University-Wide Assessment Committee
Student Development
October 29, 2014
10:00 a.m., Dawsey Conference Room

Members present: John Beard, Jennie Cassidy, Whitney Comer, Vivian Ford, Stephen Harrison, Michael Jacobs, Tara Josey, Aggie O'Brien-Gayes, Geoff Parsons, Travis Overton, Caesar Ross, Pat Singleton-Young

Members absent: Jean Ann Brakefield, Allison Faix, Chris Mee, Michael Ruse, Charles Whiffen, Tom Woodle

Guests present:
Katie Beaulieu, University Housing
Chris Donevant-Haines, Counseling Services
Lee Carter, Counseling Services
Nick DeStefano, Student Activities and Leadership
Michael Latta, Wall College of Business
Melanie McKitrick, Provost's Office
Kat Mortensen, University Housing
Layne Davis, Campus Recreation

Welcome

Jennie Cassidy, Chair, convened the meeting at 10:00 a.m. in the Dawsey Conference Room and welcomed all present.

Satisfaction Survey Gap Analysis, Michael Latta – Michael Latta addressed the committee to offer a service for those performing assessment. This service, Gap Analysis, measures two things; first, what is important to the person receiving the service, and second, how happy is the person with the service. Gap Analysis helps individuals identify what they should be focusing on. Dr. Latta distributed a handout describing Gap Analysis and encouraged interested individuals to contact him.

Progress on Previously Made Recommendations

Nothing to report.

Plans and Reports

- 2013-14 Reports and 2014-15 Plans are overdue and needed immediately for SACSCOC – Committee members were encouraged to submit any reports or plans into TEAL Online as soon as possible.
- Review of Top 2013-14 Reports for Awards – A list was submitted of the assessment report review results for 2013-14. Everyone was asked to read the top five reports and send their rating of these reports (first, second, etc.) to Jennie by December 1st.
- Needed Improvement Plan – Several reports are listed as needing improvement. It should be the goal of all units to achieve a report outcome of at least satisfactory. The subgroups assessing the reports provided comments relative to
improvement, and these will be distributed to those responsible for writing reports.

Discussion Items

EBI Leadership and Employee Assessment - The EBI Leadership and Student Employee Comparison matrix was distributed. This comparison was completed to determine whether the two tools had similar or comparable items. Thirty-seven items are included in the student leadership assessment and not in the student employment assessment.

Overall Comprehensive Assessment Plan (EBI+) - Included with the materials distributed for today's meeting was the annual EBI survey schedule. The Campus-wide Student Climate/Diversity Assessment is being administered in January, not November as indicated on this schedule. Whitney Comer announced the Student Organization Leadership Assessment will be administered in February 2015. She also announced that the Fraternity/Sorority Assessment was launched last week. A discussion occurred relative to students getting more than one survey (e.g. leadership and student employment). Students are going to be advised to take both surveys and answer based on one position at a time. Students will be sent an email invitation to take the survey(s) and the "from" field will vary based on the survey being administered. Tara Josey indicated the Student Employee Factors and Assessment survey can be administered next year if it is agreed that too many surveys are being given to the students this year. It was decided that this survey would run simultaneously with the Leadership Survey this year. In addition, it was decided the Campus Recreation Survey would be administered next year. Aggie O'Brien-Gayes recommended the Academic Advising Assessment be administered in April. In the past year, only University College administered an advising survey. Advising is important to students and campus-wide assessment of advising should take place.

Everyone was asked to send all leadership groups to Whitney Comer and employee groups to Steve Harrison. Everyone was also asked to send any additional, custom questions to be included in either survey to Whitney and/or Steve.

The question of availability of training for EBI was raised. Steve Harrison indicated training might be available at the Student Affairs one-day event that takes place in May.

Steve Harrison introduced the topic of incentives for those taking the surveys. He shared that providing incentives for Resident Assistants (R.As) as opposed to the students taking surveys worked better in the past. R.A.s would receive the incentive for having the most students in their area complete the survey. Another suggestion was offered wherein students would receive incentives based on when they take the survey. In this model, those taking the survey towards the beginning of the survey period receive a better incentive than those completing it later. Per state law, incentives cannot be awarded based on chance, and must be awarded based on a performance measure.

Next Meeting – At the next committee meeting Eileen Soisson will be in attendance to discuss Feel the Teal assessment.
With nothing further to discuss the meeting adjourned at 10:50 a.m. The next committee meeting is scheduled for Tuesday, November 18th.