

Student Affairs Assessment

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Student Affairs Strategic Planning and Assessment Committee

October 20 from 9:00 a.m. – 10:00 a.m. Via zoom

SPA Members present: Erika Aust, Dr. Lawanda Dockins-Mills, Charlie Endicott, Seth Endicott, Vice President Dane Foust (opening remarks), Khadijah Greene, Candace Henry, Belinda Poole, Dr. Wallace Southerland, Blossom Thao, and Dr. Sarah Winger (special guest).

- 1 I. Dr. Southerland opened the meeting at 9:01 a.m.
- 2 II. Dr. Southerland asked each member to introduce themselves and share why they joined the committee or allowed themselves to be drafted. He acknowledged whether drafted or volunteered, we are all on one team.
- 3 III. Vice President Foust thanked all for attending.
 - 4 a. Assessment is important in Student Affairs, to look at functions within each area and discern what is working well and what should be changed.
 - 5 b. Dr. Foust highlighted his primary concerns. The committee will be tasked with providing feedback on a student survey assessing students' needs, concerns, and plans for Spring 2021, which should help with adjusting to the COVID environment and beyond.
 - 6 c. Secondly, it is important to continue to develop a comprehensive assessment to capture the work done in Student Affairs.
 - 7 d. Dr. Foust visits other schools for middle states assessment and is always looking for data to reflect what they do. He is asking the group to recommend strategies for improving division-wide assessment and accountability, to aid in compiling the data for our future assessments.
 - 8 e. Dr. Foust reminded the group of the importance of sharing their expertise, acknowledging that some departments do well and others are still developing.
 - 9 f. He appreciates all of the efforts of the committee.
- 10 IV. Dr. Southerland introduced special guest, Sarah Winger, Assessment Coordinator and a FOSA (Friend of Student Affairs). She coordinates campus-wide efforts to spotlight SU nationally using various feedback. Sarah is excited to collaborate with SPA to integrate SA data with campus data.
- 11 V. Dr. Southerland reminded the committee of the accreditation dates ahead. All universities are accredited by regional associations. The data are used to improve the student experience. Sarah mentioned that generally there have been a lot of shifts involved in the review, fewer sections. Accreditation includes everything from student learning outcomes to leadership and budget, to determine how we are doing as an institution. Dates:

- 43 a. Midterm work: 2021
44 b. Self-study of full review: 2024-2025
45 c. Final report: 2026 (10 years after the last was submitted)
- 46
- 47 6. Dr. Southerland introduced next presenter and committee member, Dr. Lawanda Dockins-Mills.
48 Lawanda thanked Dr. Southerland for his leadership and everyone for their efforts while sharing a
49 document of the division-wide SWOT analysis. A SWOT was conducted on every department
50 within Student Affairs, in six phases. The committee talked to each department, gathering goals for
51 each unit, which have been compiled for the division. The executive summary outlines the actions
52 taken by the committee, the timeline, as well as an inspirational video by Dr. Foust to indicate the
53 significance of the process.
- 54
- 55 The SWOT analysis was conducted throughout July and August, was compiled and returned to the
56 individual units for approval and confirmation that everything was captured. Lawanda noted the SPA
57 committee can take the data and translate to divisional goals and those of the individual units. Some
58 goals align with the university plan and others are unique to the unit and that is “okay.”
- 59
- 60 7. Dr. Southerland presented on “Student Affairs at Salisbury: A Framework for Assessment,” most of
61 which can be found on the Student Affairs website. He highlighted what Student Affairs assessment
62 means: being intentional, consistent, methodical, to understand the impact the Student Affairs has on
63 student learning. The presentation also included progress on the nine SA Assessment Strategy areas.
64 For example:
- 65
- 66 • Revisions to department annual reports (from annual to quarterly)
67 • Created a new assessment dashboard
68 • Timely information dissemination, including for conference presentations. The more we
69 present the more impact we can have on the field and profession.
70 • New accountability measures
71 • New Division Metrics Inventory (DMI). We can incorporate the data into the university’s
72 plan and show we are taking the matter seriously.
- 73
- 74 The committee will advise the university with these strategies; in addition to assisting staff and
75 unit directors with refining their assessment efforts.
- 76
- 77 Dr. Southerland recently implemented Assessment Consultation office hours to assist and
78 support unit-level assessment efforts.
- 79
- 80 Seth asked *how we measure student learning?* Is it self-reported? CSA struggles with identifying
81 that evidence. Dr. Southerland assured should not be afraid to develop self-reporting data.
- 82
- 83 Dr. Dockins-Mills asked if this measure should be built into the student satisfaction surveys? Dr.
84 Southerland noted to never miss an opportunity to ask students what they have learned.
- 85
- 86 Dr. Winger reflected on the alignment of what the outcomes will be to tweak the data, which is
87 definitely worth the effort. This becomes even more important as the budget restrictions come

88 down the line, to target the particular tools to retrieve the data. She also mentioned to be
89 mindful of over surveying the students, make changes to be locations and times.
90

91 Dr. Southerland pointed out the 2020-2021 Committee Agenda and the timeframes. The
92 measurement by June 30th is to have fifty percent or more of the units DMIs developed and to
93 explore documented evidence of professional development.
94

95 Dr. Southerland talked about the SA C.A.U.S.E. Model:
96

- **C**ollect the data
- **A**nalyze the data; think about the data and what they mean for policy and practice; talk
about the data
- **U**se the data
- **S**hare the data
- **E**xplain the data

102
103 Again, assessment is useful to show the impact on student learning.
104

105 8. Dr. Southerland asked the group if Tuesdays at 9:00 a.m. were a good day to meet. All agreed.
106

107 9. Belinda will schedule a follow-up meeting in two weeks.
108

109 10. Dr. Southerland will post materials in OneDrive and have assessment meetings with unit directors
110 to discuss the SA C.A.U.S.E. Model. Lawanda added the C.A.U.S.E. Model is clear, concise, and easy
111 to explain.
112

113 11. The meeting adjourned: 10:04 a.m.
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115 Minutes recorded by: Belinda Poole, Executive Assistant to Associate Vice President
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117 Minutes reviewed by: Associate Vice President and Chair, Dr. Wallace Southerland
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