Form A

**ASSESSMENT RECORD FOR
DEPARTMENT/UNIT
OF**

**University of South Florida
USF**

Student Life (USF St. Petersburg)

(Name of Administrative or Educational Support Department/Unit and Campus)

June 2002 – May 2003

November 21, 2002

(Assessment Period Covered)

(Date Submitted)

Submitted by: **Nancy Coscia**

(Unit Assessment Representative)

Form A

University of South Florida USF

ASSESSMENT PLAN/REPORT FOR

_____
Student Life (USF St. Petersburg)

_____   _____
June 2002 – May 2003   ## November 21, 2002

Expanded Statement of Institutional Purpose Linkage:

Institutional Mission/Goal(s) Reference: USF St. Petersburg, as an autonomous, urban campus of the University of South Florida commits to excellence in teaching, research and service as it provides accessible educational opportunities to the diverse populations, businesses and institutions throughout Pinellas Count and beyond.

Administrative or Educational Support Unit Mission Statement: As a compliment to the University and Student Affairs missions, the Student Life Department is committed to facilitating experiences and providing services to USF students for the enhancement and enrichment of their own development. We are dedicated to assisting students to maximize their "total" college experience. We accomplish this by working with and providing support for students as they participate in co-curricular activities, organizations, leadership opportunities, and other related endeavors.

Intended Administrative Objectives:

Write at least three objectives that will be the focus of assessment activities.

1. To provide students with up to date information about Student Life programs and services.

2. To provide services that meet the needs of student organizations.

3. To maintain boats for student use and offer courses on boating that are utilized by students.

4. To offer an intramural sports program utilized by students.

5. To provide new transfer student with information about campus life, student services, and university requirements

ASSESSMENT PLAN/REPORT FOR

University of South Florida USF

Student Life (USF St. Petersburg)

(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003

(Assessment Period Covered)

July, 2003

(Date Submitted)

Intended Administrative or Educational Support Objective:

NOTE: There should be one form C for each intended objective listed on form B. Intended unit

objective should be restated in the box immediately below and the intended objective number

entered in the blank space.

To provide up to date information to students about Student Life programs

First Means of Assessment for Objective Identified Above:

____**a. Means of Unit Assessment & Criteria for Success:** The Director and staff of the Department of Student Life will review the web pages of seven program areas (Waterfront, Fitness Center, CAC, Student Organizations, Leadership, Xtra Ed, and Student Life) each semester and rate the extent to which the pages are up to date and the extent to which the pages are accessed by students.

____**a. Summary of Assessment Data Collected:**
        The web pages of Student Life, Student Organizations, Leadership, and Xtra Ed. Pages were reviewed on May 15, 2003 and it was determined that these pages are complete and up to date.
        Others are still under construction or awaiting updates.

____**a. Use of Results to Improve Unit Services:**
        The Department will continue to work on upgrading the remaining pages in anticipation that the new specifications for the campus web pages will be received by August 2003. At that time, the remaining pages will be completed and put on line. Also, four active pages will be revised to design specifications. Once all pages are active, a web counter will be used to monitor visitors.
        In addition, the department will acquire a site license for "Contribute" software and the Director will received training by the campus webmaster. The Director and staff will update the seven web pages on a semesterly basis during 2003-2004.

Second Means of Assessment for Objective Identified Above:

____**b. Means of Unit Assessment & Criteria for Success:** The Director of Student Life will review event evaluation forms to determine that 50% of events are advertised by four or more methods (fliers, newspaper ads, lawn signs, email, website, direct mailing, or special advertising).

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____b. Summary of Assessment Data Collected:
     During the Fall of 2002, 53% (7 of 13) Harborside Activities Board events were advertised by more than 4 methods. Also, 100% of the Homecoming events and the Leadership Conference were advertised by more than 4 methods.
     During the Spring of 2003, the percentage of Harborside Activities Board events advertised by four or more methods increased to 70% (10 of 14).

____b. Use of Results to Improve Unit Services:
     A two day retreat was held with the Harborside Activities Board members for 2003-2004 to provide them with training to effectively plan and advertise events. We will continue to monitor this next year.

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Student Life (USF St. Petersburg)
(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003   **July, 2003**
(Assessment Period Covered)   **(Date Submitted)**

Intended Administrative or Educational Support Objective:

NOTE: There should be one form C for each intended objective listed on form B. Intended unit

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To provide services that meet the needs of student organizations

First Means of Assessment for Objective Identified Above:

____**a. Means of Unit Assessment & Criteria for Success:** 70% of student organization officers completing a perception survey will "agree" or "strongly agree" that Student Life staff are responsive and accessible.

____**a. Summary of Assessment Data Collected:**

        A "Student Organization Officer Perception Survey" was distributed to all student organization officers during Fall 2002 and Spring 2003
        For Fall 2002 there was a 16% return rate. These surveys indicated the following:
        86% indicated that they "agree" or "strongly agree" that the CAC Information Desk Assistants provide quality service and assistance.
        88% indicated that they "agree" or "strongly agree" that the Student Activities Office provides quality communication to student organizations.
        88% indicated that they "agree" or "strongly agree" that the Student Activities staff is responsive to student organization concerns.
        88% indicated that they "agree" or "strongly agree" that the Director of Student Life was accessible and helpful.
        For Spring 2003 there was a 31% return rate. These surveys indicated the following:
        100% indicated that they "agree" or "strongly agree" that the CAC Information Desk Assistants provide quality service and assistance.
        100% indicated that they "agree" or "strongly agree" that the Student Activities Office provides quality communication to student organizations.
        100% indicated that they "agree" or "strongly agree" that the Student Activities staff is responsive to student organization concerns.
        91% indicated that they "agree" or "strongly agree" that the Director of Student Life was accessible and helpful.

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____**a. Use of Results to Improve Unit Services:**
Due to low return rates in the fall, there was a change in distribution to improve rates for spring. Work will be continued to improve return rates in the future.
Accessibility is very important to students and the staff ranked high in this area during the fall and very high during the spring. Director will   provide this information to the staff and encourage continued behavior.

Second Means of Assessment for Objective Identified Above:

____**b. Means of Unit Assessment & Criteria for Success:** 70% of student organization officers completing a perception survey will "agree" or "strongly agree" that Student Life services meet the needs of their organization.

____**b. Summary of Assessment Data Collected:**
A "Student Organization Officer Perception Survey" was distributed to all student organization officers during Fall 2002 and Spring 2003
For Fall 2002 there was a 16% return rate. These surveys indicated the following:
86% indicated that they "agree" or "strongly agree" that the CAC Copy Center provides quality service.
67% indicated that they "agree" or "strongly agree" that the facility reservation services process works well.
67% indicated that they "agree" or "strongly agree" that the CAC refreshment service is adequate.
75% indicated that they "agree" or "strongly agree" that the purchasing process meets the needs of my organization.
For Spring 2003 there was a 31% return rate. These surveys indicated the following:
100% indicated that they "agree" or "strongly agree" that the CAC Copy Center provides quality service.
73% indicated that they "agree" or "strongly agree" that the facility reservation services process works well.
100% indicated that they "agree" or "strongly agree" that the CAC refreshment service is adequate.
90% indicated that they "agree" or "strongly agree" that the purchasing process meets the needs of my organization.

____**b. Use of Results to Improve Unit Services:**
Due to low return rates in the fall, there was a change in distribution to improve rates for spring. Work will be continued to improve return rates in the future.
Overall, services ranked fairly well and improved from fall to spring. The one service though still averaging to an "agree" rating that ranked the lowest was facility reservations. A plan of upgrading the system with a web-based software program and informational items will be completed during Summer 2003 to improve service in this area.

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Student Life (USF St. Petersburg)
(Administrative or Educational Support Unit and Campus)

June 2002 – May 2003   **July, 2003**
(Assessment Period Covered)   **(Date Submitted)**

Intended Administrative or Educational Support Objective:

NOTE: There should be one form C for each intended objective listed on form B. Intended unit

objective should be restated in the box immediately below and the intended objective number

entered in the blank space.

To maintain boats for student use and offer courses on boating that are utilized by students.

First Means of Assessment for Objective Identified Above:

____**a. Means of Unit Assessment & Criteria for Success:** The number of students on the skipper's list will increase by 50%

____**a. Summary of Assessment Data Collected:**
During the 2001-02 academic year, there were 19 students on the skipper's list. This number increased to 50 during 2002-03. This is an increase of 163%.

____**a. Use of Results to Improve Unit Services:**
Quality promotion and information distribution to students through New Student Orientation, the web site, emails, and posting advertisements had positive results. These efforts will be continued.

Second Means of Assessment for Objective Identified Above:

____**b. Means of Unit Assessment & Criteria for Success:** The number of students taking sailing classes will increase by 10%

____**b. Summary of Assessment Data Collected:**
During the 2001-02 academic year 44 students enrolled in sailing classes. This number decreased to 35 during 2002-03. This is a decrease of 20%.

____**b. Use of Results to Improve Unit Services:**

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The decrease in students taking classes was a direct result of offering fewer classes than in previous years. Due to staffing shortages, we were unable to offer our typical class schedule. During 2003-04, we will be offering more classes and return to our traditional scheduling pattern. Student participation numbers will continue to be monitored.

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To offer an intramural sports program utilized by students

First Means of Assessment for Objective Identified Above:

____a. Means of Unit Assessment & Criteria for Success: At least one tournament per month will be offered during the fall and spring semesters

____a. Summary of Assessment Data Collected:
During Fall 2002, 5 tournaments were planned and offered (2 in September, 2 in October, and 1 in November).
During Spring 2003, 2 tournaments were planned and offered (1 in January and 1 in February).

____a. Use of Results to Improve Unit Services:
Though 5 tournaments were offered in the fall, not all the tournaments were held due to lack of participation. As a result, staff focused on information gathering during the spring to be better informed for planning during the Fall 2003 semester. A complete calendar will be planned for Fall 2003 utilizing the information gained.

Second Means of Assessment for Objective Identified Above:

____b. Means of Unit Assessment & Criteria for Success: End of year reports will show that tournaments in at least 4 different sports/recreational activities were offered during the 2002-2003 academic year.

____b. Summary of Assessment Data Collected:
During Fall 2002, tournaments were offered in racquetball, 3 on 3 basketball, water volleyball, ping-pong, indoor volleyball, pocket billiards.
During Spring 2003, tournaments were offered in 3 on 3 basketball and indoor volleyball.

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____b. Use of Results to Improve Unit Services:

    3 on 3 basketball and ping-pong had the highest number of participants so the Fall 2003 offerings will begin with these activities. Work will continue to determine repeat activities, additional activities and proper advertising emphasizing recreational play to draw students to participate without intimidating them.

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Intended Administrative or Educational Support Objective:

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> To provide new transfer student with information about campus life, student services, and university requirements

First Means of Assessment for Objective Identified Above:

> ____**a. Means of Unit Assessment & Criteria for Success:** 90% of transfer students who attend Orientation will indicate that they received the Orientation Brochure by direct mail without having to request it.

> ____**a. Summary of Assessment Data Collected:**
>   Students who attended New Student Orientation were asked if they had received the Orientation Brochure by direct mail without having to request it. 35% of the students enrolling for the Spring 2003 semester had and 48% of the students enrolling for the Summer 2003 semester had.

> ____**a. Use of Results to Improve Unit Services:**
>   Efforts will continue to distribute brochures with Academic Advising mailer (some positive results are showing final Summer 2003 session indicated 65% had received brochure in that mailing. The best option is for the mailing of the brochure with the admission information and this can be   implemented when the admissions process is transferred to our campus for St. Petersburg students. New Student Orientation is experiencing a lack of control in this area and an inability to address the problem; therefore, the Director will work with the new Dean of Enrollment Services to generate solutions.

Second Means of Assessment for Objective Identified Above:

> ____**b. Means of Unit Assessment & Criteria for Success:** A comparison of Orientation attendance numbers to the number of new transfer students (as determined by Institutional Research) will show that transfer student attendance at Orientation increased from 63% to 75%.

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____b. Summary of Assessment Data Collected:

68% of the transfer students enrolling for Spring 2003 attended New Student Orientation. This was an increase of 10% from Spring 2002.

74% of the transfer students enrolling for Summer 2003 attended New Student Orientation. This was an increase of 13% from Summer 2002.

____b. Use of Results to Improve Unit Services:

Assistance of Academic Advising with implementation of the orientation mandate resulted in an increase in attendance. Research indicates that attending New Student Orientation is critical to student transition; therefore, efforts to implement the mandate more completely need to be continued and increased. The Director will work with the new Dean of Enrollment Services to generate ideas to address this issue.