

In support of Fredonia's 2018-2022 strategic plan, the **mission** of the **Division of Enrollment and Student Services (ESS)** is to *create pathways to support students in their development of skills leading to personal and academic goals, foster responsible citizenship, and enrich the student experience in a global society.*

The **ESS Strategic Plan** supports the division's mission and challenges it to work toward its **vision** - *striving to provide transformative pathways where students are empowered to develop as leaders, embrace diversity, and become life-long contributors in a global society.*

With divisional core values of *Assessment and Accountability*, ESS is committed to *continually evaluating and improving practices in order to hold professionals accountable through the collection and use of assessment evidence.*

To that end, the ESS Strategic Plan (2018-2023) has an established goal specific to **Assessment**. This document outlines the **process** for ESS Divisional Assessment, the **infrastructure** to be established in support of the process, the **timeline** for the process and expected **outcomes**.

### ESS Strategic Plan - 2018-2023 - Goal Four:

In support of Fredonia's Strategic "Theme of Student Experience" and ESS "Core Value on Assessment and Accountability," the Enrollment and Student Services division will develop "Methods of Evidence" that define and demonstrate the effectiveness of ESS programs and facilities on student success.

#### Performance Indicators:

- A. Monitor and assess student usage (participation rates) in/of division programs, services and facilities.
- B. Assess student satisfaction with the student experience.
- C. Establish educational and personal outcomes associated with student success.
- D. Share assessment data across the division.
- E. Identify and utilize appropriate assessment tools to measures desired outcomes.

**ESS - Methods of Evidence - DIVISIONAL ASSESSMENT PLAN**

Process | Infrastructure | Timeline

<b>TIME FRAME</b>	<b>PROCESS</b>	<b>RESPONSIBLE PERSON(S)</b>	<b>ASSOCIATED PERFORMANCE INDICATOR(S)</b>	<b>OUTCOMES</b>
2018-19	Identify and commit to Assessment Software	ESS - VP	4A, 4B, 4C, 4D, 4E	<ul style="list-style-type: none"> <li>On-going contract with <a href="#">Campus labs</a> -- integrated platform for collecting and connecting data</li> <li>Training for Divisional Assessment Team</li> </ul>
Fall 2018	Identify Divisional Assessment Team (DAT) Leaders	ESS - Stenger facilitates	4C, 4D, 4E	<ul style="list-style-type: none"> <li>Establish Assessment leaders for all departments/units in Division</li> </ul>
Fall 2018	Divisional Assessment Team (DAT) TRAINING  Training 1: <i>Boot Camp on Assessment Process</i> Training 2: <i>Learning Outcomes</i> Training 3: <i>Choosing Assessment Methods</i> Training 4: <i>Assessment Methods in Baseline</i>	ESS - Stenger coordinates	4C, 4E	<ul style="list-style-type: none"> <li>Develop skill set and increase knowledge base as it relates to assessment</li> <li>Create a common language for assessment</li> </ul>
Fall 2018 1 OCT initial report due 1 NOV final report due	Student Experience Commissions <ul style="list-style-type: none"> <li><i>Wellness</i> (mental health)</li> <li><i>Campus Life</i> (on-campus &amp; commuter)</li> </ul>	ESS - VP & Leadership Team	4B, 4C, 4D	<ul style="list-style-type: none"> <li>Abstract critical information from stakeholders for use in departmental and unit strategic plans</li> <li>Completed ANNUALLY</li> </ul>

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	<ul style="list-style-type: none"> <li>• <i>Inclusion</i> (students of color &amp; international)</li> <li>• <i>Admissions</i> (graduate)</li> <li>• <i>Athletics</i> (academic success)</li> </ul>			
Fall 2018	New Student Survey	ESS VP	4A, 4B, 4D, 4E	<ul style="list-style-type: none"> <li>• Data on how Fredonia was selected, current academic plans, as well as self and institutional assessment</li> <li>• Completed ANNUALLY in October</li> <li>• Recommendations for planning/funding post analysis of data</li> </ul>
Fall 2018	Orientation Survey	New Student & Transitions	4A, 4B, 4D, 4E	<ul style="list-style-type: none"> <li>• Data on experience with Jump Start &amp; Orientation</li> <li>• Completed ANNUALLY in Fall</li> <li>• Follow-up focus groups</li> <li>• Recommendations for planning/funding post analysis of data</li> </ul>
Fall 2018	Accepted Student Survey	Admissions	4A, 4B, 4C, 4E	<ul style="list-style-type: none"> <li>• Completed ANNUALLY in summer</li> <li>• Recommendations for planning/funding post analysis of data</li> </ul>
Fall 2018/Spring 2019	Departments & Units develop strategic plans	ESS VP and Leadership	4C	<ul style="list-style-type: none"> <li>• Establish performance indicators as part of departmental/unit strategic plans</li> </ul>

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Spring 2019	Divisional Assessment Team - develops measurable student learning and/or service outcome(s)	ESS - Stenger coordinates	4A, 4B, 4C, 4D, 4E	<ul style="list-style-type: none"> <li>● Identify learning and/or service outcome(s) to measure</li> <li>● Select assessment method</li> <li>● Implement assessment</li> <li>● Analyze and report</li> <li>● Provide recommendations for planning/funding needs for summer/fall 2019</li> </ul>
Spring 2019	Student Experience Survey	ESS VP	4A, 4B, 4D, 4E	<ul style="list-style-type: none"> <li>● Completed ANNUALLY in February</li> <li>● Follow-up focus groups</li> <li>● Recommendations for planning/funding post analysis of data</li> </ul>
Spring 2019	Graduation - Exit Survey	ESS VP	4A, 4B, 4D, 4E	<ul style="list-style-type: none"> <li>● Completed ANNUALLY in April</li> <li>● Follow-up focus group</li> <li>● Recommendations for planning/funding post analysis of data</li> </ul>
Summer 2019	Annual Reporting and Data Analysis	ESS VP and Leadership	4A, 4B, 4C, 4D, 4E	<ul style="list-style-type: none"> <li>● Review outcomes of all assessment data collected in 2018-19</li> <li>● Recommendations for planning/funding post analysis of data</li> <li>● Establish learning and/or service outcomes for measurement for 2019-2020</li> <li>● Make revisions to surveys as needed</li> <li>● Report out to Division and Institution</li> </ul>

**2019-2023 - Repeat process annually**

- Train Divisional Assessment Team members annually
  - Recruit new DAT leaders as needed
    - Train new members
    - Professional development for all DAT members
- Incorporate data from Student Opinion Survey (SUNY) and National Survey of Student Engagement (NSSE) as appropriate and relevant
- Incorporate MSCHE (Middle States) criteria (see [Standard IV](#)) into assessment plan
- Connection to Institutional Assessment (Assessment Management Steering Initiative) - L. Hunter and C. Givner - co-chairs
  - [Watermark](#) - assessment planning templates | data collection | documentation of results in AIS (Watermark)
    - Data fed through Institutional Effectiveness Committee - makes recommendations to Cabinet