The Division of Student Affairs at San Francisco State University launched its inaugural assessment program in April 2009. Prior to that date, units within Student Affairs had focused primarily on individual program improvement efforts. In preparation for the WASC Capacity and Preparatory Review scheduled for March 2011, Student Affairs shifted the focus and began a deliberate effort to bring student learning outcomes to the forefront. The move from a student satisfaction/program improvement model to a student learning outcome-based model resulted in this document which describes the assessment plans that were developed and implemented within Student Affairs units during the 2009-10 academic year.

To begin this effort, Student Affairs directors received a two-day training program conducted by Lori Varlotta, Vice President for Student Affairs, California State University Sacramento. The training program helped Student Affairs directors understand the basics of assessment:

- Aligning the department mission with the missions of the Student Affairs Division and the University. In some cases, the departments needed to craft new mission statements.
- Identifying the two to three overarching planning goals to broadly frame their work during the upcoming years.
- Articulating at least three significant student learning outcome and/or program outcomes to achieve for students who participate in their programs or utilize their services.

Directors were asked to develop instruments and collect data to measure the student learning that occurred. As might be expected in an inaugural effort at identifying measurable outcomes, some instruments and assessment approaches proved to be more valuable than others. The second cycle of developing and measuring outcomes will be greatly improved based on the experience gained in 2009-10. The foundation for evidence-based decision making and outcome-based assessment will be used to create more robust assessment plans for the next cycle in 2010-11.

The following report details the assessment plans created by each unit in Student Affairs. For specific questions about the outcomes associated with a certain program area, please contact the Director identified as the contact person for that particular department. Assessment plans for the following Student Affairs departments are included:

- Athletics
- Campus Recreation
- Career Center
- Disability Programs and Resource Center
- Educational Opportunity Program (EOP)
- Financial Aid
- LEAD (Leadership, Engagement, Action, Development)
- Registrar’s Office
- Student Health Services
- Student Outreach Services
- Testing Center
- Undergraduate Admissions
- University Housing
Mission Statement

University Housing provides campus residential accommodations, a full service dining program and resident services to students, faculty, staff and community members. The department enriches the Mission of the University by maintaining an environment which promotes an appreciation of scholarship, human diversity and the cultural mosaic of San Francisco.

Planning Goals

Goal 1: Implement Programs to Improve Sustainability Efforts in Core Housing Apartment Facilities.

Goal 2: Increase residents’ awareness and knowledge regarding the negative impact of alcohol consumption and/or abuse.

Goal 3: Increase the residents’ sense of community and acculturation to our housing program and build affinity for SF State.

Goal 4: Residents of the Residence Halls will demonstrate awareness of housing administrative services and resources in 2009-2010 academic year.

Program Objective or Student Learning Outcomes

Student Learning Outcome #1 (Campus Strategic Plan Goals: I & IV)

Reduce electricity consumption in Core Housing apartment facilities.

Rationale:
University Housing is committed to sustainability as well as being mindful of budget expenditures. It is also our goal, and responsibility to educate students about being mindful about energy conservation and the critical need to reduce our carbon foot print.

Outcome 1a: 36 freshman residents residing in 12 apartments in the Towers at Centennial Square will learn how to reduce their electricity consumption by 25% over an equal control group within the 09/10 academic year.

Measures:
During the 09/10 academic year, individual electric meters will be read each month for actual kilowatts consumed. The Towers at Centennial Square units in the control group will be compared with 12 identical units with the same number of residents that are not in a control group.

Methodology: A mock electric statement will be sent to monthly to each apartment in the test group. It will show if they are over or under a baseline consumption and detail progress on the goal of reduction electricity usage by 25%.

Outcome 1b: Students residing in the apartments within the test group will demonstrate measurable knowledge gained regarding the sustainability concepts of reducing electricity usage compared to the control group which is not exposed to the mock electric statement.
**Measures:**
Post test administered in May 2010 will be compared with pre test given at the beginning of fall 2009.

**Methodology:**
Send information to the students assigned to the control group apartments regarding the ramification of energy consumption and reduction, as well as information on our electricity sustainability project along with related electricity saving tips and information.

**Mid-Year Results:**
This goal has proved to be difficult to implement since individual apartment electric meter readings are controlled by another department. We rely on this area to obtain accurate monthly electricity consumption data on a consistent basis. Students now cannot measure topics introduced and the enthusiasm for the program is losing ground. Mock electricity usage statements have not been sent to residents.

**Final Results:**
This goal was not met. Individual apartment electric meter readings are controlled by another department, which proved this goal to be difficult to achieve. Since University Housing relies on another department to obtain accurate monthly electricity consumption data on a consistent basis, there were many challenges with this goal. Students did not measure topics and the enthusiasm for the program lost ground.

**Student Learning Outcome #2 (Campus Strategic Plan Goals: I, V, VI)**

Increase residents’ awareness and knowledge regarding the negative impact of alcohol consumption and/or abuse by increasing resident participation in Alcohol Awareness programs from Fall 2009 to Spring 2010 by 15%.

**Rationale:**
It is well documented alcohol and other drug use plays a significant role in accidents, injuries, assaults, unwanted pregnancies, sexually transmitted diseases, vandalism, as well as poor academic performance. By effectively educating students, the population most at risk (16-25 years of age), we can educate our students to make better choices for their overall health and safety.

**Measures:**
By analysis of Program Evaluation Forms, residents completing Alcohol Edu will have an increased knowledge about the effects of alcohol, legal and campus implications of alcohol consumption.

- Direct Measure: Pre and Post Test
- Direct Measure: Reduction in the Number of Medical Assists and Transports
- Direct Measure: Reduction in Alcohol–related Policy Violations
- Direct Measure: Judicial Data Reports
- Direct Measure: License Cancellation Report

**Mid-Year Results:**
This goal is being administered through Alcohol.edu, an online campus commitment to educate students on the effects of drinking. 88.67% of incoming first year students completed Part I, the two hour tutorial. 61.68% have now completed Part I and Part II, a 15 minute follow up survey.

In January, we received an Executive Summary for the campus, reflecting responses, student attitudes, summary and conclusions. The above percentages should rise slightly as we hold residents accountable to complete the program mandate through our conduct and returning resident processes.

**Final Results:**
This goal was administered through Alcohol.edu, an online campus commitment to educate students on the effects of drinking. 88.67% of incoming first year students completed Part I, the two hour tutorial.
61.68% completed Part I and Part II, a 15 minute follow up survey. The Executive Summary was issued for campus from the Alcohol.edu third party, which reflected responses, student attitudes, summary data and conclusions:

- Alcohol.edu participation rose slightly from 88.60% to 88.75% due to University Housing holding firm on all returning residents completing the tutorial as a prerequisite to return.
- When measured prior to their arrival on campus, students’ drinking rates are slightly below the national average and their marijuana use is above the national average.
- When measured midway through the fall semester, 22% of SF State students reported drinking in a high risk way.
- SF State students are most commonly drinking in an off-campus residence (59%) or at a bar or nightclub (12%).
- The most common drinking-related behaviors that students engage in are doing shots (38%) and pre-gaming (26%).
- Drinking rates differ for men and women. Women are drinking in a high-risk way slightly less frequently than men.
- After completing Alcohol.edu, students reported increases in positive behavioral intentions.
- Among high-risk drinkers who did not see a need to change their drinking behavior before the course, 31% indicated a readiness to change their drinking after completing the course.
- 1,639 students are interested in attending alcohol-free activities, and 470 students indicated an interest in planning these events and activities.

**Student Learning Outcome #3:** (Campus Strategic Plan Goals: I, V, VI, VII)

Increase the residents’ sense of community and acculturation to our housing program and build affinity for SF State.

**Rationale:**
If a student is knowledgeable about the community in which they live and are aware of the resources available to them, then they begin to feel a connection not only to their University Housing community, but the campus at large. Studies show a sense of belonging to a community can heighten a student’s college experience, strengthen their knowledge of campus resources designed to support their academic career, and even, as some reports suggest, increase their likelihood to persist to graduation.

**Outcome 3a:** 75% of all new licensed residents in our family housing program at University Park will complete the orientation program within the next fiscal year 09/10.

**Outcome 3b:** 50% of all renewal licensed residents in our family housing program at University Park will complete the orientation program within the next fiscal year 09/10.

**Outcome 3c:** All residents participating in the University Park Orientation program will increase their understanding about services, programs, and resources provided by University Housing.
  - **Direct Measure:** Pre and Post Test measuring resident knowledge of department policies/procedures and how to access department services/resources at the orientation
  - **Direct Measure:** # of new calls to the CA On Duty Staff
  - **Indirect Measure:** Develop a three question follow up Satisfaction Survey to be administered one month post orientation via direct or indirect contact.

**Outcome 3d:** Residents would demonstrate an increased participation in programs and services offered by University Housing.
  - **Measure:** Pre and Post Test
  - **Measure:** Program Evaluations

**Outcome 3e:** Residents will have an increased sense of affinity for and connection with the University.
Indirect Measure: Mid-year Quality of Life Survey

Mid Year Results:
An ongoing orientation for both new and license renewal residents is offered at University Park.

- Apartment Life staff created a draft of a survey for University Park Orientation participants which will be finalized in January 2010 and then sent 30 days after the resident participates in the monthly orientation. The survey [5 questions] will examine whether any information covered in the orientation is [1] retained [2] helpful for the resident in “settling in” to the community.
- Resident Services staff is also examining customer service through a 10 question follow up survey. This survey will start in January 2010 and be sent monthly to residents requesting service that our community seeks. The survey will assist us in determining indirect measures such as resident satisfaction with service and direct measures with what shift times are busiest for the program.

We also plan to incorporate a Pre/Post Test for orientation participants regarding IMPORTANT numbers to see if they understand which numbers are helpful in accessing specific service areas of University Housing.

Although we did incorporate Pre/Post tests in our staff training for the summer, the impact of our leadership transition delayed further implementation during our student staff training in collecting data.

Final Results:
An ongoing orientation for both new and license renewal residents is being offered at University Park.

- Apartment Life staff created a survey for University Park Orientation participants which was finalized in January 2010 and then sent 30 days after the resident participated in the monthly orientation. The survey (5 questions) examined whether any information covered in the orientation (1) retained (2) helpful for the resident in “settling in” to the community. Our responses were minimal from the resident community and therefore not useful in compiling data.
- Resident Services staff examined customer service through a 19 question follow up survey. This survey did start in January 2010 and was sent monthly to residents requesting service at our community desks. The survey did assist us in determining indirect measures such as resident satisfaction with service and direct measures with what shift times are busiest for the program.

Pre/Post Test for orientation participants were not incorporated regarding IMPORTANT numbers to see if they understand which numbers are helpful in accessing specific service areas of University Housing.

Efforts were focused to create:
- Community Living Guide – University Park [to be made public prior to June 30, 2010]
- Frequently Asked Questions – University Park
- Resident Move Out Orientation.

Although we did incorporate Pre-Post Tests in our staff training for the summer, the impact of leadership changes delayed further implementation during our student staff training in collecting data. The Pre-Post Tests in staff training will be implemented as a comprehensive test starting for summer 2010.

Student Learning Outcome #4: (Campus Strategic Plan Goal s: V, VI, VII)
Residents of the Residence Halls will demonstrate awareness of housing administrative service and resources in 2009-2010 academic year.

Rationale:
Providing students access to information regarding processes, deadlines, and resources 24 hours a day will increase their compliance with submitting various applications, forms and payments on time and with more accurate information. By having this information (and respective forms and documents) online, the student is less dependent of staff or office business hours to have their questions answered. This enhanced flexibility and autonomy will create better compliance with deadlines and processes.

**Outcome 4a:** 85% of first time freshmen in the Residence Hall will demonstrate awareness of services/resources at their disposal in the residence community such as Conference services, Service Desk, Dining Services in the next academic year 09/10. 85% of Residence hall residents will use website effectively to complete intent to vacate forms by the end of the fall 2009 semester.

- **Measure:** Use fall 2009 customer satisfaction surveys
- **Measure:** Use short RAS focused survey to current residents regarding knowledge of relevant administrative policies and services

**Outcome 4b:** 85% of Residence hall residents will be aware of administrative procedures through the Housing website in Academic Year 2009-2010.

- **Measure:** In October, issue a short RAS-focused survey to residence halls residents regarding knowledge of relevant administrative policies.
- **Measure:** Survey RAs about resident on their floors as part of the October survey.

**Outcome 4c:** 85% of Residence halls residents will become familiar with Terms and Conditions in academic year 2009-2010.

- **Measure:** Use survey to all current residents regarding knowledge of relevant administrative policies and services
- **Measure:** Survey RAs about resident on their floors

Use fall 2009 customer satisfaction surveys- RAS is using an online survey that's being finalized and will be sent to the residence community the week of October 11. We will compile results and reports by mid November. This survey will address knowledge of relevant administrative policies, as well as RAs involvement in their residents' knowledge of administrative policies.

**Results:**

Surveys from hall residents in Fall 2009 show awareness of administrative services through the Housing website and their “mysfsu” page display for Housing financial status (76%). License agreement terms and conditions as well as the Community Living Guide show a 69% and 61% awareness respectively. More detailed analysis is provided through the use of the website for payments (51%) and maintenance requests (70%).