

## UNIT REPORT

**FY24 Assessment Plan**

Generated: 11/8/23, 2:50 PM

**Mission****Description:**

The Center for Student Advocacy and Community reduces barriers that inhibit academic and personal success by identifying areas of need, providing connections to resources, and supporting student-led programs and initiatives that strengthen our community.

**Date last revised:****Vision****Description:**

We envision a future where every student feels like a valued member of the UH community, has their essential needs addressed, and are supported to achieve their academic and personal goals.

**Date last revised:****1 Goal: Create Calendar of Events**

**Description:** Create a calendar of programs that includes support for RSOs and University federal designations (HSI, MSI and AANAPISI)

## RELATED ITEMS -----

## RELATED ITEM LEVEL 1

**3 Assessment: Post-Event Surveys**

**2 Goal: Create Connections with RSOs**

**Description:** Meet with Registered Student Organizations to explore opportunities for sustainable programmatic collaborations.

## RELATED ITEMS -----

## RELATED ITEM LEVEL 1

**5 Assessment: RSO Support**

**3 Goal: Grand Opening of the Center**

**Description:** Host a Center “Grand Opening” or “Open-house” to increase awareness.

**4 Goal: Martin Luther King Jr. Campus Celebration**

**Description:** Coordinate MLK Planning Committee and plan MLK Celebration to take place in January.

**5 Goal: Marketing and Awareness of Cultural Celebration and Heritage Months****Description:**

Develop a comprehensive strategy that utilizes various channels to raise awareness and celebrate cultural heritage months by creating engaging content highlighting the significance of each heritage month, historical events, and cultural contributions

**6 Goal: CSAC Resource Hub Creation****Description:**

Create a resource hub that efficiently connects students to campus and community resources to support their needs (online and printed).

## RELATED ITEMS -----

## RELATED ITEM LEVEL 1

**4 Assessment: Cougar Cupboard External Resource Utilization**

**7 Goal: Open Cougar Cupboard New Location****Description:**

1) Establish consistent contact with the Program Manager in Facilities Services about developments, timeline, and updates about the construction of the new Cougar Cupboard space. 2) Consider accessibility, traffic flow, room temperature regulations, and the user experience when planning the space layout. 3) Select appropriate shelving, storage space, refrigeration, and display fixtures to maximize space utilization.

**8 Goal: Develop CSAC Website**

**Description:**

Work with DSA IT to create a visually appealing and user-friendly layout while also being mindful of branding elements, color schemes, typography, and design to ensure the site is within university standards.

**10 Goal: Develop and Deliver Workshop Curriculum****Description:**

Create a workshop calendar that fits the academic calendar for the Spring semester, keeping in mind holidays and Spring Break. Write Curriculum Deliver a couple of workshops throughout the spring semester.

**11 Goal: Focus Groups****Description:**

Coordinate staff and student focus groups to collect feedback and assess needs. Information will help to refine the direction and strategic plan of the department.

## RELATED ITEMS -----

## RELATED ITEM LEVEL 1

**2 Assessment: Student Needs and Service Awareness Gaps****12 Goal: Hire and Train Staff****Description:**

1) Clearly define the job roles and outline responsibilities, qualifications, and expectations for professional staff, IAs, and student staff. Staff Training: Ensure center staff complete professional development and/or training to enhance their ability to serve students effectively (i.e. Navigate and Campus Solutions). Goal: At least 5 trainings. 2) Implement a systematic screening process to review applications and shortlist candidates who meet the necessary requirements. 3) Conduct structured interviews with a set of standardized interview questions and interview rubric to objectively evaluate candidates

**13 Goal: Establish Center Presence on Campus - Marketing and Outreach**

**Description:** Develop a marketing plan, materials, and events to help increase awareness of the center.

**14 Goal: Create a safe and welcoming space for students****Description:**

Design and create a welcoming physical space for guests including painting walls, organizing furniture etc. Operationalize tactics and customer service standards that support a welcoming environment.

## RELATED ITEMS -----

## RELATED ITEM LEVEL 1

**1 Assessment: CSAC Programs and Services Utilization**

## RELATED ITEM LEVEL 1

**3 Assessment: Post-Event Surveys****15 Goal: Establish Advisory Board for CSAC**

**Description:** Create a CSAC Advisory Board structure and format, and establish a meeting time for the board to meet.

**16 Goal: Campus Conversations**

**Description:** Host campus conversations to promote community-building on campus.

**17 Goal: Civic Engagement Opportunities**

**Description:** Explore opportunities to foster civic engagement and getting students connected to the greater-Houston community.

**18 Goal: Stakeholder Relationships****Description:**

Establish relationships with key stakeholders and how to work effectively across the division, across the campus, and with CoogsCARE.

**1 Assessment: CSAC Programs and Services Utilization**

**Program/Service Being Assessed:** CSAC Programs and Services Utilization

**Assessment Method:** Quantitative

**Description of Assessment Activity:**

**Learning Outcome:**

Determine baseline demographic data for usage of Center's physical space for FY24.

Evaluate workshop and program attendance demographic data for FY24.

Identify how to broaden the utilization of CSAC programs and services.

**Purpose:**

Determine who uses the Center's physical space, trends in usage, and for what reason.

Track who is attending workshops and programs and identify gaps in usage.

Discuss obstacles for using the Center and how to engage more students.

**Method:**

Collect PSID via tablet during check-in process. Run demographic reports by PSID through Get Involved at the end of each semester and use Excel Pivot Tables to determine trends in usage.

Compile all PSID from every CSAC workshop and program and run demographic reports through Get Involved at the end of each semester and use Excel pivot tables to determine trends in attendance.

Recruit students through Involved at UH and student life and academic partners, and host at least one focus group of people who do not currently use CSAC programs and services.

**Frequency / Timeline of Assessment Activity:**

Data will be collected on an ongoing basis throughout the academic year, and reports will be run and analyzed at the end of each semester.

**Connection to Goals/Mission:**

CSAC aims to reduce barriers for all students' academic and personal success. This activity will help us to understand which students we are reaching and what we can do to expand our reach.

## 2 Assessment: Student Needs and Service Awareness Gaps

**Program/Service Being Assessed:** Student Needs and Service Gaps

**Assessment Method:** Qualitative

**Description of Assessment Activity:**

**Learning Outcome:** Determine students' unmet needs, including around basic needs, non-traditional and underserved student supports, current gaps in support services offered, and gaps in awareness of services across the university.

**Purpose:** Determine what students want and need from CSAC to inform strategic initiatives and development of new programs, services, and partnerships.

**Method:**

Conduct 1-2 focus groups with students to discuss what kinds of services and programs they would like to see from CSAC, service gaps across the university, and barriers they are facing as students. Focus groups will be conducted by DSA Assessment and Planning team.

Conduct 1-2 focus groups with staff and faculty from various departments, especially those that are focused student success or service provision, or are student-facing, to discuss gaps in services at the university, strategies or resources to best support students, and best practices for referral. Focus groups will be conducted by DSA Assessment and Planning team.

Common themes will be noted and analyzed for each topic discussed in focus groups and cross-referenced between focus groups to identify the most relevant and immediate needs and gaps.

Data from the focus group will also be cross-referenced with data from the WISHES student survey that will be distributed by Health and Wellbeing to create a fuller picture of student needs.

**Frequency / Timeline of Assessment Activity:**

Focus groups will be conducted in the Fall semester, and analysis will be completed by the beginning of Spring 2024. Data comparison with the WISHES survey will be completed by end of Spring semester.

**Connection to Goals/Mission:**

CSAC aims to provide basic needs resources, resource referrals, and other support services to meet students' needs and reduce any barriers they are facing. This assessment activity will provide CSAC with needed data to inform what services to provide and how.

## 3 Assessment: Post-Event Surveys

**Program/Service Being Assessed:** All CSAC Events

**Assessment Method:** Quantitative

**Description of Assessment Activity:**

**Learning Outcome:** Evaluate impacts of the Center's program on the student experience.

**Purpose:** To ensure CSAC's programs and workshops are meeting the program/learning outcomes.

**Method:**

Distribute post-event survey to attendees using MS forms during and/or post-event, including Likert scales to measure the departmental learning and program outcomes listed above. Survey will be distributed by QR code and/or through paper surveys that will then be manually entered into the form post-event.

All programs will be categorized into program types. e.g. community, educational, essential needs.

The specific program and learning outcomes surveyed during department programs will be compiled and coded under department program *types* to ascertain the effectiveness of each program type in achieving the respective departmental program and learning outcomes. Program/learning outcomes to be assessed will include: 1) increasing student sense connectedness to campus, 2) Increasing awareness of campus and community resources, 3) increasing ability to focus on personal and academic goals, 4) addressing students' essential needs, and 5) helping students remove barriers they are facing.

Not all of these outcomes will be assessed at all events; only those that are determined applicable to the specific workshop or event will be assessed.

**Frequency / Timeline of Assessment Activity:**

Surveys will be distributed during and/or within 48 business hours post-event. Data on program effectiveness will be analyzed at the end of each semester.

**Connection to Goals/Mission:**

This assessment will measure the extent to which CSAC is accomplishing its mission through its programming.

#### 4 Assessment: Cougar Cupboard External Resource Utilization

**Program/Service Being Assessed:** Cougar Cupboard External Resource Utilization

**Assessment Method:** Quantitative

**Description of Assessment Activity:**

**Learning Outcome:** Measure student familiarity and usage of other on- campus and off-campus resources.

**Purpose:** Determine which resources are being overutilized and underutilized and where referrals can be made.

**Method:**

Distribute a Qualtrics survey to students enrolled in Cougar Cupboard through the listserv. A giveaway prize will be attached to encourage survey completion. The survey will focus on students' familiarity with several resources and the rate at which they do or do not utilize these resources, as well as the rate at which they utilize Cupboard resources for comparison.

Where possible, contact the featured resources to learn their utilization rates and estimate how much of that is from Cougar Cupboard recipients.

Results will cross-referenced with pre-existing data on student need (such as from the WISHES survey) to help determine the reasons students may or may not be utilizing external resources.

**Frequency / Timeline of Assessment Activity:**

The survey will be distributed through the Cupboard listserv as a Qualtrics link during the spring semester and will be available for 1-2 weeks. Results will be analyzed before the end of the Spring semester. Featured resources will be contacted beforehand.

**Connection to Goals/Mission:**

This assessment will help to facilitate the department connecting students to external resources and meeting student's essential needs, which are central to the mission and vision.

#### 5 Assessment: RSO Support

**Program/Service Being Assessed:** RSO Support

**Assessment Method:** Qualitative

**Description of Assessment Activity:**

**Learning Outcome:** Identify unmet support needs of key RSOs

**Purpose:**

Determine support needs for key RSOs.

Identify opportunities for partnerships between RSOs and CSAC

**Method:**

Identify a list of at least 20 key RSOs whose mission is focused on community and/or advocacy activities.

Complete one-on-one interviews with RSO representatives with a set of predefined questions about what kinds of supports and partnerships they are interested in and/or in need of.

Answers will be compiled and analyzed for common themes and outstanding needs.

**Frequency / Timeline of Assessment Activity:**

Interviews will be held throughout the fall semester. In the Spring, results will be analyzed to identify and prioritize support needs, and the department will begin reaching back out to RSOs to provide resources or offer partnerships.

**Connection to Goals/Mission:**

This assessment will inform the department's support of student-led initiatives, which is central to our mission.

#### 6 Benchmark Best Strategies for Advocacy Offices

**Program/Service Being Assessed:** Advocacy Efforts by CSAC

**Assessment Method:** Quantitative

Qualitative

Both (quantitative and qualitative)

**Description of Assessment Activity:**

Research current university efforts and gaps around advocacy and community. Benchmark Top 50, Big XII, Association of American Universities (AAU) institutions and their departments or offerings around essential needs and student advocacy and support (e.g. food and housing insecurity, student parent support, etc.).

**Frequency / Timeline of Assessment Activity:**

Benchmarking will be completed by the end of Spring 2024.

**Connection to Goals/Mission:**

This assessment will help to provide direction to the Center's advocacy and basic needs efforts.

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