support for EOP students through increased use of tutoring and mentoring services.

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.

1A. Method- Review first time student records to confirm enrollment from fall to spring, up from a 2021 rate of 78%.
1A. **Target**- Retention rate of 90%.
1A. **Method**- Review student records of sophomores to determine retention rates from freshman to sophomore year.
1A. **Target**- Retention rate of 85%, up from an average of 71% over the past five years.
1B Method-Review of tutoring and mentoring hours from fall/fall and spring/spring will show an increase in usage. Will also review payroll as a secondary source of measurement.
1B Target-100% of first year students will utilize tutoring and 50% of returning students will use either tutoring or mentoring services.

GOAL #2

Accurate and timely submission of all required EOP reports, applications, budgets, and various other SUNY Opportunity Programs requests.

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 Programs and Planning ☐ Strengthening Community Connections ☒ Diversity, Equity, Inclusion, and Belonging	SUNY Opportunity Programs requires regular submission of data including enrollment and budget requests. By adhering to the submission deadlines, SUNY Potsdam ensures compliance with the grant and therefore continued financial and academic support for this diverse population of students.

GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES
Tip: Outcomes and objectives should be SMART…   Specific, Measurable, Achievable, Relevant, Time-bound

2A. The EOP office will adhere to all deadline submission dates provided by SUNY Opportunity Programs (see attached).
2B. All data submitted will accurately reflect SUNY Potsdam's population, fiscal situation and all areas on the requests.

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.

2A. Method: Review of scheduled due dates versus submitted dates on reports
2A. Method: Analysis of components of the requested reports as well as requests for data retrieval if other offices need to assist at least two weeks in advance of the request.
2A. Target: 100% of required reports will be submitted by the due dates requested by SUNY Opportunity Programs
2B. Method: All data will be cross-checked with Institutional Research, Financial Aid, and all other relevant campus constituents prior to submission
2B Target: 100% accuracy with reported data.

GOAL #3
Ensure potential students have a solid understanding of SUNY Potsdam and the EOP program.

GOAL #3 - 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 #3 and institutional priority area(s) selected.** While our incoming freshmen attend a required 3.5 week onboarding program in the summer prior to attending Potsdam, our transfer students currently have no formal onboarding. We are noticing that our transfer students seem less engaged and participate less in voluntary activities. Creation and implementation of an onboarding process will assist with retention and recruitment as we can ensure potential students that they will have a solid understanding of SUNY Potsdam and will be fully introduced to the EOP Program and available support.

GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

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

3A. The EOP Office will create and implement an onboarding experience for transfers that will occur prior to the fall and spring semesters.
3B. EOP transfer students will report a better understanding of campus resources and will be more engaged with voluntary activities.

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.

3A. Method: Survey peer institutions for best practices for transfer students
3A. Method: Survey current EOP transfer students to better understand the gaps and difficulties they have experienced during their transition
3A. Method: Review of freshman onboarding experience to incorporate components relevant to transfers
3A. Target: Creation of an onboarding plan that includes workshops
3A. Target: 100% of new transfer students participate in Transfer Onboarding
3B. Method: Create and implement onboarding survey to administer to transfer students prior to onboarding and again after completing onboarding to measure grasp of campus resources
3B. Target: 100% of transfer students show an increase in score, demonstrating an increase in knowledge of campus resources
3B. Method: Review of participation logs during both fall and spring semesters to determine the number of transfer students that engage in voluntary activities
3B. Target: A minimum of 75% of transfer students participate in at least 1 voluntary activity for each academic semester.