Assessment can answer the following questions:

- After a student leaves an office, program, event, etc…, what do you want to happen or to be a result?
- What is my program/event/initiative supposed to accomplish?
- What do students need to be successful?
- Which students benefit from which co-curricular experiences?
- How do we provide evidence that student learning and/or development is occurring?

Upcraft & Schuh (1996)
Barriers to Assessment

- No time for already stretched staff
- Access to expertise
- Difficult to coordinate
- Concern of survey fatigue
- Results not shared, benefits not realized
- Fear of negative findings or consequences
StudentVoice breaks down the barriers through...

**Community & Collaboration**
StudentVoice's virtual higher education assessment community provides opportunities to learn from other campuses and contribute to the national dialogue on assessment.

**Technology & Innovation**
Driven by input from StudentVoice Member Campuses, our cutting-edge and interconnected software platform is designed specifically for higher education assessment practice.

**Resources & Content**
Through the combined effort of Member Campus users and a team of StudentVoice Assessment Consultants, campuses have access to an extensive assessment library with department-specific resources.

**Consultation & Best Practices**
A team of experienced higher education professionals will share assessment strategies and can assist with planning and implementing your assessment initiatives.

“What did people do before StudentVoice?!”

Mileva Huljev, Recreational Sports
Seattle University
Fundamentals Overview

The Basic Tools for Successful Assessment Practice

• Assessment resources
• Access to a team of Assessment Consultants
• Web-based technology for data collection, analysis, and reporting

“The StudentVoice team and tools have made our staff more productive and forward thinking in their own departments, while helping us become more strategic.”

David McKelfresh, Executive Director of Assessment
Colorado State University
Fundamentals: Assessment Resources

Our shared resources and identified best practices help save time and ease any anxiety relative to assessment.

“StudentVoice Fundamentals has eased the implementation of our assessment program. The technology is fantastic and the toolkits provide an important reference point for our directors.”

Sue Weitz, Vice President of Student Life
Gonzaga University
Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!

Welcome to the Assessment Community!
Fundamentals: Community Features

- **Shared Projects** - example assessment projects
- **Resource Centers** – department specific resources
- **Wiki** – easy access to assessment information
- **Forums** – discussion boards
- **Blogs** - posts from assessment experts
Fundamentals: Consultation

StudentVoice Assessment Consultants work collaboratively with campus staff to design and implement assessment projects.

“StudentVoice has empowered our staff to incorporate the development of studies and defining measures to assess their programs and services, while still focusing on their primary responsibilities.”

Malinda Matney, Student Affairs Senior Research Associate
University of Michigan
Fundamentals: Consultation

**Preparation**
- Define measurable outcomes based on goals and objectives
- Questionnaire design
- Exposure to best practices

**Administration**
- Assistance with sampling procedures
- Guidance for enhancing response rates
- Administration and technical support

**Analysis**
- Reacting to data
- Using analysis tools
- Incorporating data into reports and presentations
Fundamentals: Data Collection Tools

PDA data collection
- Feedback for service units
- Event and program evaluations

Online data collection
- Send email invitations to targeted samples
- Post questionnaires on existing websites
Fundamentals: Project Integration

Paper forms
Manually enter data into online form or import data files from scanned forms

National studies
Integrate data files from NSSE, CIRP, CORE, ACHA, and other studies
### Fundamentals: Project Reporting

#### Q1. Since becoming involved in a leadership role during this academic year, I have become a mentor for another student.

<table>
<thead>
<tr>
<th>Count</th>
<th>Percent</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>11.99%</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>136</td>
<td>25.47%</td>
<td>Agree</td>
</tr>
<tr>
<td>177</td>
<td>33.15%</td>
<td>Neutral</td>
</tr>
<tr>
<td>101</td>
<td>18.91%</td>
<td>Disagree</td>
</tr>
<tr>
<td>56</td>
<td>10.49%</td>
<td>Strongly Disagree</td>
</tr>
</tbody>
</table>

534 Respondents

**Top 2** 37.45% (200)

- Mean: 3.10
- Std Deviation: 1.16
- Median: 3
- Std Error: 0.05
- Mode: 3

**Bottom 2** 29.40% (157)

- Confidence Interval @ 95%: 3.00-3.19
Fundamentals: Populations to Assess

- Students
- Staff/Administrators
- Faculty
- Employers
- Community members
- Alumni
- Other constituents
Fundamentals: Types of Projects

- Learning Outcomes Assessment
- Tracking/Usage
- Needs and Gap Analysis
- Satisfaction/Importance
- Environmental and Campus Climate
- Program and Policy Evaluation
- Benchmarking
Fundamentals: Benchmarking Options

- New Student Orientation – collaboration w/ NODA
- Campus Recreation – collaboration w/ NIRSA
- Profile of Today’s College Student – collaboration w/ NASPA
- Student Leadership Development
- Parent Expectations and Experiences
- Career Services
1. Utilize StudentVoice resources and Assessment Consultants to design an assessment.
Fundamentals: Process

2. Collect Data using online or handheld data collection tools or integrate results from previous studies
3. View and analyze data using the StudentVoice reporting site

Q11. Since becoming involved in a leadership role during this academic year, I have gained new knowledge that will help me after graduation.
4. Share findings to various audiences and take action
Annual Subscription (Membership) Summary

- Unlimited projects for licensed division or institution
- Access to assessment resources
- Consultation from assessment experts
- 10 PDAs for onsite data collection
- Participation in benchmarking studies
- User documentation
- Remote training and professional development workshops
- Invitation to annual member meeting
# Member Campus Network

- Binghamton University
- Brock University
- Cal Poly Pomona
- California State University, Chico
- California State University, Dominguez Hills
- California State University, Fresno
- California State University, Monterey Bay
- California State University, Northridge
- California State University, Sacramento
- Canisius College
- Carleton College
- Case Western Reserve University
- Catholic University of America
- Central Washington University
- Colorado State University
- East Carolina University
- East Stroudsburg University
- Eckerd College
- Florida Gulf Coast University
- George Mason University
- Gonzaga University
- Hofstra University
- Idaho State University
- Illinois State University
- Indiana University of Pennsylvania
- Kutztown University
- Long Beach City College
- Long Island University
- Loyola University Chicago
- McMaster University
- Metro State University of Denver
- Michigan Technical University
- North Carolina A&T State University
- North Dakota State University
- Northeastern University
- Northwestern University
- Ohio State University
- Ohio University
- Oregon State University
- Pratt Institute
- Prince George's Community College
- Purdue University, Calumet
- Queen's University
- Regis University
- Saint Joseph's University
- Saint Louis Community College
- Saint Louis University
- Salt Lake Community College
- Sam Houston State University
- San Diego State University
- Seattle University
- Slippery Rock University
- Southern Illinois University, Carbondale
- SUNY Fredonia
- SUNY Oswego
- Texas A&M University Kingsville
- Towson University
- Tulane University
- University of Alaska, Anchorage
- University of Buffalo
- University of California – San Diego
- University of Calgary
- University of Colorado, Boulder
- University of Georgia (Career Center)
- University of Kansas
- University of Miami
- University of Michigan
- University of Missouri, Columbia
- University of New Mexico
- University of North Carolina, Charlotte
- University of North Carolina, Pembroke
- University of North Carolina, Wilmington
- University of Oklahoma
- University of Oregon
- University of Richmond
- University of South Carolina
- University of Tennessee – Knoxville
- University of Texas at Arlington
- University of Toronto
- University of Utah
- University of Wisconsin Milwaukee
- University of Wisconsin Madison
- University of Wyoming
- Villanova University
- Virginia Commonwealth University
- Virginia Polytechnic University
- Washington University in St. Louis
- Wayne State University
- West Virginia University
- Western Kentucky University
- Western Oregon University
- Wright State University
- York University
Contact Information

Michael Weisman
Vice President, Campus Relations
716-845-7537
michael.weisman@studentvoice.com

T 716.652.9400  210 Ellicott Street, Suite 200
F 716.652.2689  Buffalo, New York 14203