



15

The University of Oklahoma

STUDENTaffairs

ASSESSMENT REPORT

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STUDENT AFFAIRS ASSESSMENT

Student Affairs

Purpose guides activities for students through the division of Student Affairs. Through purposeful programming, interactions, and structure within the division, Student Affairs staff members participate in creating opportunities to foster student development.

The Student Affairs mission is to enhance students' academic success by developing student skills, cultivating diverse, campus life experiences, and enriching the university community through programs and services. The following four key goals guide the division in the accomplishment of 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. Create a safe, healthy environment in which students may live, study, socialize, and work.

The mission and goals of Student Affairs are congruent with the five guiding principles for the Council for the Advancement of Standards, the principles that “inform the work of higher education professionals who support students” (Wells, p. 2, 2015). These guiding principles include creating an environment composed of learning opportunities, embracing diversity, eliminating barriers, providing support for situations in which students are challenged, and ensuring Student Affairs leadership is professionally knowledgeable in areas of higher education and ethically operate within the mission of the institution.

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 the mission. Student Affairs professionals have the unique opportunity to lead the evaluative efforts of student learning in all domains. As a division, practical assessment (versus formal research) methods are utilized. “Through practical inquiry, practitioners gather data about a specific aspect of their work with the goal of determining appropriate next steps to improve that work” (Yousey, 2006, p. 23). Student Affairs’ work is grounded in sense-making and focuses on continuously learning about our students, services, and programs.

The Student Affairs Assessment Committee (SAAC) provided additional training developmental opportunities throughout the academic year. For the academic year 2014-2015, SAAC consisted of:

Amy Davenport, Fitness and Recreation (chair)
Michael Giesecke, Oklahoma Memorial Union
Kye LeBeouf, Health Services
Matt Nash, Oklahoma Memorial Union
Kathy Moxley, Women’s Outreach Center
Erin Simpson, Housing and Food Services
Brad Stowe, Fitness and Recreation
Lizzy Tahsuda, Career Services

This year, SAAC provided training and development through Campus Labs with a visit from Steve Szopinski, M.S.Ed. The training was a full-day event that provided information for employees new to assessing to new developments and approaches to assessing. The agenda included:

Assessment 101,
Survey Best Practices,
Benchmarks and Key Performance Indicators,
Rubrics, and
Formative Assessment Using the Student Response System.

Overall, the program was received well by staff members as evidenced by a survey conducted by Mr. Szopinski after the event.

Finally, SAAC began the process of updating and renewing assessment materials and processes for departments. New materials will be out during the 2015-16 academic year.

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

The following chart illustrates the distribution of learning outcomes across CAS Domains within Student Affairs based on the learning outcome highlights found within this report.

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

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 participating in a mock interview through Career Services, 95.54 percent of students reported feeling more prepared for an upcoming interview than they did before the mock interview.	Survey				X	X	X
Students who participated in a mock interview through Career Services were able to identify at least one interview strategy to implement in a professional interview.	Observation Survey	X				X	X
As a result of attending a resume writing workshop through Career Services, 95.65 percent of students reported feeling more confident in their knowledge of what information to include in their resume.	Survey	X				X	X

Targeted Program Outcomes	Measurement	Results
Career Services will collect internship placement information from 400 students in the 2014-2015 academic year.	Surveys via Emails Surveys in Classrooms	Career Services collected internship placement information from 427 students in the 2014-2015 academic year, marking a 14.78 percent increase from the 2013-2014 academic year.
Career Services will have 75 InterviewStream users in the 2014-2015 academic year, compared to 12 users in the 2013-2014 academic year.	InterviewStream Analytics	Career Services had 95 InterviewStream users in the 2014-2015 academic year.
Attendance of students from the College of Arts & Sciences at the career fairs hosted by Career Services will increase by 10 percent.	Access Database	Attendance of students from the College of Arts & Sciences at the career fairs hosted by Career Services increased by 24.43 percent from the previous year.
The number of students from the College of Arts & Sciences who participate in the Career Services walk-in hours will increase by 10 percent.	CSO Data Reports	Compared to the 2013-2014 academic year, Career Services saw a 9.68 percent increase in the number of students from the College of Arts & Sciences who participated in the Career Services walk-in hours.

In the Spotlight

Event: Outreach and Participation of Students from the College of Arts & Sciences

Program Outcome

In 2014-2015, the number of students from the College of Arts & Sciences that are registered with Career Services will increase by 10 percent from the 2013-2014 academic year.

Summary

The College of Arts & Sciences is the largest college on OU's campus. However, their participation with Career Services has consistently been lower than students from other colleges on campus. In an attempt to increase engagement with College of Arts & Sciences students, Career Services targeted five majors within the college to extend extra communication and to concentrate our focus. These five majors are Communication, Economics, Mathematics, Human Relations, and Sociology. In addition to connecting with faculty in these majors, Career Services sent out tailored emails to these students to inform them of the benefits Career Services offers related to their major. Career Services also visited classes within these majors more frequently than in the past. Career Services saw a 34.2 percent increase of College of Arts & Sciences students who are registered with Career Services in 2014-2015 compared to 2013-

2014. Career Services will continue their efforts with these five majors next year, offering even more targeted communication to them in an attempt to increase their engagement further.

Key Points

- The number of students from the College of Arts and Science registered with Career Services increased by 34.2 percent in 2014-2015 from the previous academic year.

FITNESS AND RECREATION

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Mission Statement

The Mission of Fitness and Recreation is to provide 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
As a result of attending the Huston Huffman Fitness Center's Student Employee Training and Development session, 80 percent of facility staff correctly ordered the recommended actions in the event of an active shooter (Get Out – Hide Out – Fight Out)	Survey	X				X	X
Through discussions held during body composition testing, 100 percent of the 78 participants were able to identify the importance of maintaining healthy body composition.	Self-Reports	X			X	X	X
After attending the Huston Huffman Fitness Center's Student Employee Training and Development session, 100 percent of Facility Attendants/Student Supervisors identified one or more reasons to clean/disinfect equipment as scheduled.	Survey	X				X	X
Over 70 percent of Boot Camp participants reported at least one way in which they improved their health through the program.	Survey	X			X		X

Through canned food drives related to fitness events, students, faculty, and staff donated through Fit+Rec at least 5 boxes of food to the Regional Food Bank of Oklahoma.	Boxes	X	X				
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Targeted Program Outcomes	Measurement	Results
Fit+Rec will provide employment for nearly 250 students.	Document Analysis	Fit+Rec provided employment for over 250 students culminating in over 65,928 hours worked during the academic year. This is the equivalent of over 30 full-time employees.
Fit+Rec will reduce the environmental impact of at least 10,000 plastic bottles of water through the bottle filling stations.	Document Analysis	Fit+Rec recognized 220,800 bottles saved, 20 ounces each, from a landfill through use of the bottle filling stations.
At least 800 swim lesson packages designed to educate children in water safety and physical swimming skills will be sold during the summer months.	Document Analysis	Eight-hundred-ninety individual swim lessons designed to educate children in water safety and physical swimming skills were arranged and executed during the summer months.

In the Spotlight

Event: Boot Camp

Learning Outcome

At least 50 percent of Boot Camp participants will report at least one way in which they improved their health through the program.

Program Outcome

At least 50 percent of surveyed participants will report increased fitness levels.

Summary

Boot Camp was a series of events throughout the academic year in which participants learned about nutrition, exercise, and received motivation from staff members. As a result of Boot Camp, survey participants reported increased self-confidence, enhanced athletic ability, improved fitness levels, increased physical strength and developed an improved sense of overall well-being. Survey findings indicated that participants improved their overall health and wellness. Participants reported satisfaction with programming variety, circuit training, and the opportunity to learn from multiple instructors. Additionally, participants were introduced to innovative exercise techniques that contributed and created a positive fitness experience.

Key Points

- Fifty-five percent of Boot Camp survey participants reported improved self-confidence.
- Eighty percent of Boot Camp survey participants increased their fitness levels.
- Over 70 percent of Boot Camp survey participants improved their overall health.
- Boot Camp survey participants were able to grow and learn from multiple instructors.

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 participating in Cholesterol Education Month, participants were able to identify two or more ways to reduce cholesterol and one or more modifiable risk factors for diabetes.	Exit Interview	X				X	X
Students who participate in Health Hut's Safe Spring Break Education were able to identify two or more health and safety measures.	Self Report	X		X	X	X	X
Due to participation in the Quit Smart Tobacco education Program, participants were able to articulate two or more coping strategies to manage withdrawal symptoms.	Exit Interview	X			X	X	X

Targeted Program Outcomes	Measurement	Results
Health Services will increase awareness of pregnancy prevention by providing Family Planning Services for patients whom seek walk-in urine pregnancy screens.	Exit Interview	One hundred percent of patients were able to identify two or more methods to prevent pregnancy.

Health Services will use triage nurses to prevent cold and flu transmission by providing self-care techniques to patients.	Follow-up Interview	One hundred percent of patients were able to identify two or more techniques.
Health Services will use a Pharmacy Counseling program for patients who filled narcotics prescriptions to provide information about safe disposal methods for expired prescriptions.	Exit Interview	One hundred percent of patients were able to identify one or more methods for safe disposal.

In the Spotlight

Event: Pharmacy Counseling Program

Program Outcome

Health Services will provide information about prescription drug abuse and safe disposal for expired narcotic medication.

Summary

Pharmacists provided counseling to all patients who filled narcotics prescriptions during April and May 2015. The patients were given information about the dangers of drug abuse and techniques for safely disposing of unused or expired medication. Health Services staff believed it was important to provide this education given the growing issue of prescription drug abuse.

Key Points

All patients were able to identify one or more method for effective disposal of prescription medication. In addition patients were able to articulate the importance of proper medication disposal.

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Mission Statement

We bring life to the University Community.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Of residence halls respondents, 72.3 percent reported that they were satisfied with the measure their Resident Adviser took in an effort to get to know them.	EBI Benchworks Survey			X			
Nearly 91 percent of residence halls respondents reported that they felt like they were part of a larger community in the residence halls and at the University of Oklahoma.	EBI Benchworks Survey			X	X		
As a result of their experiences living on campus, 61.4 percent of residence halls respondents reported that they are better able to solve their own problems.	EBI Benchworks Survey	X			X	X	X
Residence halls respondents, 88 percent, reported that their on-campus living experience helped them interact with residents who are different from them.	EBI Benchworks Survey	X		X	X		X
Nearly 92 percent of Traditions Square respondents reported feeling safe in their apartment.	EBI Benchworks Survey				X		X

Targeted Program Outcomes	Measurement	Results
Residence Life will implement a residential curriculum, called The Scope, to increase overall program effectiveness, learning in on-campus housing, and overall resident satisfaction scores by a statistically significant amount.	EBI Benchworks Survey	All major indicators of performance saw an increase in scores: Overall Satisfaction rose from a mean score of 5.44 to 5.58; Overall Learning rose from a mean score of 4.94 to 5.10; and Overall Program Effectiveness rose from a mean score of 5.07 to 5.22.
The Housing and Food Services Marketing and Communications team will collaborate with Food services to engage students in a social media campaign for pre-identified dining operations.	Tracking of Participants, Participant Survey	The 2015 Coffee Crawl started with 220 participants; 160 participants completed the process. Housing and Food Services saw a 38 percent increase in Twitter followers during the one-month Coffee Crawl campaign with 84 percent of participants who responded to the survey indicated that they are now more aware of Housing and Food Services social media.
Food Services will increase year-to-year student employee retention by 10 percent.	Payroll Data	Food Services retained 236 of 430, or 55 percent, student employees from Spring 2014 to Fall 2014. Food services has increased this by retaining 386 out of 547, or 70 percent for the Fall 2015 semester.
The Housing and Food Services Operations team will implement new software to provide resources to the wider campus community, including Residence Life, regarding on-campus residential information.	App Downloads, Log-In Statistics	All Residence Life staff members were able to log in to the StarRez web portal and access information regarding on-campus communities.
Residence Life will utilize data from the Mapworks system to develop targeted, data-driven programming in the residence halls.	Mapworks Top 5 Issues Reports	Residence Life built a Top 5 Issues programming packet for every residence hall community based on the Top 5 Issues reports generated by Mapworks data. Each community then completed at least one program targeted for these presenting residential concerns.

In the Spotlight

Event: 49th Annual SWACUHO Conference (Southwest Association of College and University Housing Officers)

Program Outcome

Housing and Food Services will host a regional conference in the 2014-15 academic year.

Summary

In March 2015, Housing and Food Services hosted the 49th Annual SWACUHO Conference. This event brought 303 registrants from 46 schools in Oklahoma, Arkansas, and Texas together in Oklahoma for a three day learning experience. Fifty-six educational sessions were presented on a variety of topics including those pertinent to residence life, facilities, operations, accounting and budgeting units, as well chief housing officers. At this conference, the OU Housing and Food Services team also won several award categories, including: Outstanding Student Leader, a Top 5 Program award, Outstanding Graduate Student, and the Presidential Service Plaque.

Key Points

- Three hundred and three attendees at SWACUHO 2015
- Fifty-three exhibitors participated in the conference.
- Fifty-six educational programming sessions were presented by participants

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
Following attendance of HSC Advisors Symposium, 84 percent of advisors reported they were able to better assist students with identifying academic programs in the 7 health professional colleges on the HSC campus.	Survey, Observations	X				X	X
OU College of Nursing students who created accounts with HSC Optimal Resume in the fall semester were able to describe the academic and career significance of a nursing portfolio to track skill competencies.	Document Analysis, Observation	X		X		X	X
Using pre and post-test, HSC WoW participants reported an increase in knowledge of highlighted campus resources from 50 percent on the pre-test to 82 percent on the post-test.	Pre/Post Test, Observation					X	X

Targeted Program Outcomes	Measurement	Results
Through increased marketing of HSC Read and Lead, the program will distribute 80 percent of books across all advertised sessions.	Document Analysis	Across all HSC Read and Lead sessions, 97.8 percent of books were distributed.
As a result of the UCard loyalty program, 10 percent of students participating will attend at least 5 UCard sponsored events.	Survey	Of the 550 UCards issued, 101 (18 percent) reflected attendance at 5 UCard sponsored events.
As a result of collaboration with each of OUHSC's seven professional health colleges, student applications for HSC campus awards will increase by 10 percent.	Document Analysis	In 2015, student campus awards applications rose to 66 from 58 in 2014 reflecting a 14 percent increase.

In the Spotlight

Event: Leadership HSC

Learning Outcome

Following participation in Leadership HSC, students will be able to apply principles of etiquette in a professional setting.

As a result of participation in Leadership HSC, students will be able to describe their top 5 Strengths in the context of healthcare.

Program Outcome

The Leadership HSC Class of 2015 will be comprised of proportional student representation from all seven OUHSC health professional colleges.

Summary

The Leadership HSC Class of 2015 is comprised of 45 first-year students from all seven colleges that are selected by each of the seven OUHSC college deans. Students are awarded this honor based on the individual's leadership ability, recognized strength to empower peers, and passion to serve the Health Sciences Center community.

Key Points

- One hundred percent of Leadership HSC participants reported the ability to apply professional etiquette following participation in the program.
- Seventy percent of Leadership HSC students reported the ability to describe their top 5 strengths.
- Sixteen different undergraduate institutions were represented.

- Nineteen OUHSC academic programs were represented.
- Class of 2015 included undergraduate, professional, graduate and doctoral degree students.

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. Leadership and Volunteerism (L&V) provides educational programming and opportunities for students to “make a difference.” Through numerous programs and activities, L&V helps students further develop their leadership skills, assists with personal growth through student learning and connects students to volunteer opportunities in the local community and beyond.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
As a result of completing the Strengths Finder 2.0 Assessment, PCS students were able to identify at least one of their personal strengths and understand how it affects their leadership style.	Campus Labs Survey			X	X		
As a result of participating in PCS, students indicated that they identified with at least one service initiative or non-profit organization throughout the year.	Campus Labs Survey		X	X	X		
At least 92 percent of the Leader Summit participants were able to identify at least one lesson learned from their conference experience.	Campus Labs Survey	X				X	

Targeted Program Outcomes	Measurement	Results
Through increased programming such as the mentor program, small group community service efforts and networking with campus and community leaders, PCS will retain 93 percent of its members after one academic year.	Verify Enrollment	Ninety-eight percent of PCS students were retained through May 2015.
At least 80 percent of PCS students will participate in Big Event 2015.	Verify Attendance	Eighty-one percent of PCS students participated in Big Event 2015.
Through established promotional and notification processes, at least 350 students will register for Leader Summit 2015.	Verify Registration Records	358 students registered for Leader Summit 2015.
Leadership and Volunteerism will create a small-group leadership discussion experience.	Attendance Records and Comments	L&V created Lead, Lunch, and Learn which involved approximately 15 students and is now being modified and launched as IMPACT+ for fall 2015.
Big Event 2105 will work with agencies in Hispanic communities in OKC to increase their participation.	Site Records	Approximately three new sites in the OKC Hispanic communities were added to Big Event this year and Spanish Big Event shirts were made as well for the volunteers and sites.

In the Spotlight

Event: Big Event Hispanic Expansion Efforts

Program Outcome

Big Event 2105 will work with agencies in the underrepresented Hispanic communities in Oklahoma City to increase their participation.

Summary

Big Event partnered with Administrative Services and Student Life to reach out to the Oklahoma City Hispanic communities to educate them about Big Event and ask for their participation as job sites. Big Event shirts were translated in Spanish and included the mission of Big Event on the back to help inform communities members of the program. These were distributed to both site coordinators and student volunteers. Approximately three groups signed on and students were sent to the job sites. It is hoped that these groups will participate again next year and serve as examples and spokespeople to help recruit additional job sites.

Key Points

- Development of these partnerships helped to broaden the scope and impact of Big Event. When mapping job sites across Norman and metro Oklahoma City, there is a large gap in the number of organizations.

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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
As a result of attending AED and CPR training, union business office staff was able to operate life-saving AED devices located in the union and administer CPR.	Training attendance and certification records		X			X	X
After serving on the Union Programming Board Executive committee, 78 percent of participants felt that they are better able to set goals and develop a plan to achieve them, while 71 percent increased their ability to identify personal strengths and talents.	Pre/Post Tests	X			X	X	X
As a result of serving on a UPB event core group, 89 percent of participants felt that they had a greater understanding of necessary steps to plan a large-scale university program.	Surveys	X				X	
After attending a Union Programming Board member retreat, participants were able to describe at least 3 methods to be an effective student leader.	Observations, Survey	X		X		X	X

Targeted Program Outcomes	Measurement	Results
The Union Programming Board will increase the total number of organizations that are involved in the co-sponsorship program by 5 percent, allowing more student groups to host events on campus.	Document Analysis, Program Reports	The total number of organizations receiving co-sponsorship from the Union Programming Board decreased by 2 percent. Although the goal was not met, there was a 12 percent increase in the number of new groups that received co-sponsorship approval.
The Union Programming Board will increase the number of student programs held in the Union by 2 percent in order to provide more opportunities for student involvement.	Program Reports, Document Analysis	The Union Programming Board hosted 401 events during the 2014-2015 Academic Year, a 4.2 percent increase from the previous academic year.
The Oklahoma Memorial Union will increase the number of wedding-related reservations by 5 percent through targeted marketing efforts.	Sales Records	The union had a 16 percent increase in wedding clients during FY15.
The Oklahoma Memorial Union will achieve at least a 95 percent customer satisfaction rating from clients making reservations in the union.	Surveys	Of customers surveyed, 97.6 percent indicated after their events that they were satisfied to highly satisfied with the service provided by the union reservations team. Almost a 5 percent increase from FY 14.
As a result of participating in the Spring Office Health Challenge, Union Administrative Office employees will complete the recommended 10,000 steps per day, at least one day	Document Analysis	92 percent of participating employees were able to complete 10,000 steps a day, at least once, by the end of the goal week of the challenge. The challenge lasted seven weeks and employees were encouraged to complete daily goals that increased each week.

In the Spotlight

Event: UPB & BSA Rap Battle

Program Outcome

The creation of the Rap Battle event will provide an outlet for students to showcase their creative talents to the campus.

Summary

The Union Programming Board's inaugural Rap Battle was held during the Fall 2013 semester with the goal of creating an event that showcased the art of freestyle rap. This event provided

an opportunity for students to showcase creative abilities to the OU community in a manner that had not yet been available. UPB was able to partner with the Black Student Association for this event. Rap Battle was free to all attendees and was held in the Oklahoma Memorial Union. Open auditions were conducted, from which sixteen students were selected to compete in the freestyle rap competition. A celebrity artist was brought in to host the competition that engaged over 450 members of the university and Norman community, in a fun and free, weekend event.

Key Points

- Offered a new opportunity to showcase student talents.
- Provided a great co-programming partnership with the Black Student Association.
- Over 400 students attended the event.

OU-TULSA STUDENT AFFAIRS

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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
After attending the International Student Rodeo Event, 100 percent of OU-Tulsa’s international, survey-taking students reported a greater insight to and understanding of American and, more specifically, Oklahoma culture.	Surveys		X	X	X	X	
After attending the Suicide Prevention Road Trip to Norman to hear the “A Reason to Live” presentation, 75 percent of students acquired an increased knowledge of suicide prevention standards and techniques.	Surveys	X	X			X	X
Of the students who attended a personal session with the new counselor , 75 percent were able to identify better ways of coping with stressors and concerns.	Surveys	X		X	X	X	X

Targeted Program Outcomes	Measurement	Results
<p>In an effort to better unite a diverse student population, create a program through which at least 75 percent of international student participants stated they were successfully exposed to American and, more specifically, Oklahoma culture.</p>	<p>Surveys</p>	<p>Of survey-taking participants, 100 percent of survey-taking participants in the International Student Rodeo Event stated that the event successfully accomplished its intended purpose of exposing them to American and, more specifically, Oklahoma culture.</p>
<p>If May 2015 Rodeo Event is successful, measured by at least 75 percent of participants indicating willingness to attend a similar event in the future, identify annual funding to expose international students at OU-Tulsa to different culturally-significant aspect</p> <p>At least 75 percent of May 2015 Rodeo Event participants will indicate a willingness to attend a similar, culturally-significant event in the future.</p>	<p>Surveys</p>	<p>Of survey-taking participants, 100 percent stated they would be willing to attend a similar event in the future. A portion of the Culture and Recreation Fee budget has been allocated for the annual recurrence of similar events.</p>
<p>Provide greater resources and opportunities to students by enhancing our partnership with the Healthy Sooners program to increase the number of sanctioned fitness classes held in the OU-Tulsa Fitness Center by 10 percent, compared to 2013-2014.</p>	<p>Document Analysis</p>	<p>The number of sanctioned fitness classes held in 2014-2015 was 242, an increase of 10.5 percent from 2013-2014.</p>
<p>Attendance at OU Tulsa Student Government Association general meetings will increase by 50 percent, compared to 2013-2014.</p>	<p>Document Analysis</p>	<p>Attendance at OUTSGA general meetings increased by 90 percent, compared to 2013-2014. Nearly 20 percent of students attended at least one meeting.</p>
<p>At least 85 percent of those participating in Student Health visits will rate the overall care as satisfactory or higher.</p>	<p>Surveys</p>	<p>Of survey-taking participants, 98 percent of survey-taking participants indicated satisfaction for overall care received during Student Health visits.</p>

In the Spotlight

Event: International Student Rodeo Event

Learning Outcome

After attending the International Student Rodeo Event, 75 percent of OU-Tulsa's international students will have greater insight to and understanding of American and, more specifically, Oklahoma culture.

Program Outcome

In an effort to better unite a diverse student population, create a program through which at least 75 percent of international student participants stated they were successfully exposed to American and, more specifically, Oklahoma culture. • If May 2015 Rodeo Event is successful, measured by at least 75 percent of participants indicating willingness to attend a similar event in the future, identify annual funding to expose international students at OU-Tulsa to different culturally-significant aspects of the greater-Tulsa community at least once per year.

- At least 75 percent of May 2015 Rodeo Event participants will indicate a willingness to attend a similar, culturally-significant event in the future.
- Enhancing the partnership with the Healthy Sooners program will help to increase the number of sanctioned fitness class held by 10 percent.
- Attendance at OU Tulsa Student Government Association general meetings will increase by 50 percent, compared to 2013-2014.
- At least 85 percent of those participating in Student Health visits will rate the overall care as satisfactory.

Summary

In February 2015, OU-Tulsa Student Affairs and the International Student Organization started brainstorming a way to better connect our diverse international student population with local customs and culture. The students, having shared so much of their own rich history through our annual Cultural Night event, indicated a strong desire to learn about and experience events that would give them a greater understanding of the history and heritage of the region surrounding the OU-Tulsa campus. In an effort to address this need, Student Affairs arranged for international students to attend the Will Rogers Stampede Rodeo in Claremore, Oklahoma. The event proved to be a major success, and nearly thirty-five international students attended the rodeo (almost the entire OU-Tulsa international student population). Many split their time between watching the action and interacting with the various vendors and sideshows scattered throughout the grounds. Caricatures were drawn and proudly displayed, and there was even an epic selfie taken with the use of a selfie stick. The students especially enjoyed being recognized by the Rodeo's announcer and had some friendly interactions with the rodeo clowns as well.

Key Points

- One hundred percent of survey respondents reported that this event successfully accomplished its intended purpose of exposing them to American and Oklahoma culture.

- One hundred percent of respondents indicated a desire to attend a similar culturally-based event in the future.
- "I have always wanted similar events to be on the calendar. This is a dream come true."
- As a result of the success of the program, OU-Tulsa Student Affairs will be increasing the budgetary commitment to this type of programming efforts.

SAFERIDE-STUDENT AFFAIRS

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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 OU students having SafeRide vouchers available to them, students were able to make better decisions about their safety.	Survey	X			X	X	
By having SafeRide student employees assist students in learning about the policies and procedures of the SafeRide program, OU students were better able to understand them.	Survey	X				X	
After utilizing the SafeRide program, OU students reported that they feel "safe" when taking an OU SafeRide.	Survey, Self-Report	X			X	X	

Targeted Program Outcomes	Measurement	Results
OU SafeRide will increase its student satisfaction of the voucher pick-up system.	Survey	SafeRide increased satisfaction of the voucher system by 15 percent.

In the Spotlight

Event: OU SafeRide Program

Learning Outcome

Students were able to make better decisions about their safety by having SafeRide available to them.

Program Outcome

OU SafeRide increased its satisfaction of the voucher pick-up system by 15 percent.

Summary

SafeRide was implemented in the Fall of 2004 to provide OU students with safe, free and confidential taxi transportation anywhere within the Norman city limits. Students may pick up three vouchers each week. Each voucher provides students (and their friends) with a free ride to any one destination located within the city limits on Thursday, Friday and Saturday evenings 10:00 p.m. to 3:00 a.m. In 2004, when SafeRide was implemented, the program transported over 3,400 riders*, and in FY15 it has grown to 36,000* riders, signifying major growth, popularity and proficiency during the past 11 years. In October 2014, SafeRide experienced its highest, single week total voucher distribution, with 1953 vouchers distributed during the last week of October. The University of Oklahoma's SafeRide program is unique in the service it offers. Unlike other universities that rely on student volunteers and fundraising, limited transportation routes, or a cost to students, OU SafeRide is fully funded by the President's Office, coordinated by the Student Affairs administration, and offers transportation throughout the entire city of Norman, OK. Further, the University allows non-students to take advantage of the service when riding with a currently enrolled OU student, another characteristic that separates OU SafeRide from the rest.

Key Points

- Approximately 61 percent of survey respondents reported being moderately to very satisfied with the SafeRide program.
- Over 83 percent agreed that process of picking up vouchers was fast and easy.
- Ninety percent strongly agreed feeling safe when using SafeRide.
- Over 95 percent of the respondents agreed that the SafeRide student staff was friendly and helpful in understanding the program.

STUDENT CONDUCT

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Mission Statement

The mission of Student Conduct is to develop and enforce standards of conduct through educational experiences that 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, 95 percent of students were able to identify two ways to lower the negative effects of alcohol consumption.	Echeckup to Go Survey					X	
As a result of the Student Conduct process, 96 percent of students better understood the implications of poor decision-making on their future success as a student.	Reflection Paper	X		X			
As a result of the Student Conduct process, 82 percent of students were more likely to challenge the dangerous, uncivil, or unjust behaviors of others.	Reflection Paper					X	

Targeted Program Outcomes	Measurement	Results
Ninety-five percent of students issued sanctions through the Student Conduct process will not have a second violation of the Student Code.	Maxient System Reporting	Seven percent of students issued sanction through the conduct process had a second Student Code violation.

Eighty percent of students sanctioned with a reflection paper will report that the conduct process is fair and reasonable.	Reflection Paper	Ninety percent of students sanctioned with a reflection paper reported that the process was conducted fairly.
Seventy percent of students required to complete a reflection paper will agree that the Student Conduct process will positively influence their future behavior choices.	Reflection Paper	Seventy-seven percent of students sanctioned to complete a reflection paper reflected that the process positively influenced their future behavior choices.

In the Spotlight

Event: Alcohol eCheckup to Go Educational Sanction

Learning Outcome

As a result of participating in eCheckup to Go education, 95 percent of students were able to identify two ways to lower the negative effects of alcohol consumption.

Summary

The Alcohol eCHECKUP TO GO is a personalized, evidence-based, online prevention intervention. Students found responsible for a first alcohol violation are required to complete this education as part of their sanctions. Students begin the survey by answering questions about their drinking habits. Based on their responses, personalized feedback is provided to the student about their individual drinking patterns, specific and personal health consequences, personal and family risk factors, as well as campus and community support services. Students then follow up by answering questions about the information they received. Ninety-five percent of students who have completed the Alcohol eCheckup are able to identify at least two ways to reduce the negative effects of alcohol consumption during the post-questionnaire. Recognizing how to reduce the negative effects of alcohol consumption will translate into a reduction of dangerous and destructive drinking behaviors by students and support a culture of harm reduction.

Key Points

- Out of 339 offenders found responsible for a violation of the Student Code, only 23 had a second violation. Two hundred and ninety-three of these violations were alcohol-related. This is a minimal 7 percent recidivism rate for students that engaged in the Student Conduct process.

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
As a result of attending Sooner Promise Symposiums, 80.77 percent of fall attendees and 90.69 percent of spring attendees said that attending Sooner Promise Symposiums helped them acquire the skills and knowledge necessary for college.	Surveys					X	X
As a result of participating in the Student Life Emerging Leaders Program, 95.83 percent of students said that they appreciate diverse communities at OU.	Survey				X	X	X
As a result of participating in the CAC program, 80.80 percent of CAC Committee members have a better understanding of what it means to be an effective leader.	Survey	X				X	X
As a result of being a part of the Fraternity and Sorority Emerging Leaders Program, 94.44 percent will apply of a leadership position in their Greek chapter in the next academic year.	Survey				X	X	X

Targeted Program Outcomes	Measurement	Results
The Latinas without Borders Conference will concentrate on informing students of college access opportunities while being more intentional in providing self-empowering tools to students through keynote speakers	Survey	Feedback from students showed that as a result of the conference, 92 percent of respondents felt more informed of university enrollment procedures, 97 percent more informed of financial aid & scholarships and 95 percent more knowledgeable about university resource for Latinos
The Student Life Emerging Leaders program will be made up of participants from diverse cultural communities	Survey	Fifty seven percent of the participants in the Student Life Emerging Leaders Program self-identified as coming from a marginalized cultural community.
Fraternity and Sorority Programs and Services will increase participation for Adopt-A-Prof by 20 percent through marketing efforts and better connection with organization leadership.	Records and Observation	There was a 42.9 percent increase in participation for the program compared to the previous year.
As a result of participating in CAC, 75 percent of CAC Committee members will have a better understanding of what it means to be an effective leader.	Survey	After participation in CAC, 86.4 percent of students stated they had a better connection to OU.
The AT&T Native American Scholars will have a 95 percent participation rate with scholars throughout the 2014 - 2015 year.	Records	Forty of forty AT&T Native American Scholars participated in a minimum of 3 events during the 2014-2015 academic year, resulting in a 100 percent participation rate.

In the Spotlight

Event: Soonerthon

Program Outcome

CAC Soonerthon will increase their donation to the Children's Hospital Foundation by 20 percent the following year.

Summary

CAC Soonerthon is the annual philanthropy of the Campus Activities Council. It is an 12 hour Dance Marathon held each spring that raises money for the Children's Hospital Foundation and Children's Miracle Network Hospital. Students interact with local children from the

hospital at the event along with the physicians that treat the children. This year Soonerthon hosted it's most successful event with over \$561,000 raised for the Children's Hospital Foundation in Oklahoma City, an increase of over 43 percent from the previous year. Over 2200 students registered for the event. CAC Soonerthon has now become the tenth largest Dance Marathon program in the nation (out of 220 programs) and the largest yearly contributor to the Children's Hospital Foundation. Money raised goes directly to research and to help attract world class physicians to the OU Medical Center.

Key Points

- An increase of participants from 2100 last year to 2200 this year
- Increased fundraising from previous year by 43 percent
- Raised over \$561,000
- Became the largest Dance Marathon in the Big XII and tenth largest program in the nation
- The largest single year donor to the Children's Hospital Foundation

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	HCE	IC	ID	KA	PC
The Oklahoma Daily increased learning opportunities in the fall and spring pre-semester training sessions, conducting a record 61 individual training sessions and hosting nine industry professionals as guest trainers.	Observations, Self-Reports	X	X	X	X	X	X
Following start-of-semester training, 97 percent of Oklahoma Daily student editors demonstrated knowledge of departmental and newsroom policies and understanding of key management and leadership principles in a media environment.	Surveys; Test, Exams, Quizzes			X	X	X	X
OU Ad Force instituted a series of training sessions featuring three outside sales professionals to help student account executives improve their approach and results.	Observations, Self-Reports			X	X	X	X

After initial pre-semester spring training sessions, 67 percent of student trainees agreed or strongly agreed that they felt prepared to sell advertising for OU Ad Force; the remainder were neutral.	Surveys			X	X	X	X
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Targeted Program Outcomes	Measurement	Results
The Oklahoma Daily will increase freshmen's impressions of their student newspaper by delivering the paper door-to-door in residence halls daily.	Surveys	Forty-seven percent of residents had formed a favorable impression of The Daily, and 34 percent had a neutral impression.
The Oklahoma Daily will increase engagement with its digital audience.	Observations, Surveys, Pre/Post Test	In the fall semester, unique visitors to OUDaily.com were up 19.4 percent on average, and page views were up 8 percent on average. In the spring, unique visitors were up 867 percent and page views were up 561 percent, although this was exaggerated by some unusual news events.
OU Ad Force will more regularly meet its sales goals, driving new revenue and advertiser engagement.	Observations, Pre/Post Test	No member of the OU Ad Force staff had ever witnessed the entire sales team making a monthly goal before, but in 2014-15, OU Ad Force exceeded sales goals in three different months.
Sooner Yearbook will increase its audience by driving higher sales of the yearbook to a more diverse audience.	Observations, Pre/Post Test	Sooner Yearbook hit a sales record in 2014-15, selling 2,521 books, an increase of 5.9 percent over the previous edition and 4.7 percent over the previous record.
The Oklahoma Daily and Sooner Yearbook will continue to enhance their national reputations by placing in national contests.	Observations, Peer Evaluations	Sooner Yearbook won its third straight Gold Crown from the Columbia Scholastic Press Association, one of just three in the nation and its third in a row. The Oklahoma Daily won a Silver Crown. Sooner and OUDaily.com were both ACP Pacemaker finalists.

In the Spotlight

Event: Delivery of The Oklahoma Daily in residence halls

Program Outcome

The Oklahoma Daily will increase freshmen's impressions of their student newspaper by delivering the paper door-to-door in residence halls daily.

Summary

Beginning in August, and running through the spring semester, The Oklahoma Daily employed a crew of five to nine students to deliver one paper to each of the 2,200 rooms in the residence halls every morning by 8 a.m. Six weeks into the project, residents were surveyed for their impressions of the program. While 65 percent of respondents didn't wish to receive the newspaper every day, 47 percent of respondents had developed a favorable impression of the newspaper at that point in the program. And it is safe to conclude that 100 percent of students in residence halls were aware of the newspaper by the end of the program.

Key Points

- With 65 percent of students having a negative impression of the print delivery program, The Oklahoma Daily might be better served by concentrating on better engagement with digital content.
- Despite dissatisfaction with delivery, 47 percent of students had formed a favorable impression of the student newspaper.
- Nearly 47 percent of students said they had consumed print or digital content from The Daily at least once a week.
- Consumption of front-page content (by 50 percent of respondents) and campus news content (by 41 percent of respondents) indicates a higher-than-assumed propensity for students to engage in top news and campus-community issues.

WOMEN'S OUTREACH CENTER

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Mission Statement

The mission of the OU Women’s Outreach Center is to foster social justice by advocating for the rights of women and LGBTQ students, empowering those without a voice, and challenging inequality.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HC E	IC	ID	KA	PC
Of first year students participating in the Step in, Speak out workshop, 81 percent reported they will express their discomfort when they hear comments that support rape culture and sexual violence.	Three-month Follow up Survey						X
Participants in the D8ME: Tips for Healthy Relationships presentation, 79 percent learned one new technique to establish a healthy relationship with their current and/or future partner(s).	Post Test			X		X	
Seventy-five percent of participants in the Sexperts workshop indicated they would make one personal change to their sexual health based on the information learned.	Post-test			X		X	X
After attending Greek Ally training, 90 percent of participants reported they they felt better prepared to intervene when forms of homonegativity and transnegativity are present.	Post-test Survey				X		X

More than 90 percent of LGBTQ Ally participants reported that they had resources to offer LGBTQ students who sought them out as an ally.	Post-test Survey						X	
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Targeted Program Outcomes	Measurement	Results
The Women's Outreach Center will serve over 4,500 students through peer education programs.	Outreach Tracker	In the 2014-15 academic year, 4,515 students received peer education through Step in, Speak out, D8ME: Tips for Healthy Relationships, Sexperts, and One Sooner.
LGBTQ Ally Programs will educate over 750 members of the campus community.	Outreach Tracker	During the 2014-2015 Academic Year, 765 students, faculty, and staff received formal Ally trainings, though LGBTQ Ally, Faculty Ally, Greek Ally, Resident Advisor Ally, K-12 Ally, and Medical Ally, that covered ways on how to be a supportive and effective ally.
The 2015 Mosaic: Social Justice Symposium will increase overall attendance by 10 percent from the previous year.	Outreach Tracker	The second annual Mosaic: Social Justice Symposium provided opportunities for over 20 undergraduate and graduate students to present on current research in various fields of social justice, for which they then shared with over 200 Mosaic attendees, an increase of 7 percent from the prior year, from all over the community.
LGBTQ Ally Programs will hold six LGBTQ Brown Bag Lunch Series events to ensure that active allies have opportunities for continued education, after their initial LGBTQ Ally training.	Outreach Tracker	During the 2014-2015 Academic Year, 120 allies participated in five LGBTQ Brown Bag Lunches, allowing allies to grow as better support systems with a deeper level of knowledge around LGBTQ community.

In the Spotlight

Event: LGBTQ Progressive Dinner

Program Outcome

LGBTQ Programs will launch one new event that aims to connect LGBTQ students to University administrators, faculty, and peers.

Summary

LGBTQ students often experience marginalization due to the sometimes invisible nature of their identity. Structured and organized opportunities for LGBTQ students to share their experiences on campus and talk with administrators and LGBTQ-identified staff and faculty are rare. The inaugural LGBTQ Progressive Dinner provided those opportunities and experiences, as the participation goal was reached on the initial attendance capacity, and unfortunately had to turn students away. Specific comments that highlighted the event included: “liked hearing from various members and leaders who actually care”, “it was helpful to have a ‘safe place’ environment”, and “having discussion for future programs was helpful”. The positive feedback is a realization that the LGBTQ Progressive Dinner should not be a one-time event, but an initiative that would only grow over the years.

Key Point

- Ninety-nine percent of participants reported the information provided as excellent or outstanding.