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2021-2022 Student Engagement Assessment Model

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Student Engagement Assessment Model

Southwestern Oklahoma State University

2021.2022



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Assessment Rationale

The Student Engagement Assessment Model provides the framework for programming and assessment conducted by the division of Student Affairs within Southwestern Oklahoma State University (SWOSU). For the purposes of this document, the term *assessment* encompasses student learning as well as the evaluation of student support services (Banta et al., 2015). The incorporation of General Education outcomes into appropriate co-curricular programs strengthen student affairs' connections to academic programs and student success (Kuh et al., 2010). Therefore, SWOSU Student Affairs aligns co-curricular assessments to the university's mission statement, committed to *creative endeavors and civic engagement*, General Education Goal Five: *Intellectual and Professional Aptitudes*, and the SWOSU strategic plan, goal 2: *Promote student achievement of educational and professional goals*.

Direct measures of assessment are typically embedded into coursework. SWOSU Student Affairs offices utilize the first year experience course, SWOSUConnect, as a vehicle for direct assessment. Where appropriate, grading rubrics are used with assessments in order to define levels of task performance (Roberts, 2017). Grading rubrics also communicate expectations to students and provide uniformity of instruction across multiple sections of the course. Specific rubric alignment correlates to the Association of American Colleges and Universities Written Communication VALUE Rubric (AACU, 2009). Certain offices within Student Affairs, including the Dean of Students and Wellness/Intramurals, sample specific students who use their services. Although data is obtained through the means of a survey, they are considered direct measures since they target a very specific population.

Other co-curricular departments rely upon indirect measures of assessment. Indirect measures of assessment require students to reflect upon their experiences in order to share their perceptions and attitudes (Banta et al., 2014). SWOSU administers the National Survey of Student Engagement (NSSE), the Student Satisfaction Inventory (SSI), and the SWOSU Co-curricular Survey in order to obtain student feedback and improve programming and services. These assessments are deemed appropriate because they ask students to reflect upon their experiences; the data provide Student Affairs' staff with multiple indicators, strengthening the evidence (Roberts, 2017).

SWOSU Mission Statement

Southwestern Oklahoma State University supports students and community through its integration of effective teaching, scholarly and creative endeavors and civic engagement.

General Education Curriculum Goals

Goal One - Communication and Computer Literacy

Goal Two - Scientific and Quantitative Reasoning

Goal Three - Aesthetic Experience, History, and Humanities

Goal Four - Social Groups, Social Issues, Cultures, and Globalization

Goal Five - Intellectual and Professional Aptitudes

SWOSU Strategic Plan

Goal 1: Cultivate effective methods to attract, develop and retain students.

Goal 2: Promote student achievement of educational and professional goals.

Goal 3: Provide stewardship of resources necessary to operate excellent programs and services.

Goal 4: Foster quality programs that meet the needs of students and the local, state, national and global community.

HLC Core Components

Criterion 1. Mission. The institution's mission is clear and articulated publicly; it guides the institution's operations.

Criterion 2. Integrity: Ethical and Responsible Conduct. The institution acts with integrity; its conduct is ethical and responsible.

Criterion 3. Teaching and Learning: Quality, Resources, and Support. The institution provides high quality education, wherever and however its offerings are delivered.

Criterion 4. Teaching and Learning: Evaluation and Improvement. The institution demonstrates responsibility for the quality of its educational programs, learning environments and support services, and it evaluates their effectiveness for student learning through processes designed to promote continuous improvement.

Criterion 5. Resources, Planning, and Institutional Effectiveness. The institution's resources, structures, and processes are sufficient to fulfill its mission, improve the quality of its educational offerings, and respond to future challenges and opportunities.

SWOSU Co-curricular Survey (2021-2022)

1. Participation in community service activities (on-campus or off-campus) has strengthened my professional aptitudes, such as organization/punctuality/work ethic. (1-Strongly Agree to 5-Strongly Disagree)

2. Participation in my organization/athletics/club has helped me develop a sense of civic engagement and respect for others.

(1-Strongly Agree to 5-Strongly Disagree)

References

Association of American Colleges and Universities (AAC&U). (2009). *Written Communication VALUE rubric*. Retrieved from [website](#).

Banta, T.W., Palomba, C.A., & Kinzie, J. (2015). *Assessment essentials: Planning, implementing, and improving assessment in higher education*. John Wiley & Sons, Inc.

Kuh, G.D., Jillion, K., Schuh, J.H., Whitt, E.J. (2010). *Student success in college: Creating conditions that matter*. Jossey-Bass.

Roberts, D. (2017). *Engagement & employability: Integrating career learning through co-curricular experiences in postsecondary education*. A. Peck (Ed.). National Association of Student Personnel Administrators.

Student Engagement Assessment Model 2020-2021

Direct Measures of Assessment

Program	Student Learner Outcome	G.E. Goal	Measurement	Indicator	Degree Qualifications Profile AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)
New Student Orientation						
Goal: Provide student support in the transition to higher education.	Students will engage in two campus activities in order to acquire knowledge of support services and activities available at SWOSU.		SWOSUConnect Assignment (40 points possible)	70% of students in SWOSUConnect class will earn 30/40 points.	n/a	Yes
Goal: Design SWOSUConnect curriculum that incorporates the General Education Learner Outcomes.	Students will use appropriate & relevant content to illustrate mastery of subject(s), conveying writer's understanding.	#5	Discussion Board Assignments	Rubric scoring average of 70%	Written Communication VALUE Rubric	n/a
Police Department						
Goal: Increase student knowledge about alcohol poisoning, warning signs, & responses to alcohol-induced medical emergencies.	Students reflect on interaction with university officers as they provide adjunct instruction in academic courses (SWOSUConnect).	#5	Discussion Board response to Alcohol Awareness prompt.	Rubric scoring average of 70% or better.	Written Communication VALUE Rubric	Yes
Service Learning Coordinator						
Goal: Provide a service learning opportunity in SWOSUConnect course.	Students complete pre-flection and reflection survey pertaining to their S-L activity.	#5	Survey administered through SWOSU Assessment Center.	Data compiled annually.	n/a	Yes

Indirect Measures of Assessment

Program	Student Learner Outcome	NSSE & SSI Survey Item(s)	Additional Measurements
Dean of Students			
Goal: Create & implement activities to prevent drug and alcohol abuse.	Students will receive exposure to information and activities that promote a drug and alcohol-free campus.	Yes	Biennial Review Program Inventory Data & DOS Survey Data
Enrollment Management			
Goal: Promote SWOSU through recruitment and DAWG Days activities.	Students will engage with representatives to establish systems of support on campus.	Yes	n/a
Goal: Collaboration with academic departments on student recruitment efforts.	n/a	Yes	n/a
International Student Affairs			
Goal: Promote interaction among diverse student populations.	Students will engage in student organizations, such as the SWOSU International Student Association (SISA), and activities in order to interact with diverse student populations.	Yes	n/a
Police Department			
Goal: Provide a safe community in which university stakeholders may interact.	Students will interact within a safe campus environment.	Yes	Clery Report
Registrar			
Goal: Support students and academic departments.	Students will access enrollment and graduation data via Registrar's Office and Single Sign-On.	Yes	n/a
Service Learning Coordinator			
Goal: Increase opportunities for students to engage in service learning and community engagement activities.	Students will engage in service learning activity courses and community engagement.	Yes	Service Learning Student Evaluation Form
Student Activities Coordinator			
Goal: Inform students regarding opportunities for involvement.	Students will understand the multiple opportunities in which to engage socially, attend campus activities, and participate in co-curricular activities.	Yes	Co-curricular Survey Data

Program	Student Learner Outcome	NSSE & SSI Survey Item(s)	Additional Measurements
Student Counseling Services			
Goal: Develop a strategic plan to evaluate clinical and programming needs of students.	Students will contribute information about their health and well-being.	Yes	Healthy Minds Survey Data (administered spring 2021) Data to be compiled fall 2021.
Student Government Association			
Goal: To provide students with a voice on shared governance.	Through participation SGA, students will strengthen their professional aptitudes, including assuming leadership roles in student organizations or groups.	Yes	n/a
Student Health Services			
Goal: Develop a strategic plan to evaluate clinical and programming needs of students.	Students will contribute information about their health and well-being.	Yes	Healthy Minds Survey Data (administered spring 2021) Data to be compiled fall 2021.
Upward Bound			
Goal: Promote academic content in the STEM fields.	Students will extend exploration of robotics through an additional course.	No	Course Completion Data
Wellness Center			
Goal: Provide the university community with a safe and accessible environment in which to experience physical and mental well-being through activity.	Students will participate in Wellness Center activities (individual, group, & intramurals) to facilitate their physical and mental well-being.	Yes	Wellness/Intramurals Survey Data