

Assessment Report Narrative

Student Activities

Department of Student Life

Mission

Student Activities supports the mission of the University by promoting student engagement and student development of our diverse population through programs and activities designed for student success. Student Activities complements the academic mission of Cleveland State while enhancing students' collegiate experience beyond the Classroom. Student Activities provides a link with faculty to enhance classroom learning; plans and implements traditional events to celebrate the university community; and serves as a resource to student organizations and departments in event planning and management. Student Activities offers student engagement through: Welcome Week, Lectures, The City is Our Campus Ticket program, Chill Fest, the annual Chili Challenge, and Awards and Recognition Ceremony and much more.

Staffing

During the 2006-2007 academic year the Student Activities area was staffed by one full-time professional staff person. Each year, depending upon funding, the staff may include one or two graduate assistants, one assigned to campus events and one assigned to the City is Our Campus Ticket program. Currently we have one tuition wavier assistant assigned to Student Activities.

Goal One: Students will participate in Department of Student Life sponsored student activity events.

Outcome #1: Number attending cultural/educational events.

During this academic year we implemented a new Dinner & Dialogue lecture series to focus on educational issues or current topics that are important to our students. Through conversation students learn about Financial Management, Stress Management, Resume Writing and much more. In order to improve the quality of cultural experiences available to students, we continue to offer "The City is Our Campus program" with a significant number of students attending the free museums: the Botanical Gardens, the Museum of Natural History, the Museum of Contemporary Art, and the Western Reserve Historical Society. Thus far the number of students who have attended these venues have increased over the past academic year.

Outcome #2: Number attending social/Student Activities events.

We have increased the number of social programs that we offer to our students for the 06-07 academic year. This increase has also helped with the number of students we serve and who attend our programs. We add 4 additional programs to our schedule this year.

Goal Two: Students will report a high level of satisfaction with Department of Student Life sponsored student activity events.

Outcome #1: The mean satisfaction response of student survey respondents will be at least excellent (B grade or higher) Students continue to report their satisfaction with the programs and events that are sponsored by student life.

***See Attached Excel Spreadsheet.**

Goal Three: Students will have a valuable social and/or educational experience by attending Department of Student Life sponsored events.

Outcome #1: The mean response for educational/cultural and social events will be at least excellent (B grade or higher). This year our new Dinner and Dialogue series has increased the number of student who participate in our educational programs.*See Attached Excel Spreadsheet.

Action Steps for 2007-08

Students will participate in Department of Student Life sponsored student activity events.

- Plan 2-3 large scale events year for the campus community for the year (to include: Weeks of Welcome, Homecoming, Chill Fest and End of Year Events)

- Build on the current Dinner & Dialogue program to include off-campus speakers, academic –themed topics, and venues for students to visit.
- Create and implement a new marketing plan for the City is Our Campus Ticket Program.
- Create more ways for students to give feedback at each event.

Students will report a high level of satisfaction with Department of Student Life sponsored student activity events.

- Request student input regarding programming preferences and topics.
- Have a student co-chair on the Welcome Week committee, in order to reach the student body for input.
- Co-sponsor programs and events with recognized clubs and organizations on campus. Support the current programs that they present to the campus community.

Students will have a valuable social and/or educational experience by attending Department of Student Life sponsored events.

Sharing of Results with Students

The assessment results are compiled by a graduate assistant working with Student Activities in the Department of Student Life. The Coordinator of Student Activities uses these results in conjunction with the student staff to plan events for the upcoming semester/year. Large scale events, such as homecoming are planned by a university committee which includes student representation. Additionally, student organizations are encouraged to participate in DSL sponsored events (i.e. Welcome Week, Chili Challenge, etc).

Assessment Survey Statistics 2006-2007

Events (S=Social, E=Educational, *=City is Our Campus Program)

Event	Date(s)	Attendance
(a) S-Russ Parr Morning Show co-sponsorship with WENZ	Friday, August 11	300
(b) S/E- Welcome Week 2006 Entertainers, Supplies AV, Equipment, Food, Parking, Giveaways, Marketing	August 25- Sept6	4,717
(c) S- Annual President's Picnic provided entertainment for event	Wednesday, September 6	3,000
(d) S- Craig Karges, Mentalist	November 14th	125
(e) S- Chill Fest 2007	January 2007	2,000+
(f) E- Dinner and Dialogue * New Lecture series From September 07-Present	Last Wednesday of each month	65
(g) S/E- Black Aspirations Transferred funds to Black Studies in support of the program		N/A
(h) S- 15 th Annual Chili Challenge Marketing, Decorations, Awards, Supplies (crackers, bowls etc)	March 7	18 groups participated 400 student's donated Harvest for Hunger
(i) S/E- Co-sponsor the MOCA Mixer with Cleveland State As part of the City is Our Campus ticket program paid for DJ837	March	30
(j) S- 1 st Annual Senior Week	April 30 ^t –May 2nd	500
(k) S- 34 th Annual Awards & Recognition Ceremony Entertainment, Marketing Reception food, Decorations, programs, and Facilities Rental	May 4	305

* City is our Campus Ticket program

1. Cleveland Botanical Garden	August-March	95
2. Cleveland Museum of Natural History	August-March	295
3. Western Reserve Society	August-March	56
4. Museum of Contemporary Art	August-March	18
5. Tickets to the Cleveland Indians Game	April	50
6. Cavs vs. Pistons Game	December	100
7. PlayHouse Square tickets to see Donnie and CeCe	October	30
8. Play House Square tickets to see Spamalot	October	

(Museums include: Museum of Contemporary Art, Museum of Natural History, Western Reserve Historical Society, and the Botanical Gardens)

	A	B	C	D	E	F	G	H
1	Program Assessment Report							
2								
3	Department or Unit Name: Student Activities		Individual Completing Form: Tasheka Sutton-Young					
4								
5	Program Name: Campus Programming and Events		Date: 15-May-07					
6								
7	Goal # 1	Students will participate in Department of Student Life sponsored student activity events.						
8								
9	Outcome Measures	Research Completed	Findings	Review	Actions	Improvements		
10	#1 number attending cultural/educational events	Head count is taken at each event.	2006-2007: N=494 (the City is Our Campus Ticket program) (Museum, theater admissions, partial report Aug.06-March 07) N= 95 (Dinner and Dialogue Lecture series and MOCA mixer) 2005-06: (1 event, Holiday Art Escape) N=355 (museum admissions, partial report Aug.05-Jan-06)	The Coordinator of Student Activities reviews the results and reports findings to the Associate Dean and the Dean of Students for review, before planning for the next semester begins.	Work with faculty to increase participation in The City is Our Campus Program as a means of extending the cultural and educational experience outside the classroom.	There is a small increase in the number of students who took advantage of this program.		
11	#2 number attending social/DSL events	Head count is taken at each event.	2006-2007: N=10,977(10 events including Welcome Week , Cavs game Awards, chili challenge and new programs like Senior week and Spring welcome Chill Fest 2005-06: N = 5650 (7 events including CSU Night at Jacob's Field, CAVS game, Welcome Week, Awards, Chili Challenge.	The Coordinator of Student Activities reviews the results and reports findings to the Associate Dean and the Dean of Students for review.	Work with many departments on campus to build on current programs as well as create new ones. Implemented capus-wide planning committees for all major events.	There was over a 90% increase in attendance at programs for this year. We added new programs to the line-up as well as improved the marketing of the program, by adding t-shirt giveaways with event name and date on them.		
12	#3 number participating in Community Service Events was transferred to Leadership.	Head count is taken at each event.	2005-2006 N/A. *Area moved to the Center for Leadership and Service C/o Paul Putman					

	A	B	C	D	E	F	G	H
14	Program Assessment Report							
15								
16	Department or Unit Name: Student Activities		Individual Completing Form: Tasheka Sutton-Young					
17								
18	Program Name: Campus Programming and Events		Date: 15-May-07					
19								
20	Goal # 2	Students will report a high level of satisfaction with Department of Student Life sponsored student activity events.						
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23	Outcome Measures	Research Completed	Findings	Review	Actions	Improvements		
24	#1 The mean satisfaction response of student survey respondents for select activity events will be at least excellent (B grade average or higher) 5.0=A 4.0=B 3.0=C 2.0=D	Surveys are distributed to all attendees at the event. Surveys are collected after the event and results are compiled within one week after the event.	2006-2007 : 4.68/5.0 (Dinner and Dialogue) B+ 2005-06 : 3.92/4.0 (Chili Challenge) =B+ 2005-06 : 3.09/4.0 (Evening Students Reception)=B	The Coordinator of Student Activities reviews the results and reports findings to the Associate Dean and the Dean of Students for review.	A new scale was implemented this year by the new coordinator.	we created a new scale as well as added new programs for the year.		
25								
26	Program Assessment Report							
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28	Department or Unit Name: STUDENT LIFE		Individual Completing Form: Tasheka Sutton- Young					
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30	Program Name: Student Activities		Date: 15-May-07					
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32	Goal # 3	Students will have a valuable social and/or educational experience by attending Department of Student Life sponsored events.						
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34	Outcome Measures	Research Completed	Findings	Review	Actions	Improvements		
35	#1 The mean response of student survey respondents for educational/cultural events will be at least excellent (B grade average or higher) 5.0=A 4.0=B 3.0=C 2.0=D	Surveys are distributed to all attendees at the event. Surveys are collected after the event and results are compiled within one week after the event.	2006-2007 : 4.71/5.0 (Senior Week a new Program on campus) B+ 05-06 : 3.6/4.01 (Chili Challenge)=B 2005-06 : 3.4/B (Evening Students Reception)=B	The Coordinator of Student Activities reviews the results and reports findings to the Associate Dean and the Dean of Students for review, before planning for the next semester begins.	The new Coordinator Worked with many organizations on campus to ensure that students received information about different programs & events.	Including different areas on campus, in on the planning process as well as on the funding of new programs.		