

The University of Oklahoma

STUDENT *affairs*

13

ASSESSMENT REPORT

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STUDENT AFFAIRS ASSESSMENT

*Addresses why we do what we do,
Gauges if we are doing what we say we are doing,
Shares what we are doing,
and, most importantly,
Helps us to better serve students.*

Student Affairs

The mission of Student Affairs is to enhance students' academic success by developing student skills, cultivating diverse, campus life experiences, and enriching the university community through programs and services. Following five key goals accomplishes this mission:

1. Assist students in realizing their goals - academic, personal, and professional.
2. Provide diverse cultural experiences to the university community.
3. Offer programs that are designed to enhance the academic experience.
4. Provide leadership development opportunities.
5. Create a safe, healthy environment in which students may live, study, socialize, and work.

Activities for students and events provided through the division of Student Affairs are designed and presented with purpose. Assessment is critical in maintaining the direction of activities and their correlation to the mission and goals of the division. The purpose of all Student Affairs assessment activities at the University of Oklahoma is to carefully examine the services and programs as they relate directly or indirectly to student learning.

The Assessment Playbook provided a framework to accomplish the following:

1. Review mission statements and goals to ensure consistency and congruency with the university's mission and that of the division of Student Affairs,
2. Provide a common language in Student Affairs for assessment,
3. Formally incorporate the protocol for the Council for the Advancement of Standards (CAS),
4. Establish consistent assessment training across the Division, and
5. Implement a reporting structure for program and learning outcomes.

The Student Affairs Assessment Committee (SAAC) provided additional training and development opportunities throughout the academic year. For the academic year 2012-13, SAAC consisted of:

Becky Barker, Leadership and Volunteerism
Amy Davenport, Fitness and Recreation
Jimmy Do, Fitness and Recreation
Michael Giesecke, Oklahoma Memorial Union
Scott Miller, University Counseling Center, Health Services
Kathy Moxley, Women's Outreach Center, Student Life

Erin Simpson, Housing and Food Services
Lizzy Teeters, Career Services

SAAC brought renewed focus during the 2012-2013 academic year. In an effort to take assessment to another level, the committee established new ground by designating assessment representatives from each department in Student Affairs. This allowed individual departments to seek guidance and understanding from their respective intermediaries and negotiate the assessment process toward producing year-end reports. To kick off the new year, departmental assessment representatives and the directors gathered for a lively discussion about assessment and a chance to learn and share about existing practices in one room over breakfast treats including waffles from Dave “The Waffle Man” Annis of Housing and Food Services. As a milestone event for SAAC, *Here’s the Scoop* introduced an exciting new online reporting tool and highlighted two departments’ program-specific assessment efforts, Student Life and Career Services. Through collaboration with Housing and Food Service’s Ryan Trevino, SAAC implemented Wufoo as the new submission system for all of Student Affairs to achieve not only the ease of developing assessment reports, but also to deliver consistency and standardization in processes and practices.

The Assessment Report

This assessment report utilizes the six broad categories or domains that The Council for the Advancement of Standards (CAS) associates with learning outcomes. Within the model, each domain is further defined by dimensions, which are outlined below.

Knowledge Acquisition, Integration, Construction, and Application

Dimensions: understanding knowledge from a range of disciplines; connecting knowledge to other knowledge, ideas, and experiences; constructing knowledge; and relating knowledge to daily life

Cognitive Complexity

Dimensions: critical thinking; reflective thinking; effective reasoning; and creativity

Intrapersonal Development

Dimensions: realistic self-appraisal, self-understanding, and self-respect; identity development; commitment to ethics and integrity; and spiritual awareness

Interpersonal Competence

Dimensions: meaningful relationships; interdependence; collaboration; and effective leadership

Humanitarianism and Civic Engagement

Dimensions: understanding and appreciation of cultural and human differences; social responsibility; global perspective; and sense of civic responsibility

Practical Competence

Dimensions: pursuing goals; communicating effectively; technical competence; managing personal affairs; managing career development; demonstrating professionalism; maintaining health and wellness; and living a purposeful and satisfying life

Each department within Student Affairs highlighted learning outcomes for services and programs provided during the 2012-13 academic year. Figure 1 outlines the domains in CAS that were served by each department. As a division, Student Affairs accomplished learning outcomes in each domain.

Figure 1. Departmental distribution of learning outcomes within the CAS domains.

Department	Knowledge Acquisition	Cognitive Complexity	Intrapersonal Development	Interpersonal Competence	Humanitarian and Civic Engagement	Practical Competence
Career Services	X	X				X
Fitness and Recreation	X	X	X	X	X	X
Health Services	X	X	X	X		X
Housing and Food Services	X	X	X	X	X	X
Leadership and Volunteerism	X	X	X	X	X	X
Oklahoma Memorial Union	X	X	X	X		X
HSC Student Affairs	X	X	X	X	X	X
OU-Tulsa Student Affairs	X	X	X	X	X	X
Student Conduct	X	X		X		
SafeRide	X	X	X		X	
Student Life	X	X	X	X	X	X
Student Media	X	X	X	X	X	X
Women's Outreach Center	X	X		X		X

The outline above includes each department's mission within the Division of Student Affairs as well as learning and programming outcome highlights from 2012-2013.

CAREER SERVICES

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Mission Statement

The mission of Career Services is to enhance the career development of students by teaching career planning and job search skills and by facilitating the exchange of information among students, alumni, faculty, administrators, and employers.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
After attending the OU Career Services Internship Workshop, students developed a better understanding on how to effectively make decisions in their internship process.	Exit Survey	X				X	X
By engaging in On-Campus Interviews, interviewees learned how to apply the knowledge gained from the experience in their job search strategies.	Exit Survey	X				X	X
As a result of partaking in a Career Services Webinar focused on Behavioral Interviewing, participants learned to identify strategies on how to effectively answer Behavioral Interview questions.	Exit Survey					X	X
As a result of partaking in a Career Services Webinar focused on Resume Writing, participants became more informed about how to apply strategic techniques to create an effective resume.	Exit Survey					X	X

Targeted Program Outcomes	Measurement	Results
Career Services will receive a 90% satisfaction rate from on-campus interview recruiters indicating that they intend to recruit with OU again.	Exit Survey	96.77% of the 93 interview recruiters surveyed said they were strongly satisfied with their visit to OU Career Services and indicated that they intend to recruit with OU again. 0% indicated that they were not satisfied.
80% of on-campus interview recruiters will indicate that Career Services appears to be well-organized with effective procedures.	Exit Survey	91.4% of 93 respondents strongly agree that Career Services appears to be well-organized with effective procedures. Less than 3% of the interview recruiters indicated otherwise.
Career Services will able to reach 900 likes on the Career Services Facebook page by June 2013.	Facebook Administrative Controls	Career Services has reached 975 likes on the Career Services Facebook page as of June 26, 2013.
Career Services Facebook page will be able to reach 10,000 post views from July 2012 through April 2013.	Facebook Administrative Controls	Career Services Facebook page has reached 15,673 post views from July 2012 through April 2013.

In the Spotlight

Event: Mock Interview Program

Program Outcome

Career Services will receive an 80% satisfaction rate from the students participating in the Mock Interview Program.

Summary

The Mock Interview Program through Career Services provides mock interviews for students who want to practice their interview skills. Mock interviews are conducted primarily by a Graduate Assistant in the Career Services office, but all Assistant Directors are trained to conduct them as needed. The Mock Interview Program is available to students all year round. In the mock interview, the student learns about greeting the interviewer, body language and nonverbal behavior in the interview, and how to answer interview questions effectively. The student is expected to treat the mock interview as a real, formal interview. He or she should be dressed in business professional attire, bring a resume and other job search materials, and have a specific job position in mind. The interviewer conducts a formal interview consisting of both traditional and behavioral interview questions and then provides the student feedback regarding their verbal and nonverbal interview skills. The Mock Interview Program is intended to expose students to a real job interview experience, to give them confidence in an interview setting, and

to help them refine their interview abilities.

Key Points

- Over 99% of the 118 students surveyed reported they were satisfied with the Mock Interview Program and said they had learned what they had expected from the Mock Interview.
- 100% of the 118 students surveyed reported that they would recommend the Mock Interview Program to other OU students.
- 100% of the 118 students surveyed indicated that they agreed that their mock interviewer was knowledgeable. Over 97% of that 100% indicated that they strongly agreed that their mock interviewer was knowledgeable.

FITNESS AND RECREATION

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Mission Statement

Fitness and Recreation provides diverse programs, services, and educational opportunities to enhance the lifelong health and wellness of the university community.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Ninety percent of AHA/ARC class participants successfully demonstrated lifesaving skills.	Class Passing Rates	X	X			X	
At least 95% of the Healthy Sooners Garden participants demonstrated basic knowledge of growing and maintaining a garden.	Observation	X	X	X	X	X	X
Upon completion of the Full Plate Diet Program, participants better understood the concept of healthy eating using power foods.	Survey and Personal Stories				X	X	X
At least 90% of participants of the Shift Gears Campaign recalled at least one piece of basic knowledge about healthy habits, such as water consumption and stress management, that could be incorporated into their lifestyles.	Observations and Surveys				X	X	X

Most student employees who work for Fitness and Recreation were able to identify at least two team-building or conflict-resolving skills after department orientations and trainings.	Observations and Employee Discussions	X		X		X	
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Targeted Program Outcomes	Measurement	Results
Fitness and Recreation will provide internship opportunities for students throughout the 2012-2013 academic school year.	Number of Interns	Two interns worked to assist Fitness and Recreation with training material development and design from the Jeannine Rainbolt College of Education.
At least three programs that the HHFC will put on during the school year will be in collaboration with other University of Oklahoma Departments and/or organizations.	Program Reports	Fitness and family programming was provided by Fitness and Recreation in collaboration with the Student Government Association, the Graduate College, OU Healthy Sooners, Health Services, and Housing and Food Services.
Fitness and Recreation will expand its outreach to faculty, staff, and students by utilizing social media outlets such as Facebook and Twitter.	Social Media Feedback and Use Statistics	Facebook likes increased from 500 to 769 between September 1, 2012 and May 1, 2013. The number of Twitter followers increased from 185 to 363 between September 1, 2012 to May 1, 2013.
At least two programs will be geared toward graduate students and their families annually.	Program Reports	The Shift Gears Pool Party and the ShamROCK the Night Away events were open specifically to OU graduate students and their family members.
The number of AHA/ARC participants will increase by at least 10% as a result to offering courses to the university community.	Class Rosters	AHA/ARC participants increased 19% from 2011-12 to 2012-13, from 297 to 354 participants.

In the Spotlight

Event: Shift Gears

Learning Outcome

Participants utilizing end of habit/program surveys of the Shift Gears Campaign will be able to recall basic knowledge about at least two healthy habits, such as water consumption and stress

management, that could be incorporated into their lifestyles.

Program Outcome

Fitness and Recreation will expand their outreach to faculty, staff, and students by utilizing social media outlets such as Facebook and Twitter.

Summary

During the Fall Semester of 2012, Fitness and Recreation provided a new program to help the OU community reach their personal health and fitness goals. Shift Gears focused on implementing healthy habits into individuals' daily lives over the course of the academic semester. These programs focused on topics such as: Stopping the All or Nothing mentality, water consumption, time management, leading an active lifestyle, the importance of breakfast, stress management, and the significance of sleep.

For the first time, the department utilized social media as its main source of communication and advertisement for programming as well as other programs that took place during the remainder of the academic year. Participants in the Shift Gears Campaign were encouraged to use Facebook and Twitter to discover resources on health and wellness, participate in the campaign and its contests, and gain incentive to stay on track of their progress.

Key Points

- Facebook likes increased from 500 to 769 between September 1, 2012 and May 1, 2013.
- The number of Twitter followers increased from 185 to 363 from September 1, 2012 to May 1, 2013.
- Those responding to Shift Gears program surveys indicated that at least two of the habits were of value to them and their personal wellness.

HEALTH SERVICES

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Mission Statement

The mission of Health Services is to maximize the health of the university community by providing high quality medical services, counseling services, and health education programs

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
As a result of completing the doctoral internship program, interns will learned skills necessary to provide empirically supported interventions to their clients.	Self-Report and Supervisor Evaluation	X		X	X	X	X
Students learned relevant information about nutrition by attending "Dish with the Dietician".	Program Evaluation Survey					X	X
Due to their participation in the Freshman Alcohol Program, students learned one or more new skills to avoid negative consequences related to alcohol.	Self-Report	X			X	X	X

Targeted Program Outcomes	Measurement	Results
By attending OUHS' free STD testing program, students will be able to identify three or more risk-reducing strategies.	Self-Report	97% of students were able to identify three or more risk-reducing strategies.

By participating in OUHS' travel consultation program, students traveling abroad will be able to identify risk-reducing strategies for disease prevention.	Self-Reports	98% of program participants were able to identify three or more risk-reducing strategies for disease prevention while traveling.
The freshman alcohol program will have a positive impact on participant's future behavior.	Self-Report, Program Evaluation	41% of program participants reported their future behavior would change due to participation in the program.

In the Spotlight

Event: Travel Consultation Program

Program Outcome

By participating in OUHS' travel consultation program, students traveling abroad will be able to identify risk-reducing strategies for disease prevention.

Summary

OUHS offers comprehensive travel consultation services to students, faculty and staff traveling abroad. One of the most important aspects of the travel consultation is to conduct a risk assessment to determine potential health hazards of the trip. Travel patients are given a questionnaire to gather pertinent information about destination of travel, itinerary and medical history. Participants are given both verbal and written information including food and water safety, insect vectors, and disease prevalence. The goal of the program is for participants to learn risk-reduction strategies for disease prevention while traveling. Studying abroad has become an important emphasis of the university and this program plays an important role in keeping the university community safe while traveling.

Key Points

- 98% of program participants were able to identify three or more risk-reducing strategies for disease prevention while traveling.

HOUSING AND FOOD SERVICES

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Mission Statement

We bring life to the university experience.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Resident Advisers were able to identify three interpersonal conflict resolution strategies as a result of RA Training.	exit interviews, training evaluations, room change numbers	X		X		X	X
Marketing and Communications undergraduate interns were able to identify marketable skills, create a professional portfolio, and demonstrate professional competency as a result of participating in the internship program.	exit interviews, job placement results	X			X		X
90% of Housing and Food Services employees were able to articulate the core values of the department, demonstrate an understanding of our mission, and utilize employee resources more effectively after attending the Inaugural H&F State of the Department.	survey data			X		X	X

Targeted Program Outcomes	Measurement	Results
Housing and Food Services Facilities team will maintain safe, clean, and enjoyable living spaces across all communities.	project review	12 bathrooms in Cate Center renovated, Couch Center and Traditions East preventative maintenance projects, conversion of Burger King to Raising Canes in Adams Center
Housing and Food Services will increase opportunities for diverse cultural interactions for all residents.	survey data	increase in Sooner Jump Start residents in the residence halls, co-ed first year community, geographically diverse Residence Life staff
Food Services will implement sustainable strategies in all operations in order to commit to Housing and Food Service's green initiatives.	food waste measurement, utilities analysis	new dish machine saves 300,000 gallons of water, Food Digester prevented more than 100,000 pounds of food waste from entering landfills

In the Spotlight

Event: Housing and Food Services State of the Department

Learning Outcome

All Housing and Food Services employees will be able to articulate the core values of the department, demonstrate an understanding of our mission, and utilize employee resources more effectively after attending the Inaugural H&F State of the Department.

Summary

The mission of Housing and Food Services is to bring life to the university experience. Providing resources for success and opportunities to get involved on campus for students allows the department to carry out this mission. The physical nourishment of students on campus also is important to all in the department. More than 20 different restaurant options are available on campus, and these restaurants are all part of one of the highest-rated food service operations in the country.

The Talent and Organizational Development team within Housing and Food Services became complete last year. One of its goals was to create purposeful programs for all staff that would provide meaningful development opportunities.

An ongoing goal for the Talent and Organizational Development team is to improve human resource management for all staff. Currently, programs for onboarding new employees, decreasing turnover, managing time and attendance, providing development opportunities and providing supervisors with tools to help them manage are being designed.

The Housing and Food Services State of the department event was a culmination of these major efforts by the Talent and Organizational Development team. For the first time all H&F employees from all areas spent the day together learning about the department and our shared vision. 97% of attendees rated the event highly and agreed strongly that the learning objectives had been met.

Key Points

- In May Housing and Food Services provided shelter to over 325 displaced residents from Moore, Oklahoma and over 400 volunteers and first responders as a result of the May 2013 tornadoes.
- Housing and Food Services made over 4,200 room assignments in fall 2012 and 3,876 assignments in spring 2013 These numbers have the department at approximately 100 of capacity.
- Two Housing and Food Services dining locations received Honorable Mention awards from the National Association of College and University Food Services (NACUFS).
- Couch Restaurants served more than half a million guests over the 2012-2013 school year.
- Housing and Food Services hosted three Southwest Affiliate of College and University Residence Halls (SWACURH) executive members. The organization supports housing student leaders in the development of leadership skills, programs and educational efforts

HSC Student Affairs

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Mission Statement

The mission of HSC Student Affairs is to enrich students' academic experience by building a diverse and inclusive community, supporting emotional, intellectual and personal growth, facilitating professional development and providing guidance toward a professional health career.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Upon completion of Leadership HSC, participants were able to discuss three or more leadership or coaching principles related to the health care.	Focus Group, Survey	X	X	X		X	X
Participants who attended HSC Veteran and Military student programming were able to identify one or more services available to military members on the HSC campus.	Observation, Focus Group			X	X	X	
After attending HSC First Fridays, 90% of participants described the information as helpful in understanding academic paths at the Health Sciences Center.	Survey, Observation	X				X	X
Following completion of New RSO Advisor Training, advisors were able to identify the three types of HSC student organizations and the applicable policies.	Observation, Focus Group, Document Analysis	X	X			X	

Following utilization of HSC Optimal Resume, student will identify the HSC Writing Center as an additional resource for career resources.	Observations, Document Analysis					X	X
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Targeted Program Outcomes	Measurement	Results
DLB Student Union reservations will increase by 10% as a result of increased marketing.	Document Analysis	New space increased capacity resulting in 780 reservation up from 700 one year ago.
Registered Student Advisor Training will reach 50% of current advisors over two sessions.	Document Analysis	With 90 registered student organizations at the time of the training, 44 advisors attended at least one of the two sessions.
Sooner Safety Week will report an increase of 10% attendance as a result college specific programming.	Document Analysis	Increased awareness and location specific programming resulted in a 17% increase in attendance by students, staff and faculty.
HSC student utilization of Optimal Resume Service will increase by 20% in AY12.	Observation, Document Analysis	As of the spring semester, student accounts have increase from 256 to 451 accounts.
HSC First Friday will increase attendance by 10% through increased marketing efforts in the OU Norman residence halls.	Document Analysis	AY12 reflected a 33% attendance increase of Norman campus students at HSC First Fridays.

In the Spotlight

Event: Leadership HSC

Learning Outcome

Upon completion of Leadership HSC, participants were able to discuss three or more leadership or coaching principles related to the health care.

Program Outcome

At least 90 percent of the inaugural Leadership HSC class participants will attend each of the four sessions.

Summary

In response to these growing interest, HSC Student Affairs continually assessed new programming opportunities. Leadership HSC is the result of needs and interests expressed by students for leadership development opportunities. Conceived by the Student Government Association, Leadership HSC became a reality in spring of AY12. With an inaugural class of 46 students representing each of the seven colleges, future health professionals experienced the opportunity to interact with staff, faculty and community leaders in a four-session program.

Two students were selected to serve as advisors and were charged with creating a culture of future leaders. Topics included Strengths Finder, Working Together, Campus and Community Connection, Coaching & Individual Development Plan and Interdisciplinary Opportunities. The success can be measured in the heralding response from not only the participants but also the staff, faculty and community leaders who immediately recognized the value of the program and investment in our future health professionals.

Key Points

- On average, 73 percent of Leadership HSC participants were able to discuss the concepts and theories presented in the program.
- Each of the seven health colleges were proportionately represented in Leadership HSC with a 90 percent attendance rate.
- Program facilitators for Leadership HSC received a rating of excellent from 80 percent of survey respondents across all four sessions.

LEADERSHIP AND VOLUNTEERISM

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Mission Statement

The mission of Leadership and Volunteerism (L&V) is to empower students to become effective leaders and active community members through participation in varied experiences, programs and services. L&V activities help students further develop their leadership skills, assist with personal growth through student learning and connects students to volunteer opportunities in the local community and beyond. L&V additionally serves as the liaison to the Sooner Parents organization and provides communication pieces for all OU parents. The office also coordinates graduate student assistantships and works to bridge Adult and Higher Education, graduate students, staff members and the Division of Student Affairs.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Via Strengthsfinder 2.0 PCS students will be able to identify one or more of their personal leadership strengths and how these will influence their leadership.	Student Voice Survey			X	X		
Sooner Service Saturday participants will be able to describe the significance of community engagement through meaningful service projects.	Student Voice Survey		X	X	X		
90% of students in the "First Steps" program will have an increased understanding of basic personal finance and understand how to set-up and use a budget, manage debt and invest money.	Student Voice Survey and Pre-test/Post-test					X	X

PCS students will identify with at least one service initiative or non-profit organization throughout the year.	Student Voice Survey			X	X		
At least 90% of the Leader Summit survey respondents will be able to discuss at least one lesson learned from their conference experience.	Student Voice Survey	X				X	

Targeted Program Outcomes	Measurement	Results
PCS will retain 93% of its members after one academic year.	Verify enrollment	95% of students were retained through May 2013
85% of PCS members will participate in Big Event 2013	Verify attendance	80 of 100 (80%) participated in Big Event 2013
Sooner Service Saturdays will provide diverse community service programs at least 2 times per semester.	Verify by calendar and promo materials	SSS took place 2 times in the fall (OKC Zoo and Rivermont Retirement Community) and twice in the spring (Myriad Gardens and CCFI Block Party).
Leader Summit 2013 will maintain enrollment of 330 students.	Verify records from registration	335 students registered for Leader Summit 2013
Work on collaborative effort across campus to secure funding to bring a national leadership speaker to campus.	Verify funds raised	Secured sponsorships across campus & partnership with SNMONH to host Kevin Carroll and The Art of Sport + Play exhibit Oct 2013 - Jan 2014.

In the Spotlight

Event: First Steps: Taking Control of Your Financial Future

Learning Outcome

First Steps participants will rate their personal financial knowledge as increased. Students will have a basic understanding of how to set up and use a budget, debt management and how to invest their money to make it grow.

Summary

This 5-week course covered basics in personal finance including budgets, saving, debt, etc. The course was open to any OU student, though most participants were juniors, seniors and graduate students. Each student was provided with Foundations in Personal Finance material by the Dave Ramsey Group. Students met once a week for 5 weeks at Davenport's where they ate dinner while watching course videos, engaging in discussion and completing activities.

Key Point

- Before the course, 89% of respondents rated their personal financial knowledge as very ignorant or ignorant. After the course, only 11% of respondents rated their personal financial knowledge as ignorant.

OKLAHOMA MEMORIAL UNION

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Mission Statement

The mission of the Oklahoma Memorial Union is to support the academic growth of students by enriching the university community through programs and services, building an inclusive community, and providing a clean, safe, and welcoming facility for diverse, campus life experiences to occur.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Students Identify the Oklahoma Memorial Union as a place they can go to experience out-of-classroom activities.	Document Analysis					X	
As a result of ongoing branding efforts, students identified the Union Programming Board as a leader in campus events and were able to correctly identify a specific UPB event.	Surveys					X	
As a result of being a member of the Union Programming Board Executive Committee, student officers gained a greater confidence in their abilities as student leaders and were able to identify six transferrable skills, which upon they have improved.	Surveys, Interviews, Observations	X		X	X	X	X
Student artists that displayed and/or sold pieces in the Student Art Gallery gained professional experience.	Please choose measurement methods from the following: Document Analysis					X	X

As a result of attending AED and CPR training, union full-time employees are able to operate life-saving AED devices located in the union and administer CPR.	Document Analysis, Tests		X			X	X
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Targeted Program Outcomes	Measurement	Results
Union reservations team will account for at least 50% of the \$2.5 million catering sales goal for FY 13.	Document Analysis	The union reservations team sold 65% of the \$2,559,116 total in catering services provided by University Housing & Food Services in FY 13
The Oklahoma Memorial Union staff will provide a high level of customer service and satisfaction to clients booking events in the union.	Document Analysis, Surveys, Interviews	94% of customers surveyed after their events indicated they were satisfied to highly satisfied with the service provided by the union reservations team, TheKnot.com & Wedding Channel awarded the union Best of Weddings 2013 (only 4 venues in Oklahoma recei
The Union Programming Board will increase attendance of the annual fall semester welcome event for students, Nite at the Union, by 25%.	Document Analysis	4,000 students, faculty and staff attended Nite at the Union on Aug. 20, 2013, a 90% increase from 2012.
Expand the Must-Stay Weekend concert series by engaging other university organizations and departments, thereby encouraging more OU students to remain on campus during weekends.	Document Analysis, Observations	A Must-Stay Weekend Committee was formed that includes representatives from the Union Programming Board, the Campus Activities Council and OU Summer Session. The committee agreed to expand the concert series to include a fall, spring and summer concert an
The Union Programming Board will increase overall event attendance for the 2012/2013 Academic Year by 15%.	Document Analysis	72,356 people attended the Union Programming Board's 396 events and activities during the 2012/2013 Academic Year, a 24% increase from the previous academic year.

In the Spotlight

Event: Spring 2013 Must-Stay Weekend Concert

Program Outcome

Expand the Must-Stay Weekend concert series by engaging other university organizations and departments, thereby encouraging more OU students to remain on campus during weekends.

Summary

In October of 2011, the Union Programming Board, with assistance from the Campus Activities Council and the Office of the Vice President of Student Affairs, coordinated the first Must-Stay Weekend concert. The concert featured Shiny Toy Guns and 2,000 OU students attended. The intent of the show was to encourage OU students to remain on campus during weekends and in doing so build stronger ties with the OU community and develop independence rather than return to their hometowns. However, in the next academic year, an effort was made to expand the Must-Stay series by engaging other university organizations. In the fall of 2012 a Must-Stay Weekend committee was formed with representatives from the Campus Activities Council, the Union Programming Board and OU Summer Session.

The committee decided it would plan three larger-scale free concerts per year for the OU community: fall, spring and summer. The core intent of the concerts was still to encourage students to remain on campus during weekends. The committee allocated funding for the show from their respective budgets and pooled volunteer bases and other resources. As a collaborative group, the committee was able to search out larger acts for the show and better promote to students. The first collaborative Must-Stay Weekend Concert was April 13, 2013 and featured Iron & Wine with 5,000 people in attendance.

Key Points

- The event encouraged a large number of students to remain in Norman and on campus, on a Saturday.
- 5,000 people attended the Spring 2013 Must-Stay Weekend Concert.
- Number of attendees has increased 150% from the first Must-Stay concert in the fall of 2011.
- Funds allocated by committee member organizations, ensures a budget for the series.
- Demonstrated that larger collaborative concerts would be more successful draws for students, than the various smaller shows planned throughout the year by the involved organizations.

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Mission Statement

The mission of OU-Tulsa Student Affairs is to provide resources and opportunities, unite a diverse student population, respect each student’s experience and goals, and enhance the development of the whole student.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
As a result of utilizing the new student organization registration process and event request forms, student organization leaders developed leadership skills and an increased understanding of relative university processes.	Focus Groups, Observations	X		X	X	X	X
As a result of attending one of the QPR Suicide Prevention trainings, 100% of student attendees know appropriate referrals for suicidal individuals.	Surveys	X	X	X		X	
After attending a study skills lunch and learn session, at least 80% of attendees will report that the collective tips and strategies discussed have improved their overall study techniques.	Surveys	X			X	X	X

Targeted Program Outcomes	Measurement	Results
OU-Tulsa Student Affairs will develop an annual process for student organization registration system by mid-fall 2012.	Document Analysis	OU-Tulsa Student Affairs implemented the new annual student organization registration system on September 5, 2012. Forty student organizations registered during the 2012-2013 academic year.
In comparison to the previous academic year, awareness of the Student Health Clinic's location and services will increase among current students by at least 10%.	Surveys	Based on reported student use and knowledge of available services data from survey results, a 24.2% increase was realized during the 2012-2013 academic year, compared to 2011-2012.
Student satisfaction for Welcome Week events in Fall 2012 will be at least 10% higher than the reported fall 2011 satisfaction.	Surveys	Overall, Welcome Week satisfaction increased by 11.4%, based on comparison of fall 2012 survey results with fall 2011 results.
Three of every 4 OU-Tulsa students will report utilizing the Founders Student Center during its initial academic year of operation (2012-2013).	Surveys	During the 2012-2013 academic year, 83% of students reported to have utilized some aspect (lounge, game room, SA office, etc.) of the new Founders Student Center.
During the first year of operation of the Founders Student Center, students will report at least a 10% increase in satisfaction regarding availability of space on campus dedicated to students at OU-Tulsa.	Surveys	Satisfaction regarding availability of space on campus dedicated to student use increased by 11.7%, following the opening of the Founders Student Center space at the beginning of the 2012-2013 academic year.

In the Spotlight

Event: Student Organization Registration System

Learning Outcome

As a result of utilizing the new student organization registration process and event request forms, student organization leaders will develop leadership skills and an increased understanding of relative university processes.

Program Outcome

OU-Tulsa Student Affairs will develop an annual process for student organization registration system by mid-fall 2012.

Summary

On September 5, 2012, OU-Tulsa Student Affairs, with support from the Office of the President at OU-Tulsa, unveiled the first annual registration process and associated policies for student organizations on the OU-Tulsa campus. Prior to the development of this process, OU-Tulsa Student Affairs' ability to enforce student organization policies consistently across campus was restricted. OU-Tulsa Student Affairs drew on the expertise and experience of Student Affairs departments and staff on the Norman and Oklahoma City campuses to develop a registration process that would address the needs of all OU-Tulsa student organizations.

Following the development of the new processes and policies, OU-Tulsa Student Affairs staff members were able to easily connect with student leaders, assist with the planning and implementation of student organization events, and aid in the development of OU-Tulsa students. Based on survey results, nearly 50% of OU-Tulsa students actively participated in at least one student organization during the 2012-2013 academic year, thus providing another opportunity for OU-Tulsa Student Affairs staff to provide targeted resources and opportunities to OU-Tulsa students. In all, 40 student organizations completed the 2012-2013 registration process and hosted events and activities on the OU-Tulsa campus.

Key Points

- In the first academic year of the process, exactly 40 active student organizations registered with OU-Tulsa Student Affairs.
- The registration process and associated policies were distributed to all OU-Tulsa students (and faculty/staff, as potential advisers) on September 5, 2012, over a month ahead of schedule.
- Nearly 50% of OU-Tulsa students report that they actively participated in at least one student organization during the 2012-2013 academic year.

SAFERIDE

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Mission Statement

The mission of the SafeRide program is to offer University of Oklahoma (OU) students, while actively enrolled with the university, safe, alternative, confidential and free transportation Thursday, Friday and Saturday evenings.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
As a result of using the SafeRide program, OU students will recognize the importance of the program and therefore recommend it to a friend.	Survey, Observations, Voucher Transfers	X	X			X	
As a result of SafeRide's safety terms and conditions, OU students feel safe using the program.	Survey, Statistics				X	X	

Targeted Program Outcomes	Measurement	Results
SafeRide will maintain wait times for a 35 minute or less average wait time.	Survey	Sixty-five percent of those surveyed reported a 35 minutes or less wait time.
SafeRide will transition to a voucher-based program to provide students with more flexibility, maintain shorter wait times with increased ridership, more available operation dates, and increase the efficiency of the program.	Lack of email (complaints), Survey, Statistics	Seventy percent of those surveyed would recommend SafeRide to a friend.

In the Spotlight

Event: New SafeRide Voucher Program (Implemented 2012)

Learning Outcome

See earlier outcomes

Program Outcome

See earlier outcomes

Summary

Through annual assessment of the SafeRide program, the voucher system was implemented in the summer of 2012 to offer OU students more efficient service and benefits. The new system provides students with the flexibility to choose the cab company they wish to use and to call them directly without a middle-man dispatcher, shorter wait times, the ability to hail a cab from any location, and the availability of the program operating every weekend of the year (both options not available with the previous program).

While SafeRide continues to become more efficient in its services to students, the number of riders also steadily increases. Although the program had record-setting numbers in FY12 with over 35,500 riders transported, FY13 has proven its growth with approximately 39,400 riders.

The University of Oklahoma SafeRide program is very proud to offer this free and safe service to our students. Smart choices, living healthy and saving at least one life, let alone over 39,400 opportunities for tragedy, surpasses the cost to the University for providing this service.

Key Points

- 67% of students surveyed use SafeRide 1-5 times a week
- 77% of students surveyed use SafeRide between the hours of 1:30-3:00 a.m.
- 30% of students surveyed have used the new program to hail a cab (a service not previously available)
- 62% of students surveyed agree the process to pick up vouchers is quick and easy.
- 87% of students surveyed report feeling safe using SafeRide

STUDENT CONDUCT

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Mission Statement

The mission of Student Conduct is to develop and enforce standards of conduct through educational experiences to foster student learning and development while maintaining retention.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
After completing eCheckup to go, 80% of students were able to identify 2 ways to lower the negative effects of alcohol consumption.	Student Voice Survey and eCheckup to Go responses					X	
As a result of the Student Conduct process, 75% of students better understood the implications of poor decision-making on their future success as a student.	Student Voice Survey and Reflection Paper	X		X			
As a result of the Student Conduct process, 75% of students were more likely to challenge the dangerous, uncivil or unjust behaviors of others.	Student Voice Survey					X	

Targeted Program Outcomes	Measurement	Results
Seventy percent of charged students will agree that the sanctions issued through the student conduct process were proportionate to their alleged violation	Student Voice Survey	Sixty percent of students sanctioned by Student Conduct agreed that their sanctions were proportionate to their violation, while fifteen percent were indifferent.

Eighty percent of charged students will report that the student conduct process is fair and reasonable.	Student Voice Survey	Seventy-one percent of students sanctioned by Student Conduct reported that the process was conducted fairly, while twelve percent were indifferent.
Seventy percent of charged students will agree that the student conduct process will positively influence their future behavior choices as a student.	Student Voice Survey	Seventy-six percent of students sanctioned by Student Conduct agree that the process will positively influence their future behavior choices,

In the Spotlight

Event: Student Conduct Meetings

Learning Outcome

As a result of the Student Conduct process, 75% of students understood the implications of poor decision-making on their future success as a student.

Summary

Students charged under the University’s Student Code must meet with a Student Conduct caseworker to discuss Code violations. In addition to discussing the current violation, the caseworker engages the student in critically thinking about the future implications of their behavior, not just the immediate consequences.

The purpose of helping students recognize the future consequences of engaging in prohibited conduct is to improve retention by preventing activities that are not conducive to learning and could lead to suspension (academic or conduct related) or expulsion, thus preventing or prolonging graduation.

Key Points

- As a result of these meetings, 96% of charged students, required to respond to the Student Conduct Student Voice survey, are less likely to engage in prohibited conduct because they understand the impact of those decision of their future goals.
- During calendar year 2012-2013, only 98 out of 849 students in violation of the Rights and Responsibilities Code went on to have a second violation, resulting in a low 12% recidivism rate.
- Over 80% of participating students indicated they would also be less likely to make poor decisions based on peer pressure.
- Ninety percent of sanctioned students, as a result of their involvement with the student conduct process, understand the importance of personal and academic integrity.

STUDENT LIFE

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Mission Statement

The mission of Student Life is to guide students in realizing academic, professional and personal goals as they progress toward graduation and beyond.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
After seeing the VOICES [unheard] presentation, 87% of Camp Crimson participants indicated that they have a better understanding of the hidden personal challenges their peers might face and how to help them.	surveys			X	X	X	
As a result of participating in the OU Cousins program, 70% of participants stated they developed a greater knowledge and appreciation of other cultures, a 20% increase from participants the previous year.	Surveys		X		X	X	
After serving in leadership positions on Campus Activities Council, 95% of participants stated they learned to run an effective meeting, a 24% increase from pre-test responses.	Pre/Post Test	X				X	X
After attending mandatory hazing workshops, 86% of participants were able to identify specific hazing behavior.	Surveys					X	X

84% of Sooner Traditions Scholars stated that participation in monthly workshops directly helped them get involved in various groups, programs, and departments on campus.	Surveys		X	X		X	X
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Targeted Program Outcomes	Measurement	Results
African American Student Life will increase the number of leadership positions and student development opportunities by 15%.	Observations	African American Student Life increased the number of leadership positions and student development opportunities by 40%.
75% of Greek chapters will participate in at least one officer development training session.	Surveys, Observations	100% of Greek chapters participated in at least one officer development training session.
The OU Cousins program will incorporate a community service component into annual programming.	Observations	OU Cousins participated in the Big Event, transporting more than 50 students to the Winery Ranch to help with ranch repairs and painting projects.
Camp Crimson will increase the number of summer sessions in order to accommodate additional students.	Observations	Camp Crimson created two additional camp sessions and increased participation by over 200 students.
Campus Activities Council Crew will increase participation at Crew meetings and events by 50% from the previous year.	Observations, Document Analysis	CAC Crew increased meeting and volunteer participation by more than 75% over previous year's attendance numbers.

In the Spotlight

Event: Campus Activities Council Soonerthon

Program Outcome

Campus Activities Council Soonerthon will increase both participation and the amount of funds raised to benefit the Children's Hospital Foundation and the Children's Miracle Network.

Summary

Campus Activities Council Soonerthon hosted its most successful event in program history. With over 1800 students registered and raising over \$196,000, this 12-hour philanthropic event encouraged participants to stand on their feet for 12 hours and dance for kids who couldn't. The event benefited Children's Miracle Network and the Children's Hospital Foundation, supporting research and attracting world class physicians to OU Medical Center.

Key Points

- Soonerthon increased the amount of funds raised by 46% from last year.
- Soonerthon increased student participation by 16%.

STUDENT MEDIA

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Mission Statement

The mission of Student Media is twofold:

To administer publications, activities and services that strengthen the educational experience for students interested in journalism and related fields, and

To enhance the sense of community and the overall quality of campus life for a diverse student body by providing an unrestricted student forum for the exchange of ideas.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Students and pro staff worked together to create a brand new publication called ESCAPE.	Focus groups, surveys, and observations.			X	X	X	X
As a result of training and on-going advising, students trained one another for the production of a daily paper and website.	Peer Evaluations, observations, and document analysis.	X		X	X	X	X
As a result of a semester-long study, Imagine the Future, Student Media students and pro staff worked to develop a plan to improve existing products.	Focus groups, interviews, peer evaluations, and surveys.			X	X	X	X
Yearbook students worked for half a year without an adviser present day-to-day. The students trained one another to continue book sales and production of content.	Observations, self-reports.	X		X	X		X

Targeted Program Outcomes	Measurement	Results
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As a result of training and preparation, advertising students will find job placement within three months of graduation	Interviews	Advertising area saw 100% job placement of graduating seniors within three months.
Create a new publication (ESCAPE) which will meet the needs of readers and advertisers who desire more light-hearted content than the traditional newspaper.	Peer Evaluations, observations, and surveys.	Advertising revenue nearly tripled from the first to the last of six issues published in the spring semester. Students stopped the street team to get a copy of the publication.

In the Spotlight

Event: Creation of ESCAPE, our bi-monthly weekend publication

Learning Outcome

Students from all areas of Student Media worked together to create a brand new weekend publication, ESCAPE.

Summary

OU Student Media student employees felt there was a need for a publication with a more light hearted feel than the traditional newspaper. Students from across the department worked together to create content ideas, design, market and sell the new tabloid publication. In less than a month, they had created a name, sold almost \$2,000 worth of advertising, set a design style and planned content and art for the first issue. ESCAPE was inserted every other Thursday beginning at the end of February until the end of April, with one special summer edition on May 15. The collaboration between students from every area of Student Media was unlike anything that's been done on any other project. Advertising students and editorial students worked together to brainstorm the type of content that should be included and advertising students and occasionally, pro staff, helped the marketing team distribute the tabloids to students and businesses in the Campus Corner area. The publication will be every week beginning in the fall and students are hearing from advertisers and readers who are ready for its return!

Key Points

- Over 75% of advertisers indicated an interest in participating in ESCAPE again.
- Over 90% of the students who contributed to the creation of ESCAPE felt it was a successful product launch.

WOMEN'S OUTREACH CENTER

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Mission Statement

The Women's Outreach Center (WOC) empowers and advocates with and on behalf of women for their safety, wellness, and equality. The center helps all students reach their full potential and explore new perspectives by offering a wide-range of programs that focus on issues that disproportionately impact women including violence against women, LGBTQ programs, wage equity workshops, and breast health awareness.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Of the peer educators participating in the training, 100% report having a better understanding of the content of the presentation and how to address difficult questions from participants.	Post Test			X		X	X
Of the Step in, Speak out presentations in the Gateway classes, 97% of participants said they would get help and/or refer a victim to resources.	Post Test					X	
After attending the Boob-a-Palooza workshop, 86% of participants intend to practice breast self-exam techniques.	Post Test					X	X
After attending Faculty Ally, 93% of participants report that they will look for opportunities to integrate LGBTQ content into their classroom.	Post Test	X				X	X

Targeted Program Outcomes	Measurement	Results
The Women’s Outreach Center will serve 3,500 students with peer education.	Database	In 2012-13, 4,400 students were served through peer education covering issues such as sexual assault prevention, healthy relationships, safer sex, and LGBTQ allies.
Expand the Step in, Speak out Sexual Assault Prevention program to reach first year students through the Gateway to College Learning classes.	Database	Step in, Speak out Sexual Assault Prevention program reached 3,243 students including those in Gateway to College Learning, an almost 30% increase in the number of participants as compared to the previous year.
Provide campus outreach on six issues important to women reaching 3,000 students.	Database	Over 5,000 students received campus outreach on various topics such as breast health, HIV prevention, LGBTQ Health, dating violence prevention, stalking awareness and sexual assault prevention.
Ally programs will train 550 staff, students, and faculty on LGBTQ cultural sensitivity and inclusiveness.	Database	Ally programs served 889 students, staff and faculty through Sooner Ally, Greek Ally, RA Ally, Medical Ally and Faculty Ally.

In the Spotlight

Event: Ally Programs

Program Outcome

Ally programs will train 550 staff, students, and faculty on LGBTQ cultural sensitivity and inclusiveness.

Summary

During 2012-2013, the Ally program reached 889 students, faculty, and staff; more than almost the previous four years combined. The trainings were facilitated across three campuses; many tailored to specific groups including K-12 pre service teachers, nurses, doctors, and other healthcare providers, faculty members, fraternity and sorority students, and potential resident advisers. The Ally program offers relevant resources, education, and a welcoming community for LGBTQ students, faculty, and staff. It also provides much need visibility for LGBTQ individuals who seek out affirming advocates.

To show gratitude towards allies, Sooner Ally Appreciation Week is an occasion where LGBTQ Programs can give back to those who dedicate so much of their time and energy to help make OU a more inclusive community. During the week, allies were invited to place a small colored flag in the grass of the South Oval. Each flag represented one ally on campus, and

with the variety of colors, the collection of flags constructed one large LGBTQ rainbow flag. Over 1,000 flags were displayed creating an exhibit for the entire University to witness over the week. Many of the flags contained powerful and inspiring messages written by allies. One will never truly know the impact allies have at the University, but we always know that because of our allies, LGBTQ individuals have a place on our campus.

Key Points

- 78% of those in the Resident Adviser class feel better prepared to serve as an ally than before the training.
- After attending Greek Ally, 98% of participants feel more comfortable talking about LGBTQ issues.
- Of those attending Sooner Ally, 94% feel they have resources to offer a student if sought out as an ally.
- 93% of Faculty Allies will look for opportunities to integrate LGBTQ content into their classroom.