

Assessment Results and Evaluation (include explanation of assessments within the past three years)

A. Attach most recent institutional comparison and benchmark assessment.

B. Complete the assessment matrix.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Benchmark/Unions	EY (odd years, electronic random sample) (even years, pen and paper sample of students in the facility in various locations and times)	<p>Top 3 factors are: Student Center Cleanliness, Student Center has a Positive Environment, Student Center is Student-Oriented.</p> <p>Areas needing attention are: Publicizes Student Center and Promotes Campus Activities, Student Center enhances life and leadership</p>	<p>Outsourced deep cleaning responsibilities to contracted vendor, kept day custodial staff in public areas; created Paseo Programming effort to bring entertainment, resources and information to students during heavy traffic times; created Marketing and Promotions unit to increase brand identification and marketing efforts of entire department and Chartered Student Organizations; increased programming in leadership and life skills.</p>	<p>Staff has increased pride in building, after 11 years, the ‘new’ appearance is still evident; branding is much more identified and prevalent in every component of the department; focus on leadership in student employment has improved services and functions of departments; Chartered Student Organization retreat has contributed to enhancing life and leadership for students.</p>

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Benchmark/Student Organization Leaders	EOY (odd years)	Leadership training is consistent with the student; students feel that they belonged and had found 'their place' by being involved on campus; student organizations felt need for more training in budget development.	Higher level of collaboration with leadership office, more organizational consultation presentations and collaboration; more attention placed on connecting students to involvement opportunities,; development of Bobcat Interest Inventory; implemented advisor networking program series. Budgeting workshops offered for student organizations.	Higher collaboration and intentional co-programming with Leadership office; consistent educational programming through SOC on topics of interest and importance to student organization leaders.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Benchmark/Greeks	EOY (even years)	Sense of belonging was high through membership in a Greek organization; Correlation between academic achievement and awareness of academic resources was incongruent. Intrapersonal competence is important to the development of student leaders in the Greek system	The Standard Starts With You campaign to promote personal responsibility and accountability; academic coach program supported through IFC; high priority of academic success within each council; increased collaboration of scholarship chairs to share resources; more accountability for academic performance.	Greater awareness of expectation for Greek affiliated students to perform well academically; more a part of the everyday fabric of conversations about membership; staff more intrusive of academic performance and co-curricular involvement in reaching balance and achieving success for students.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Traffic Survey	EY (one week in February)	Class changes to a 4-day week were significant in traffic pattern changes, particularly lower Friday user numbers; change back to a modified 5 day week helped with the Friday traffic; Bus loop relocation negatively impacted the total number of visitors, but the Student Center is more of a destination, with user percentage at over 70%; Basement needs more destination traffic.	Relocation of major franchise outlets in Basement resulted in significant increase of destination traffic; More intentional programming and activities through the Paseo Programming committee are offered; Retail vendors and auxiliary services are identified to meet needs of students; Location of publicity placement improved (sandwich boards in Atrium and Info desk entrances and banners in stairwell)	More branding opportunities through posting of information in high traffic areas; Need for continued impression of student friendliness, cleanliness and as a destination; Improvement in computer labs, more offerings of laptop computers to loan and additional lounge space needed in the long term plan.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Spot Traffic Count	EY (one day in September)	Class schedule changes impacted the user percentage negatively in the building; percentage of users has increased as Student Center becomes more of a destination instead of a pass through.	Creation of Paseo Programming committee to provide more destination decisions for users. Retail offerings increased and PAWS Market operations improved.	Better bottom line in PAWS Market, more programs and efforts through a collaborative departmental committee to provide activities during the heaviest traffic times.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
PAWS Preview	EY (Fall and Spring)	Students want and desire more time with faculty during this program; time spent with peer leaders is significant to their comfort level in college; sessions are helpful in providing just in time information to help students be successful; students are more likely to be in good standing and perform better academically if they attend; retention is positively and significantly impacted	Added faculty panel, increased group numbers to maximize time with student leaders; enhanced student leadership training experience; continued to improve workshop curriculum.	Increased retention; high retention of student leaders; higher profile and positive association with leadership positions in the program; students are more likely to use library and other resources sooner because of their introduction during this program.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Standards of Excellence (Greek-Letter organizations)	Every Semester	Student organizations that meet the expectations tend to perform better as organizations. They are providing a good experience for their members. Allows for 'just in time' assessment of chapter performance and accountability as well as correction or adjustments to achieve success.	Students realized they can better plan calendar to meet standards; governing councils have provided programming to meet one category, thus working smarter and more efficiently. Creation of Greek Programming Committee to provide more balanced and relevant programming for the system.	Functioning programming committee with two representatives from the council (exec and member org representative); better understanding of accountability and expectations throughout all levels of membership; inter/national organizations are on board, realizing that this complements their programming expectations for chapters.

Type of Assessment	Assessment Cycle	Major Findings (macro only)	Changes Made as a Result of Findings	Impact of Change on Organization (macro only)
Conference Services Major Event Clients	After major events	Evening Building manager training needs; value of available information for customers; need for a full time evening and weekend staff member; need for highly trained audio-visual technician in technology-smart rooms	Increased training; enough information is provided ahead of time, but not easily recalled by client at time of event; position created and trained for full time evening and weekend staff member; hired and trained student staff to meet increased needs in audio visual area	Better customer service; more consistent pattern of information; full time staff presence in the building on evening and weekends; capability to meet more technology-related client needs