



Unit/Office 2014-2015 Goals & Assessment Plan 2014-2015 Closing the Loop Summary 2015-2016 Goals & Assessment Plan	Unit: Student Union & Activities Director: Kimberley Haines
<u>Unit Mission:</u> To collaborate with students, staff, faculty and the community in creating, supporting and implementing diverse programs and services to enrich the personal growth and development of the campus community through active learning and engagement. Our Unit, in partnership with student leaders, organizes and produces recreational, social, cultural and educational programs for The College at Brockport's students.	
<u>Overarching Strategic Goal:</u> To be a nationally recognized comprehensive master's institution focused on student success as evidenced by significant gains in select benchmarks.	

2014-2015 Assessment Plan

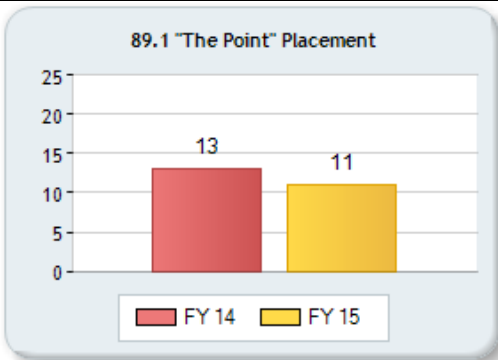
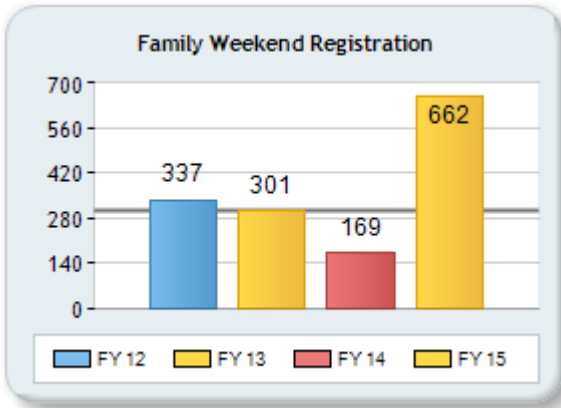
This section summarizes the unit plans for progress toward strategic goals.

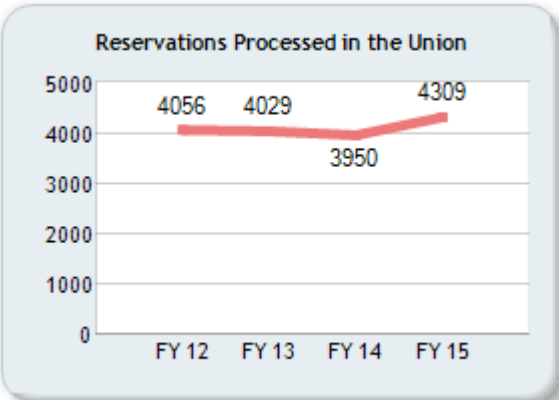
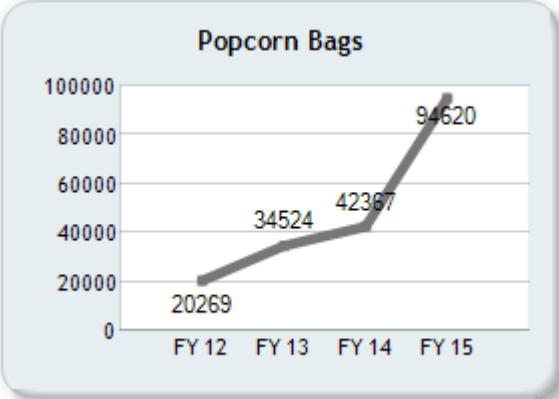
Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective (Determined)	Assessment Results	Resources Used	Outcome/Status
Academic Quality and Engagement (3) Learning Environment and Quality of Place (5 & 6)	Technology Improvements	Implement Event Management System (EMS) through collaboration with key stakeholders.	The need for an improved event management process on campus and the need to implement new software	In November 2014, EMS was introduced to campus for venue managers, event schedulers, event coordinators and service providers.	2014 Conference & Events Taskforce Summary Report Staff time to customize, train, adopt, and get buy-in for new process.	Initial implementation of EMS completed and event management process improvement is ongoing.
Co-Curricular Programming and Support Services (4)	Civic Engagement & Student Leadership Community Building Learning Outcomes & Assessment	Develop strategic plan outlining a 3-5 year plan for Student Employees, Union Business Operations, Sustainability, and Technology/Facility upgrade for Seymour College Union.	Benchmark plan with current industry standards (CAS).	Assessment using CAS standards were administered during Fall 2014 to SUA team (including student leaders) and key stakeholders on campus.	Union CAS Standards were administered during the fall 2014 Student Employee assessments Facility/Technology improvements results are based on staff and customer feedback	Strategic visioning exercises are ongoing, and using the data gathered from the CAS standards to implement new goals for 2015-2016 as a result. Processes delayed because of staff vacancies.
Academic Quality and Engagement (3.2) Co-Curricular Programming and Support Services (4)	Civic Engagement & Student Leadership Community Building Learning Outcomes & Assessment Retention of our Students	Design specific learning outcomes for student leaders within Homecoming/Family Weekend planning.	Homecoming & Family Weekend student leader areas of growth	Student leaders were able to articulate their experiences, what they learned, and how it helped them to grow	Feedback gathered from student leaders	Key of areas of responsibility were adopted, for fall 2015 learning outcomes will be finalized. This goal is ongoing, in large part due to the departure of the Assistant Director in August 2014.

Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective (Determined)	Assessment Results	Resources Used	Outcome/Status
Co-Curricular Programming and Support Services (4)	Civic Engagement & Student Leadership Community Building	In collaboration with Community Development, create student organization handbook outlining how to host successful events and event planning timeline/priorities.	Event planning understanding of our student organizations	Student leaders will be able to describe the basics of the event planning process on campus, such as where to do a reservation and how.	Number of questions regarding the event planning process from our student organizations	Will begin to assess this in the fall of 2015. Event Planning pieces are being reviewing/discussed Summer 2015 for implementation in fall 2016. There was a delay on this goal as a result of the Assistant Director departure in August 2014.

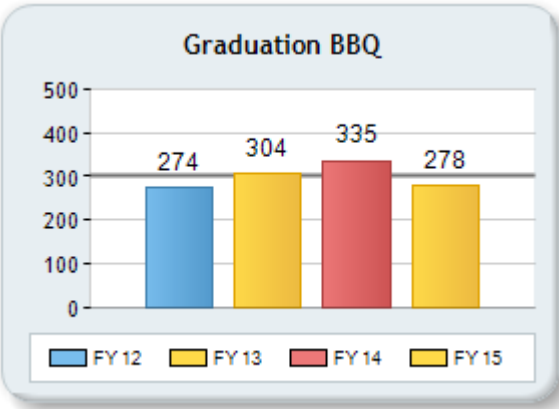
Creating a Culture of Evidence & Continuous Improvement

The College at Brockport is committed to improving program effectiveness and the quality of the student experience through assessment data. The use of assessment data will contribute to the culture of evidence within each unit and the overall campus community. This section allows units to report administrative assessment data that might not necessarily be tied to a specific goal, but illustrates program or unit effectiveness.

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis										
First destination placements of members in 89.1 “The Point.”	Formal data collection began in 2013.	 <table><caption>89.1 “The Point” Placement</caption><thead><tr><th>Fiscal Year</th><th>Count</th></tr></thead><tbody><tr><td>FY 14</td><td>13</td></tr><tr><td>FY 15</td><td>11</td></tr></tbody></table>	Fiscal Year	Count	FY 14	13	FY 15	11	Of the 22 members from May 2014 to May 2015, 11 were employed in the media industry. The 22 members of “The Point” include students who majored in media related majors and plan on continuing in the media industry as well as students who did not plan on going into the media industry and did not major in media orientated majors.				
Fiscal Year	Count												
FY 14	13												
FY 15	11												
Accuracy and efficiency of registration system for Homecoming & Family Weekend.	Our current goal is 300 families, given research of local schools.	 <table><caption>Family Weekend Registration</caption><thead><tr><th>Fiscal Year</th><th>Count</th></tr></thead><tbody><tr><td>FY 12</td><td>337</td></tr><tr><td>FY 13</td><td>301</td></tr><tr><td>FY 14</td><td>169</td></tr><tr><td>FY 15</td><td>662</td></tr></tbody></table>	Fiscal Year	Count	FY 12	337	FY 13	301	FY 14	169	FY 15	662	There was a sharp increase in registration from recent years. We believe this is due to the continued usage of accurate registration software but moreover due to the new addition of hosting the “combining Homecoming and Family Weekend, plus the hosting of Courage Bowl.
Fiscal Year	Count												
FY 12	337												
FY 13	301												
FY 14	169												
FY 15	662												

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis										
To track reservations processed in the Union.	Given our fifth year of data collection, we have established a benchmark of 4,000.	 <table><caption>Reservations Processed in the Union</caption><thead><tr><th>Fiscal Year</th><th>Reservations</th></tr></thead><tbody><tr><td>FY 12</td><td>4056</td></tr><tr><td>FY 13</td><td>4029</td></tr><tr><td>FY 14</td><td>3950</td></tr><tr><td>FY 15</td><td>4309</td></tr></tbody></table>	Fiscal Year	Reservations	FY 12	4056	FY 13	4029	FY 14	3950	FY 15	4309	With the implementation of EMS in November 2014, we have a better data collection process for reservations and bookings. Our increase this year, may be a result of capturing better results through the new event management tool. From this point forward, we will have EMS data to use and help us formulate a more accurate total for reservations and bookings.
Fiscal Year	Reservations												
FY 12	4056												
FY 13	4029												
FY 14	3950												
FY 15	4309												
To track the number of popcorn bags given out annually.	Given our fourth year of data collection and assessment of staff capacity, we have established a benchmark of 35,000. In 2015-2016, SUA will increase their benchmark to 50,000.	 <table><caption>Popcorn Bags</caption><thead><tr><th>Fiscal Year</th><th>Popcorn Bags</th></tr></thead><tbody><tr><td>FY 12</td><td>20269</td></tr><tr><td>FY 13</td><td>34524</td></tr><tr><td>FY 14</td><td>42367</td></tr><tr><td>FY 15</td><td>94620</td></tr></tbody></table>	Fiscal Year	Popcorn Bags	FY 12	20269	FY 13	34524	FY 14	42367	FY 15	94620	Serving popcorn to students, faculty, staff, and visitors is an effective passive program in the Union. This year numbers indicated exponential growth and therefore traffic in the Union. We believe this is a result of housing the student Package Room (formerly individual to each residential building) in the Union, the new addition of Subway to Union Square, which included extended hours of operation.
Fiscal Year	Popcorn Bags												
FY 12	20269												
FY 13	34524												
FY 14	42367												
FY 15	94620												

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis										
Number of student employees. Number of returning employees.	Our optimal number of student employees is 40 given current analysis. Our benchmarked goal of returning students is 50%	<div><p># of student employees</p><table><thead><tr><th>Fiscal Year</th><th>Number of Student Employees</th></tr></thead><tbody><tr><td>FY 12</td><td>36</td></tr><tr><td>FY 13</td><td>39</td></tr><tr><td>FY 14</td><td>42</td></tr><tr><td>FY 15</td><td>38</td></tr></tbody></table></div>	Fiscal Year	Number of Student Employees	FY 12	36	FY 13	39	FY 14	42	FY 15	38	Of the 38 student employees in FY 15, 21 were returning employees from FY 14 (a retention rate of 55%).
Fiscal Year	Number of Student Employees												
FY 12	36												
FY 13	39												
FY 14	42												
FY 15	38												
Number of students in attendance at programs.	After the second year of reporting student attendance at weekly programs a benchmark will be established.	<div><p>Student Attendance at Weekly Programs</p><div><p>Number of students in attendance at weekly programs which include daytime, Thursday, Friday, and Saturday evenings.</p><p>5832</p></div></div>	Attendance for the 2014-2015 academic year includes those that attended the Union Programming Team (UPT) events (which included daytime and Thursday evening programs) and Late Night events (which included Friday and Saturday evenings). This year, Late Night programming transferred from Prevention and Outreach Services to our office. Both teams created and implemented a combined 104 programs. Total attendance for 2014-2015 for the UPT was 2,293. Total attendance for 2014-2015 for the Late Night team was 3,539.										

Assessment Objective	KPIs/Benchmark	Outcome/Results	Analysis										
Number of attendees at the Graduate BBQ.	Our benchmarked goal of attendance is 300.	 <table><caption>Graduation BBQ</caption><thead><tr><th>Fiscal Year</th><th>Attendance</th></tr></thead><tbody><tr><td>FY 12</td><td>274</td></tr><tr><td>FY 13</td><td>304</td></tr><tr><td>FY 14</td><td>335</td></tr><tr><td>FY 15</td><td>278</td></tr></tbody></table>	Fiscal Year	Attendance	FY 12	274	FY 13	304	FY 14	335	FY 15	278	This year numbers indicated a decline in attendance. This could be due to the change in marketing strategy from sending information to students through a mailing focused on BASC information to sending information to students through a graduation focused mailing. Moving forward, we plan to sending information through both mailings to increase the likelihood of students and families registering.
Fiscal Year	Attendance												
FY 12	274												
FY 13	304												
FY 14	335												
FY 15	278												

2014-2015 Closing the Loop Summary Report

The following report outlines the assessment tools used and data compiled in regard to **no more than three** unit/office goals from 2014-2015. It will also highlight the proposed action items and recommendations for the next year. Please note that this information will be included in the EMSA Briefing Book.

2014-2015 Goal: Successful implementation of Fall Welcome Week 2014

Tool Used: Data was collected through the annual APS survey (which was transferred to Baseline), focus groups (residence halls, first year council and 3 TAPS classes) and from Welcome Week Committee/Key Stakeholder/Welcome Week Assistant Feedback.

Data/Results:

Item:	Agreement 2012	Agreement 2013	Agreement 2014
College and Welcome Week Staff were informative and helpful.	85.8%	82%	85%

Helped me understand how my behaviors and actions impact my personal well-being.	83.3%	82%	85%
Increased my awareness of resources on campus that support my academic experience at the College at Brockport.	82%	82%	85%
I feel that I am a part of the College at Brockport campus community.	81.3%	77%	82%
Item:	Agreement 2012	Agreement 2013	Agreement 2014
After attending the APS activity, I was able to interpret messages from the summer reading.	63.2%	69%	78%
Academic Convocation made me feel proud of my choice to attend the College and created a sense of belonging here in the College at Brockport Community.	69.5%	68%	73%
Sound Off Theater helped me identify offices and departments on campus available to help handle the situations discussed during the vignettes.	69.7%	70%	69%
After attending the APS activity, I was able to identify some of my classmates as sources of support.	70.8%	75%	80%

Summary/Conclusions:

- Assessment showed success in meeting our Welcome Week learning outcomes for the following:
 - 85% of our new students responded that they could identify examples of EagleCHECK
 - 82% of our new students responded they felt part of the Brockport Community
 - 78% of new students responded they felt better prepared for their college experiences
 - 77% of new students responded that by participating in Saturday of Service they understood the importance of giving back to the community
- Committee, made of representatives from Counseling, SUA and Sound Off Coordinator, met and discussion intended outcomes of Sound Off
- With move to Friday, continued to work with Convocation Committee to create student friendly welcome to the college community through the active participation of Convocation Committee Chair attending WW meetings.
- Worked with Student Retention, Community Development and BASC, on the details for Saturday's schedule, so that allowed enough time to transition between events (APS/Eagle Check, Photo, SOS).

Recommendations/Action Items for next year:

- Focus on off-campus student population and developing their sense of belonging with the institution.
- Support the implementation of Think About it and revisit intended outcomes of Sound Off:
 - Do topics address state and federal compliance requirements?
 - Compliment outcomes of College Life Live at Summer Orientation without extension overlap

Methods for disseminating results (how the loop was closed): Closing the Loop document was prepared in collaboration with the Welcome Week Planning Committee, and disseminated through the membership.

Sentence to be included in EMSA Briefing Book: As a result of our assessment data and learning outcomes, Welcome Week was able to make improvements to our program in 2014 that benefited our new students and our community.

2015-2016 Assessment Plan

This section summarizes the unit's future plans for progress toward strategic goals.

Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective	Assessment Measures	Resources Needed	Action Plan	Person(s) Responsible
Co-Curricular Programming and Support Services (4)	Community Building Learning Outcomes & Assessment	With the reorganization, Assess the current Mission and Vision Statement for the department and whether it meets intended outcomes.	Both SUA staff and others understanding of what the department does	Focus Groups with staff and college community to assess knowledge of department	-	Hold focus groups this fall	Kim Haines
Co-Curricular Programming and Support Services (4)	Civic Engagement & Student Leadership Community Building Learning Outcomes & Assessment	Develop a strategic plan for student organizations.	Define plans for student organization development.	Focus groups with student organizations and advisors Seek out a consultant to provide a professional student organization review	Money for consultant	Hold focus groups this fall with strategic plan outlined by January and finalized by March	Amy McNulty & Ryan Giglia
Co-Curricular Programming & Support Services (4)	Civic Engagement & Student Leadership Community Building	Develop the initial phase of a programming board in collaboration with Brockport Student Government	Establish an intentionally designed programming board to meet the needs of the board members and the college community.	Assess what is currently happening and format a plan for implementation.	Support from Division on the phases of student and organizational development.	Implement plans for establishing the board for the 2016-2017 academic year	Ryan Giglia

Strategic Plan Construct	Divisional Priority/Objective(s)	Unit Goal	Assessment Objective	Assessment Measures	Resources Needed	Action Plan	Person(s) Responsible
Co-Curricular Programming and Support Services (4) & Academic Quality & Engagement (1 & 3)	Civic Engagement & Student Leadership Community Building Learning Outcomes & Assessment	Develop strategic plan outlining a 3-5 year plan for Student Employees in our 3 areas (Operations, Programming, and Student Organizations)	Develop learning outcomes referencing skill development, leadership growth, and community building.	Develop an assessment tool to be used at fall student employee training. Track academic progress of student employs Track use of co-curricular transcript and involvement	To develop Student Employee assessments and learning outcomes Tracking mechanism for academic progress	Develop a strategic plan for student development in regards to student employment during 2015-2016, with initial implementation of the plan in fall 2016.	Kim Haines, Ryan Giglia, Warren Kozireski, and Amy McNulty
Learning Environment & Quality of Place (5 & 6)	Community Building	Explore the options for integration between myBrockport and EMS to better support the needs of our students and college community	Assess how to best use both systems in order to get the best event management results for student organizations and the college community.	Hold focus groups that assist with assessing the event form in myBrockport and possible forms in EMS	Possible money for API	Work with Conference and Events/BASC to explore options during fall 2015, develop plan for 2016 with implementation in fall 2016.	Kim Haines & Amy McNulty

Points of Pride & Accomplishments

This section allows for you to identify points of pride and accomplishments throughout the 2014-2015 year. These points of pride may align with The College at Brockport's Strategic Plans Constructs (Academic Quality & Engagement, Co-curricular & Support Programs, Learning Environment & Quality of Place, Culture of Philanthropy & Alumni Connectedness), College Priorities, College Goals; Divisional Priorities; and Unit Goals. Also, note if the point of pride aligns with a unit goal. *Limit = 10. These will be submitted for inclusion in the College Accomplishments publication, EMSA Briefing Book and may be repeated from earlier sections.*

Point of Pride/Accomplishment (include data/results as applicable)	Applicable Strategic Construct/ College Priority/College Goal/ Divisional Priority/Unit Goal	Additional Notes
Continued involvement with the Association for College Unions International (ACUI): <ul style="list-style-type: none"> - International Education Council Member (K. Haines). - Region VII I-LEAD Scholarship Recipient (E. Johnson). - Attendance at National Conference in San Antonio, TX (K. Haines) - Attendance at Regional Conference in Buffalo, NY (K. Haines, E. Johnson, A. Ross, A. Sawdey, K. Allen, S. Gelfand, J. Goings). 	Academic Quality & Engagement (1 & 3)	
Participation of students and staff in professional national and regional conferences: <ul style="list-style-type: none"> - Association for College Union International (ACUI) Annual Conferences in San Antonio, TX - National Association of Broadcasters Radio Show in Indianapolis, IN - SUNY Critical Issues in Higher Education Conference in New York, NY. (SUNY Wide Scholarship Winner G. Roe) - College Broadcasters Inc. (CBI) National Student Electronic Media Convention in Seattle, WA. - National Intramural-Recreational Sports Association (NIRSA) National Conference in Dallas, TX (R. McNiff). 	Academic Quality & Engagement (1 & 3)	
Transition of Late Night programming team and responsibilities from Prevention and Outreach Services.	Co-Curricular Programming & Support Services (4)	
In an effort to provide a safe alternative on the last day of classes with support from student organizations, SUA student leadership team coordinated the 3 rd Annual "Wing Fest" event by Student Union & Activities student leadership team. An all-time record of 845 students in attendance.	Co-Curricular Programming & Support Services (4)	Nearly 50% of overall budget for event was supported by collaboration with EMSA, academic departments, and student organizations.

Point of Pride/Accomplishment (include data/results as applicable)	Applicable Strategic Construct/ College Priority/College Goal/ Divisional Priority/Unit Goal	Additional Notes
Coordination of 2014 Homecoming / Family Weekend, and the new Courage Bowl biannual hosting site with neighboring institution St. John Fisher College.	Co-Curricular Programming & Support Services (4)	
Coordination of new end of the year programming initiative “Soaring into Summer” and end of the year event “Eagle Day” with Athletics, Brockport Student Government Programming, Campus Recreation, Community Development, Leadership Development Program, Prevention and Outreach Services, and Residential Life.	Co-Curricular Programming & Support Services (4)	Increased collaboration with BSG programming, EMSA offices, and academic offices.
Reorganization of office responsibilities to include advisement of club and organizations, off-campus students, facilitation of myBrockport, and Late Night programming.	Co-Curricular Programming & Support Services (4)	
Continual infrastructure improvements to the Seymour College Union: <ul style="list-style-type: none"> - Installation of audio and visual technology in room 220. - Relocation of Residential Life Package Room to the first floor. - Installation of ADA accessible exterior automatic sliding door to main entrance. - Installation of CBORD card swipe security technology to Computer Lab and Main Office (ongoing project). 	Learning Environment & Quality of Place (5 & 6)	
Transition from Ad-Astra Information Systems to Event Management Software (EMS) in October-November.	Learning Environment & Quality of Place (5 & 6)	