Establishing an Assessment Culture within Student Affairs

OSU Multicultural Center
Rebecca Nelson, Assistant Vice President Student Life & Director, Multicultural Center
Christa Porter, Intercultural Specialist–African American Student Initiatives
Seth Matthew Fishman, Graduate Administrative Assistant
Mitsu Narui, Graduate Administrative Assistant
Brian Gibson, Graduate Administrative Assistant

NASPA, March 9, 2009

Objectives

After this session, participants will learn:

- The importance of integrating assessment into daily practice
- The challenges in creating an assessment culture within a particular department
- Resources available to help create an assessment culture
Prior to Program Review

- Evaluation vs. Assessment
- History of diversity offices and assessment practices
- SPSS used prior to 07-08 school year
- Generic assessment form created for programs with SPSS in mind
- Many were not using the form

Program Review

Program Review

- Began Fall 2005; completed Fall 2007; ongoing through SP
- Recommendations made to improve its services, including overhauling assessment practices
- Changes coincided with changes in organizational structure and mission
Incorporating Assessment Into the MCC Culture

- Support from key staff
- Staffing
- Making assessment user-friendly
- Team effort
- Individual consultation
- Tangible work
- Consistent presence

Leading an Assessment Culture

- Discuss directives from university leadership
- Formalizing relationships with SL Research & Assessment Office
- Collaborate and communicate
- Training
- Promoting assessment thought processes
- Inter and intra-office reporting
Living in an Assessment Culture

Integrating assessment practices into:

- Office life
- Decision making
  - Budget decisions
  - Performance indicator development
  - Strategic goal development

Living in an Assessment Culture

- Evaluating office performance and outcomes
- Gathering stakeholder perspectives to drive future initiatives
- Developing budget priorities for resource allocation
- Making informed decisions regarding restructuring or realignment
Small Group Discussion

Questions?
Implications and Limitations

**Implications**
- Link to budget and other accountability is going from trend to standard practice
- More intentional in our work
- Ability to better showcase our work

**Limitations**
- Staff resources + $
- Timing of implementation
- Staff resistance
- Student survey saturation

Thank You!

- Please go to [http://mcc.osu.edu](http://mcc.osu.edu) to download the entire presentation.

- You will be e-mailed a Student Voice survey after the conference as a program evaluation.
Resources

Student Voice:  
http://www.studentvoice.com

FALDOS:  
https://www.cas.edu/catalog/iteminfo.cfm?itemid=96&compid=13

ASK Standards (free if you are a member of ACPA):  
http://www.myacpa.org/pub/pub_books_assessment.cfm

Other online survey tools:  
http://zoomerang.com/3  
http://www.surveymonkey.com/

<table>
<thead>
<tr>
<th><strong>Pros</strong></th>
<th><strong>Cons</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent for quantitative research</td>
<td>Not the best for non-research</td>
</tr>
<tr>
<td>Good variety of graphs and charts</td>
<td>Must be trained on each version</td>
</tr>
<tr>
<td>Can use basic inferential statistics such as chi-squares, t-tests, correlations, etc</td>
<td>MCC has several versions of SPSS on individual computers</td>
</tr>
<tr>
<td>Latest version was becoming more user friendly</td>
<td>Not useful for narrative entry</td>
</tr>
<tr>
<td></td>
<td>Difficult to use for selecting more than one option on a question</td>
</tr>
<tr>
<td></td>
<td>Can not access unless in MCC or have own version of SPSS license</td>
</tr>
<tr>
<td></td>
<td>Staff don’t like using it</td>
</tr>
<tr>
<td></td>
<td>Assumes knowledge of stats</td>
</tr>
<tr>
<td>Pros</td>
<td>Cons</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>Great for basic assessment</td>
<td>Requires some training and getting access</td>
</tr>
<tr>
<td>Can be accessed anywhere via internet</td>
<td>Subscription service (i.e., requires $)</td>
</tr>
<tr>
<td>Secure server</td>
<td>Relying on security of Student Voice</td>
</tr>
<tr>
<td>Reports easy to print</td>
<td>Difficult to rely on SV staff to create surveys if needed immediately</td>
</tr>
<tr>
<td>Reports can be converted to Excel</td>
<td></td>
</tr>
<tr>
<td>Descriptive statistics easily available</td>
<td></td>
</tr>
<tr>
<td>Various filters</td>
<td></td>
</tr>
<tr>
<td>Easy graphs/charts</td>
<td></td>
</tr>
<tr>
<td>Ease of use</td>
<td></td>
</tr>
<tr>
<td>Email participants for follow-ups</td>
<td></td>
</tr>
<tr>
<td>PDF/Word/Excel conversion</td>
<td></td>
</tr>
</tbody>
</table>