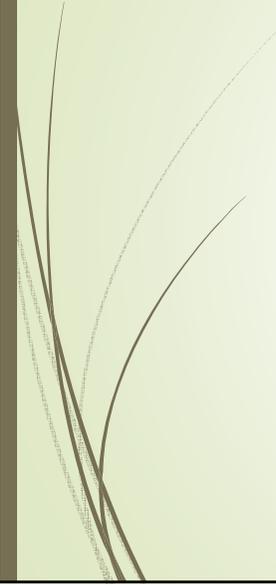


Assessment Strategies for Student Services Professionals

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Professor of History, CSU-Long Beach



Assessment 101: What Assessment is and is Not

- ▶ Assessment is a part of the way to measure *institutional effectiveness* -- How all institutional elements (instruction, seat time, student preparation, student services, administrative services) lead to student learning
- ▶ Not an evaluation of a single student
- ▶ Not an evaluation of a single employee

Students will have **access** to a spectrum of **services** that respond to their **needs**, provide **quality information**, and are delivered with **authentic care**.

Does this sound familiar?

Unique Challenges of Student Services Assessment

■ Overarching Question:

Do we know who our students are, what they need, and how we can best help them succeed?



Answering this question is central to Student Services Assessment.

You have to know your constituents before you can serve them.

The parallel: Assessing patient health



- Students' first contact with a college is normally with Student Services (Admissions, Financial Aid, Advising)
- We need to know what students already know and what they don't know
- To determine this, we assess them -- and ourselves...

How many of you have found yourselves trying to assist this student?



Assessing Student Services requires a two-pronged approach

- What data do you have about students you serve?
 - Where can you get data you need?
 - How to collect data that is not yet systematically collected?
 - S.W.O.T. analysis
 - Does your unit have measurable outcomes aligned with the SSO?
 - Are you at capacity now?
 - Do you need to build out more services -- and do you know what those services are?

Assessing Student Services requires a two-pronged approach

► What does your unit know?

- What data do you have about students you serve?
- Where can you get data you need?
- How to collect data that is not yet systematically collected?
- College Planning and Institutional Effectiveness
- CCC's Student Success Scorecard
- IPEDs
- Collect it yourself!



Assessing Student Services requires a two-pronged approach

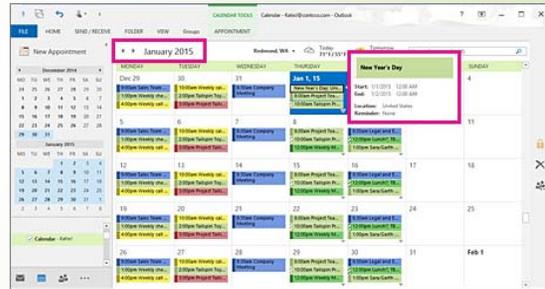
► What can your unit do?

- S.W.O.T. analysis
- Does your unit have measurable outcomes aligned with the SSO?
- Are you at capacity now?
- Do you need to build out more services -- and do you know what those services are?
- Strengths, Weaknesses, Opportunities, Threats assessment
- Create measurable outcomes from the SSO. Example: "All department members have access to relevant training."
- Very real concerns. Example: 401:1
- Assess needs to leverage services on a shoestring



What do you know? Collecting data on a shoestring

- Survey needs at point of service
Paper surveys will do, but...
technology schedules, tracks,
and collects data on its own



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✓ *Free Timesheet Template for Excel* -- Have students "clock in & clock out" on a tablet or desktop.

What do you know? Collecting data on a shoestring

- Use services you provide to collect qualitative data



Three Strategies Activity

Brainstorm three ways to collect data in your unit



Steps in the Assessment Process: Data Collection Tools & Resources

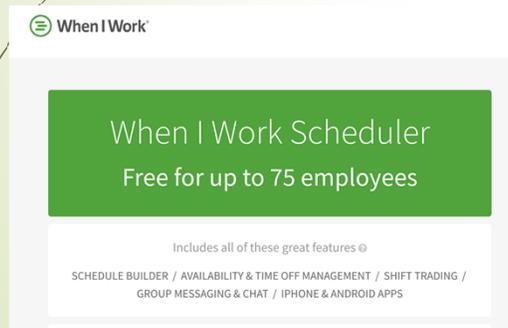
- ✓ *Participation and Discussion Capture Tool* -- Capture student questions and participation in real time; also has Backchannel capabilities.

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Steps in the Assessment Process: Data Collection Tools & Resources

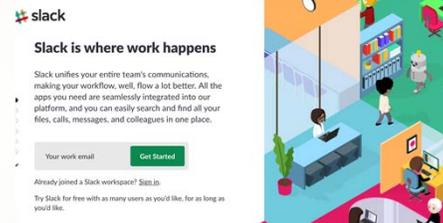
- Use communication e-tools



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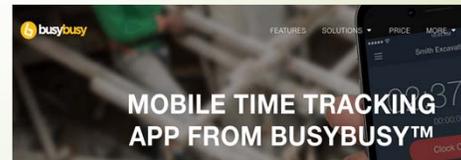
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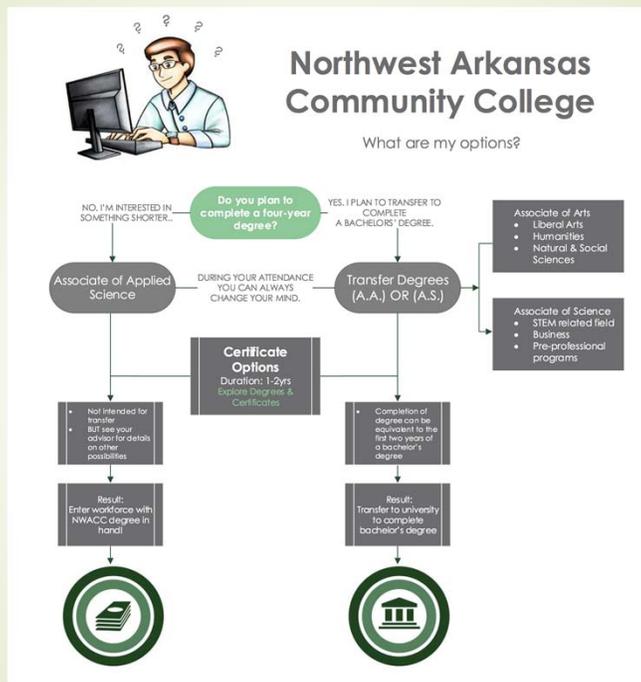
Steps in the Assessment Process: Data Collection Tools & Resources

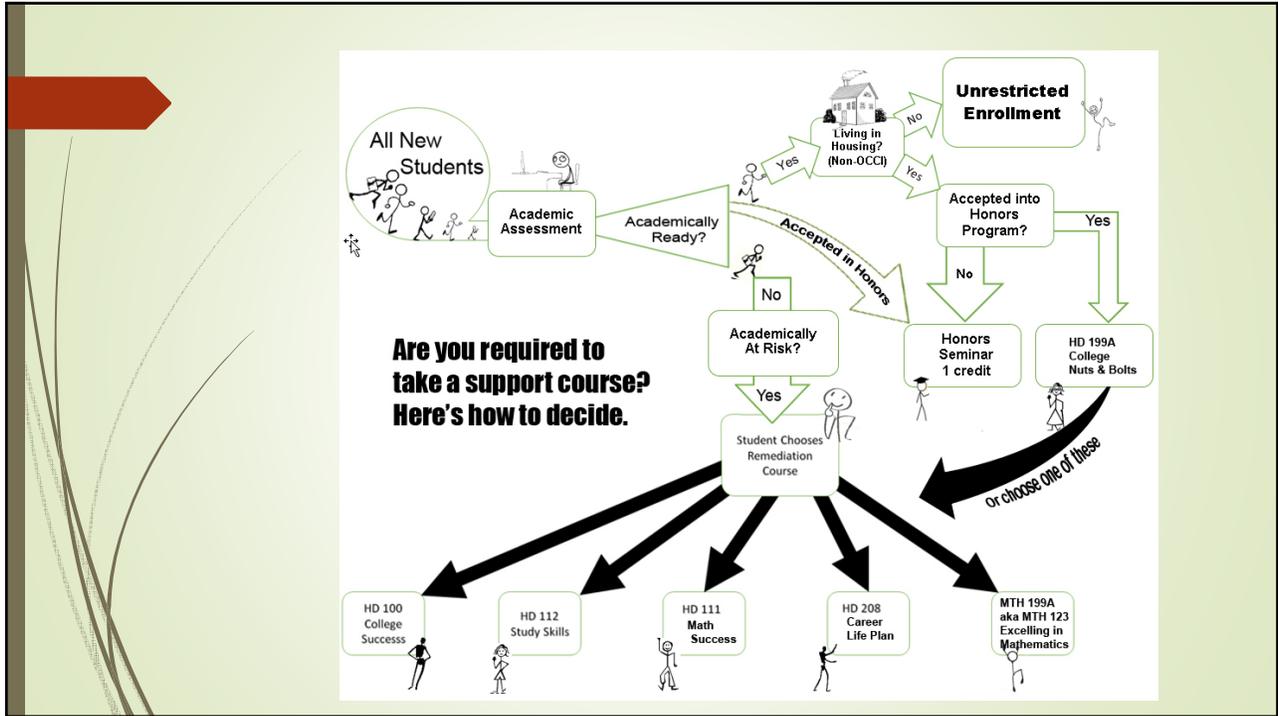
- Use social media to reach students and provide professional development for student services professionals
- Think of them as *engagement tools*



Reaching Students: Adopt the Opt-In Model

- All students need all services
- Create flowcharts for all service units that provide maps for students to follow
- Use LMS for service delivery
 - Financial Literacy Course
 - Alcohol Awareness Module
 - Sexual Harrassment/Assault Course





Closing the Loop for Student Services: Leverage Internal and External Partnerships for Service Delivery

- Identify internal partners
- Identify external partners
- Expand services for students



Examples of External Partnerships for Financial Aid Services

- Strengthen community partnerships with organizations that have shared missions, values, and students
 - Establish campus chapters of "Second Harvest" type organizations
- Workforce and government benefits agencies
 - CALWorks, CAL-Fresh, SNAP
- Community- and trade- based organizations
 - Career Coaching (Kiwanis, AAUW)
- Organizations offering legal support, tax coaching and preparation
- Corporate partners interested in regional community development
- Consider ways to bring services directly to the students
 - Market Campus Food Pantry, Promote Community Gardening (tie to sustainability)

Value of Assessment for Student Services: Improving Communication

- Assessment activities prioritize communication within and across programs at an institution
- Assessment activities are process-oriented, not solely results driven
- Assessment provides rich opportunities for professional engagement outside of their unit "bubbles"



Value of Assessment for Student Services: Empowerment

- Successful assessment is predicated upon professional expertise
- Professionals identify appropriate student learning outcomes & ways to measure achievement
- Assessment is inherently an evidence-based practice -- what we do...



Value of Assessment for Student Services: Promotes Collegiality

- Collegiality as *Shared Responsibility* (culture shift)
- Integrated approach to education: We are stronger as a whole, not individually
- Assessment allows for individual variations on a "theme" (SLOs)



QUIZ

Traditional Assessment vs. Formative Assessment

STOP A+ B- A

1 WHERE THEY ARE

TIP Pull students toward how they did on a past high-stakes exam. K!

TOOLBOX

QUIZ: Hook students, check for understanding.
 POLL: Gauge confidence.
 DISCUSSION: Promote self-assessment.
 DATA: Differentiate learning.

2 WHERE THEY ARE GOING

TIP Get students to reflect on how they did and what's next with formative assessment.

3 HOW TO GET THERE

TIP Students' questions drive learning forward with formative assessment.

NO LIMIT

common sense education

Use infographics to report out!

