Dean of Students Office - Assessment Framework

What is Assessment?
Any effort to gather, analyze, and interpret evidence which describes institutional, divisional, or departmental effectiveness. (Upcraft & Schuh, 1996, p. 18)

Three Levels:
1. **Descriptive**
   Aggregated descriptors of program utilization
2. **Formative**
   Evaluation to improve effectiveness
3. **Summative**
   Accountability and planning

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**Descriptive**

Examples include:
- Demographic utilization
- Benchmarking and trend analysis
- Cost/benefit budget analysis

**Formative**

Examples include:
- Needs Assessment
- Satisfaction survey results

**Summative**

Examples include:
- Program Outcomes and Goals
- Student Learning Outcomes
- Programmatic and Learning Outcome trends

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**Ad Hoc Assessment**

**Priority:** Move from Ad Hoc to more Strategic Assessment plans.
**Goal:** Each unit will develop a multi-year Strategic Assessment Plan; supported by specific, measurable assessment and evaluation plans.
**Timeline:** Spring, 2015 – Develop Plan
   July 1, 2016 – Year One Implementation

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**Strategic Assessment**

**Priorities:**
Are we doing the right things?
Effectiveness: Are we doing things right?

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**Roles:**

**Unit Director** – Develop and implement an assessment plan consistent with DSO Mission and this framework.

**DSO Assessment Committee** – Utilize a “coaching model” to share subject matter expertise with departmental assessment practitioners.

Updated: November, 2015
DSO Descriptive Assessment Metrics: Seven key Indicators that describe the size and scale of operations

- Unit Directors will determine how the daily unit operations/programs/services align with the following seven descriptive metrics; and are responsible for collecting data within this shared framework.
- Unit Directors will provide a list of students by unique identifier for all intentional contacts.
- Unit Directors may identify additional unit specific descriptive metrics to track as needed for their areas/goals.
- Data will be collected in each unit in an on-going, systematic process, and submitted centrally each year in July.

Standard DSO Descriptive Metrics

1. **Electronic Contacts**
   Tech Committee will utilize analytics tracking for each DSO website and report on-line contacts and unique page views

2. **Intentional Student Contacts**
   On-going and short term interactions – typically with identified Student Learning Outcomes
   Examples: OJA Hearings, Student Assistance consultations, Save Zone Training; Greek Leadership Class, Psych 131; Student Employees/Peer Mentors, Tutoring, SI Participants
   Data Collected: Unique Identifier - Student ID (preferred) or NetID
   Note: It is important to track Unique student IDS whenever reasonably possible to provide more robust descriptive assessment data.

3. **DSO sponsored Campus Programs (events, workshops, presentations, etc.)**
   Attendance and participation at events sponsored by or supported by DSO Units
   Examples: Facility use, Classroom presentations, Outreach events
   Data Collected: Name of event and target audience; and Total number of events sponsored or supported per year

4. **Informal Student Contacts**
   Student participation in DSO sponsored campus programs (that may or may not include specific Learning Outcomes)
   Examples: Welcome Tents; Football Games, Resource Fair Info Tables, Poster presentations, etc.
   Data Collected: Name of event; Target Audience, Estimated Headcount

5. **DSO Sponsored Outreach Events (not included above)**
   One time/short term interactions with individualized Learning Outcomes
   Examples: Orientation presentations, Scholarship Information sessions, Community events

6. **Number of student groups advised**
   Direct or indirect contact with recognized Student Organizations (may include both formal and informal advising work)

7. **Number of unique services provided**
   A list of the various programs and services provided by each DSO unit

Updated: November, 2015