

Presenters

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Why Assess?

- Develop learning and development outcomes
- Measure program and service effectiveness
- Design new programs and services
- Focus time, energy, and resources
- Devise staff development
- Guide strategic planning
- Justify resources for program

Are We Assessing?

Participant survey following specific events	56.7%
Website analytics	38.8%
Surveys measuring satisfaction with programming	38.2%
Logs of questions	35.4%
Assessments on how parents use information	25.3%
Assessments on positive impacts of parental involvement	11.2%

Purpose

- Participants will learn:
 - Different types of assessments
 - Benefits
 - How to use
 - Examples
 - How to adjust shared surveys to fit your institution
 - Practical application of CAS Standards
 - How to use findings in discussions with campus colleagues
 - How to share findings with parent/family program professionals



Use and Satisfaction Surveys

- Benefits:

- Get the parent perspective
- Are parents using your programming
- Do parents like your programming
- Did they go home happy

Use and Satisfaction Surveys

How much of the newsletter do you read?

- *All or most*
- *Some*
- *Little or none*
- *I do not receive the newsletter*
- *I'm not aware of the newsletter*

How satisfied are you with [institution's] communications for parents?

- *Very satisfied*
- *Satisfied*
- *Dissatisfied*
- *Very dissatisfied*

Use and Satisfaction Surveys

- Benefits:

- Get the parent perspective from those who attended
- Are parents using your programming
- Do parents like your programming

- Limitations:

- Satisfaction and use doesn't tell us if programming is helpful and *how* parents are using it
- Doesn't let us know who is not using your program (and why they're not)
- Leads to fine-tuning programs that serve an increasingly narrow audience
- Doesn't tell us if their actual needs were met

Use and Satisfaction Surveys

Please rate the usefulness of the following Family Orientation sessions.

- *Very useful*
- *Useful*
- *Somewhat useful*
- *Not at all useful*
- *I did not attend*

M measuring Outcomes

- Benefits:
 - Are you meeting the **goals** of your programming
 - Are parents using information to support students
 - Are we improving the relationships between parents, students, and the institution
 - Do families know why we're providing programming to them

M measuring Outcomes

Have you discussed with your student any topics covered in the newsletter?

If my student voiced a concern about the following, my first step would be to:

- *Refer to an on-campus resource*
- *Refer to an off-campus resource*
- *Provide assistance myself*
- *Ask my student to figure out what to do*

P Post-event Surveys

- Benefits:
 - Were parents happy
 - Did the event meet its goals
 - How to improve for future



P **ost-event Surveys**

In which areas did you still have questions following Family Orientation?

- *Academic support*
- *Bill pay or tuition*
- *Financial Aid*
- *Health*
- *Etc.*

How true are the following statements about your experience at Family Orientation?

- *I feel more comfortable sending my student to [institution]*
- *I feel more knowledgeable about [institution]*
- *I feel comfortable directing my student to resources*
- *Etc.*

P Post-event Surveys

- Other sources of post-event feedback
 - Campus partners
 - Observations
 - Students
 - Follow-up surveys of participants

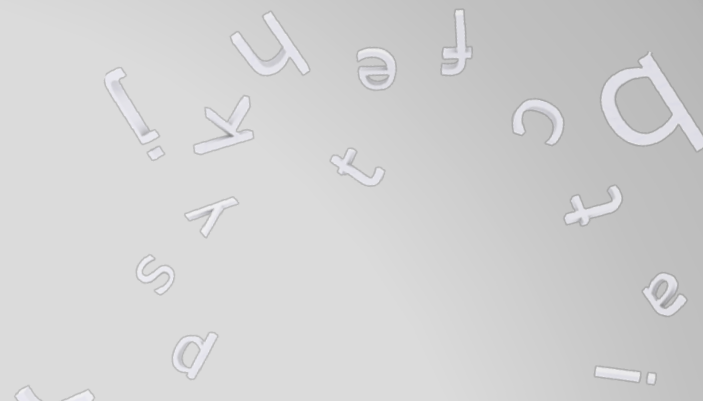


M Monthly Polls

- Benefits
 - Easy way to gather information
 - Immediate feedback
 - Interactive
- Best practices:
 - Promote frequently
 - Consider timing
 - Collaborate with campus partners

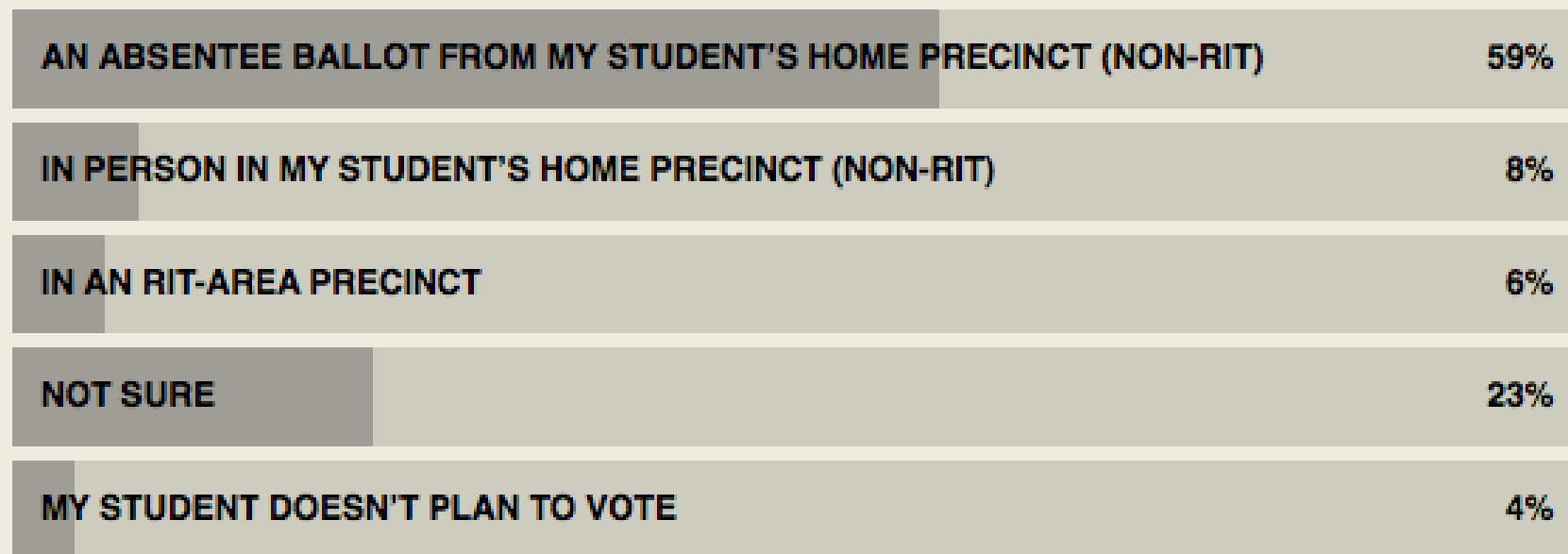


Monthly Polls



Where or how will your student vote on November 8?

Sep 1, 2016



Monthly Polls



What do you see as the primary benefit of your student learning abroad?

Jul 1, 2016



C Can we Share?

- 2020 AHEPPP Strategic Plan—Research and Assessment
 - *Objective 2:* Identify existing assessment tools and make them accessible to our members
- Goals:
 - List of monthly poll options
 - Standard questions for parent assessment
- Benefits:
 - Easy for you!
 - We can collect “national” data on parents if we all use the same questions

Adjust as needed

- Adjust questions to match your:
 - Institutional and Divisional priorities
 - Program goals and outcomes
 - Calendar
 - Campus culture
- Examples
 - Satisfaction and use
 - Use your campus's wording and parent programs
 - Outcomes
 - What are your program goals
 - Monthly polls
 - Use at a time that fits your calendar

Aadjust as needed

Have you discussed with your student any topics covered in the newsletter?

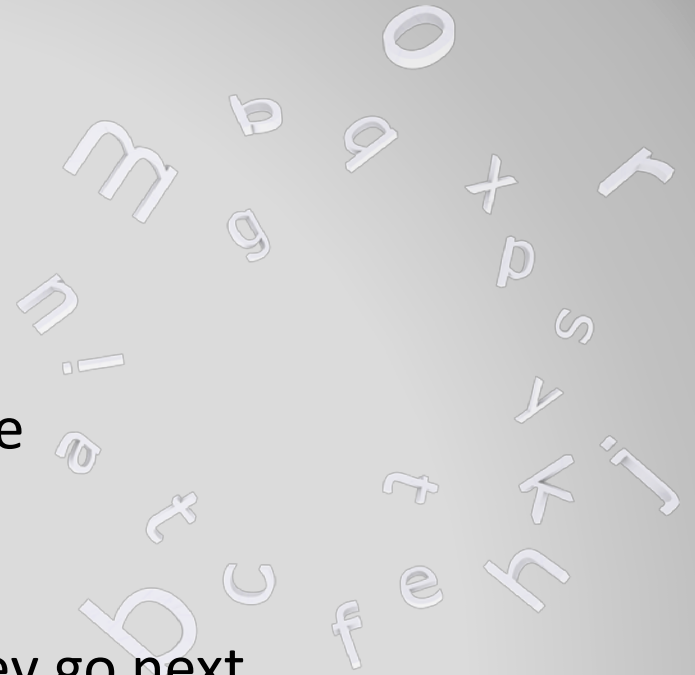
*Have you discussed with your student any topics covered **on** Facebook?*

*Have you discussed with your student any topics covered **at** Orientation?*

Website Analytics

- Benefits:

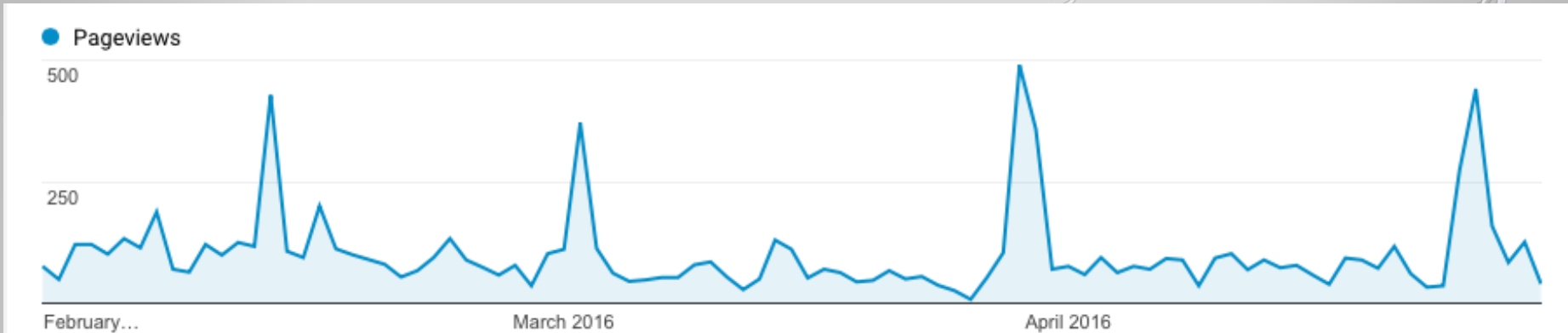
- How many people are using your site
- Which pages are used the most
- *When* are parents visiting page
- Where they link from and where they go next
- How much time spent on pages



Website Analytics

Page ?	Pageviews ? ↓
	57,042 % of Total: 100.00% (57,042)
1. /studentaffairs/parentsandfamilies/	11,076 (19.42%)
2. /studentaffairs/parentsandfamilies/parent-poll	5,352 (9.38%)
3. /studentaffairs/parentsandfamilies/orientation-registration	4,317 (7.57%)
4. /studentaffairs/parentsandfamilies/subscribe	3,890 (6.82%)
5. /studentaffairs/parentsandfamilies/online-orientation	2,634 (4.62%)
6. /studentaffairs/parentsandfamilies/online-orientation/summer	2,152 (3.77%)
7. /studentaffairs/parentsandfamilies/tuition-and-bill-pay	2,060 (3.61%)
8. /studentaffairs/parentsandfamilies/ferpa-and-parent-access	1,534 (2.69%)
9. /studentaffairs/parentsandfamilies/process	1,478 (2.59%)
10. /studentaffairs/parentsandfamilies/family-info	1,314 (2.30%)

Website Analytics



Website Analytics

January-March

June-August

Page ?	Pageviews ? ↓
	11,195 % of Total: 100.00% (11,195)
1. /studentaffairs/parentsandfamilies/	3,702 (33.07%)
2. /studentaffairs/parentsandfamilies/parent-poll	1,961 (17.52%)
3. /studentaffairs/parentsandfamilies/tuition-and-bill-pay	789 (7.05%)
4. /studentaffairs/parentsandfamilies/ferpa-and-parent-access	515 (4.60%)
5. /studentaffairs/parentsandfamilies/timely-issues/january	319 (2.85%)
6. /studentaffairs/parentsandfamilies/timely-issues/february	265 (2.37%)
7. /studentaffairs/parentsandfamilies/visiting-rit	222 (1.98%)
8. /studentaffairs/parentsandfamilies/timely-issues/march	219 (1.96%)
9. /studentaffairs/parentsandfamilies/newsletter-archive	204 (1.82%)
10. /studentaffairs/parentsandfamilies/financial-aid-and-scholarships	202 (1.80%)

Page ?	Pageviews ? ↓
	34,499 % of Total: 100.00% (34,499)
1. /studentaffairs/parentsandfamilies/	4,707 (13.64%)
2. /studentaffairs/parentsandfamilies/orientation-registration	4,305 (12.48%)
3. /studentaffairs/parentsandfamilies/subscribe	3,476 (10.08%)
4. /studentaffairs/parentsandfamilies/online-orientation	2,537 (7.35%)
5. /studentaffairs/parentsandfamilies/online-orientation/summer	2,059 (5.97%)
6. /studentaffairs/parentsandfamilies/process	1,478 (4.28%)
7. /studentaffairs/parentsandfamilies/parent-poll	1,388 (4.02%)
8. /studentaffairs/parentsandfamilies/family-info	1,280 (3.71%)
9. /studentaffairs/parentsandfamilies/2016-new-family-orientation	1,241 (3.60%)
10. /studentaffairs/parentsandfamilies/online-orientation/move-in	1,047 (3.03%)

CAS Standards

1. Mission
2. Program
3. Organization and Leadership
4. Human Resources
5. Ethics
6. Law, Policy and Governance
7. Diversity, Equity, and Access
8. Institutional and External Relations
9. Financial Resources
10. Technology
11. Facilities and Equipment
12. Assessment

CAS Programs & Services

- Must consider:
 - What are the institutional values?
 - What are the best practices in the field?
 - What are the needs of the parents and students?
- PFP must be:
 - Intentionally designed
 - Guided by student learning and development
 - Integrated into life of the institution
 - Reflective of institutional culture
 - Responsive to needs of individuals, populations with distinct needs, and relevant constituencies
 - Delivered using multiple formats, strategies, and contexts

CAS

- CAS materials are **flexible**
- Leadership for process is critical
- Plan for administrative support
- Be clear regarding work load
- Timelines will save your life
- Evidence and data are key
- Team members may be afraid to be honest when rating—help them understand how self-assessment enhances programs
- Allow staff to implement changes



Finding the Findings

- Measurement is both an art and a science!
- Don't move too fast....give yourself some time to reflect on your data
- Interpreting data correctly cannot be rushed..."sense making" is a critical part of the process
- Reviewing results and talking about the findings with staff and other colleagues near and far is a valuable exercise

Interpreting the Findings

- Be aware of inherent bias
- Don't be the Lone Ranger in processing your data
- Experts recommend *processing/sharing/working* through your data with others
- Utilize colleagues both inside/outside your program and institution
- Practice makes perfect...offer your help and support to a fellow colleague and maybe they will help you

Summarize, Strategize, Share

- Don't let your assessment efforts go to waste
- Create a summary – easy to understand, clear, succinct
- Focus your message(s) on specific stakeholders
- Vary your methods of communicating
- All must be visually appealing and engaging
- Annual reports, strategic plans, white papers, websites, newsletters, accreditation reports, welcome speeches, oral presentations, etc.

Who What When Where

- President, Provost, VP of Student Affairs, Alumni Affairs, Development, institutional committees, your boss, your boss's boss, your direct reports
- Faculty – friends and foe
- Students
- Parent organization leadership, parents, families
- AHEPPP presentations/AHEPPP Journal
- Others

Sharing Findings-Parents

- Adds credibility to what you do
- If you don't share it.....they will never know!
- Reveals what others are doing
- Demonstrates a willingness to make changes/adjustments
- Validates importance of parents/families
Recognizes importance of parental support

Sharing Findings-Partners

- Budgeting
 - Justification of expenses
 - Opportunities to expand services/outreach
- Planning
 - How services are used/read/retained
 - Tracking of calls/contacts
 - Web hits
 - Programs
- Decision Making
 - Responding to parent expectations/needs
 - “Selling” your passion

Sharing Findings-Colleagues

- Parent and Family Program professionals
 - AHEPPP Conference
 - AHEPPP Journal
 - Regional Drive-Ins
- NASPA, NODA, Study of the First Year Experience Conference, Emerging Adulthood Conference
- New Ideas (where do new ideas come from)
- See what others are doing
 - Trends in Higher Ed that will affect parents/families/students
 - Great Brainstorming opportunities

Questions?

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