



**FRANCIS MARION UNIVERSITY**  
**DIVISION OF STUDENT AFFAIRS**  
**IE DEPARTMENTAL ASSESSMENT PLAN**

**ASSESSMENT PLAN PERIOD:** July 1, 2015 - June 30, 2016

**DIVISION MISSION STATEMENT:** The Division of Student Affairs supports the educational mission of the University by providing programs, services and co-curricular learning experiences that contribute to student success and development within the FMU intellectual community.

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
1.0 Develop marketing and branding materials that showcase signature programs on social media.	Create branding materials that showcase the divisions' Leadership FMU Program; Freshman Focus Program; and services such as mediation services and various seasonal programming. The desired outcome is to create followers who will visit during the week and share postings regarding events.	Utilize social media and counting the number of times the information is viewed through the social media counter. Also monitor the number of times information provided on social media is forwarded or "shared," also counted through the social media software.	ACHIEVED – Since the launch of the social media pages: 105 followers; average of 4 visits a week; average of 3 shares after annual events are advertised on the site.	The Unit will officially assign a dedicated media site person or persons to maintain the social media sites in the 2017-2018 academic year. This will make the response to the sites less sporadic. Data from 2015-2016 suggested that site coverage was erratic at times. The division will also explore utilizing student worker who may be more familiar the technology to serve as the dedicated media site administrator.



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<p>2.0 Promote diversity on campus by bringing guest speakers that are socially, ethnically, and intellectually diverse.</p>	<p>A. Increase number of attendees to cultural campus events sponsored by the Multicultural Advisory Board from 520 to 600.          B. Increase the number of programs offered by the board to the campus community from three to five programs annually.          C. Increase the overall satisfaction rating from 70% to 80%</p>	<p>Program evaluations are provided at the end of each program to better assess the quality of programs offered by the department. The Multicultural Advisory Board reviews each evaluation and plans future programs accordingly.</p> <p>The number of program offerings and the number of individuals attending cultural programs will be assessed through attendance roster tracking</p>	<p>ACHIEVED - 611 members of the campus community attended five programs for the year. Multicultural Advisory Board programming had an 85% approval rating based on results from program evaluations.</p>	<p>Based on survey results from 2015-16, over 50% of the comments collected recommends that the Multicultural Advisory Board plan more "interactive" programs where the audience can participate in activities and provide more cultural events that include free samples and materials. The board plans to incorporate this type of programming model for next year.</p> <p>The Multicultural Advisory Board plans to include more open-ended questions on the program evaluation to better assess the level of knowledge acquired by the audience and inquire what specific cultural programs are desired by the campus community . The Board plans to have a combined audience of 650 throughout a span of five cultural program offerings for next year.</p>
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<p>3.0 Maintain, disseminate, and educate international students regarding maintaining their F-1 status and adhering to DHS rules and regulations.</p>	<p>A. Increase the number of international students participating in Curriculum Practical Training (CPT) by 20%. At the close of the 2016 academic year, two students participated in CPT.</p> <p>B. Increase the number of international students participating in Optional Practical Training (OPT) by 20%. At the close of the 2016 academic year, three students participated in OPT.</p>	<p>Each semester, SEVIS database program data is analyzed to determine how many international students are actively participating in employment opportunities that are related to their major of study. Data is also analyzed to ensure that our F-1 status students remain registered and in compliance with regulations associated with the US Department of Homeland Security.</p>	<p>NOT ACHIEVED – On average 6 students were enrolled in either a Curriculum Practical Training Program (CPT) or Optional Practical Training Program (OPT) for the 2015-2016 academic year. In the previous academic year four students were enrolled in CPT and six students were enrolled in OPT.</p> <p>In 2015, two were enrolled in CPT and five were enrolled in OPT. In 2016, two were enrolled in CPT and three were enrolled in OPT.</p>	<p>Conduct workshops for faculty to educate on the advantages associated with having International Students participate in these programs. Many are not knowledgeable about these opportunities, and currently, the School of Business is the only department to fully embrace the concept.</p>
<p>4.0 Restructure training for student organization officers to include more student leadership positions and a session for student organization advisors.</p>	<p>Of the 52 student organizations, only 7 student positions were not represented in comparison to 15 missing positions from the previous year. The desired outcome for the 2015-2016 academic year, is a 33.3% decrease.</p>	<p>Student organization officers registered through an online form. Attendance was taken at each session, and students provided a signature at the end of the training to ensure attendance requirement</p>	<p>ACHIEVED - Moved from missing 15 organizations in 2014-2015 to missing 7 in 2015-2016. This is a 53.3% decrease.</p>	<p>Increase student knowledge of the training through social media and create an advisor manual. It would also be beneficial to conduct workshops for advisors regarding risk management and University policy.</p>



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<p>5.0 Reevaluate the completion rate for staff members with the responsibility of administering student conduct in alignment with the University Honor Code.</p>	<p>Resolve 75-80% of student conduct cases within a two-week timeframe. To include initial student meeting and decision or resolution. Timeframe may vary depending on the severity of the offense and the academic calendar.</p>	<p>An excel spreadsheet was created to track the date incident files were assigned to Conduct Hearing officers. Officers would report findings for each student conduct case file upon completion. Data for tracking will be compared to two academic years.</p>	<p>ACHIEVED - Of the 84 student conduct cases, 85% of files were handled within a two-week timeframe from the date of the allegation reports were reported to the office and assigned to conduct hearing officers.</p>	<p>Though the goal was achieved, current staffing patterns have made the goal attainable, but staff qualified to administer student conduct cases has decreased from 7 staff members to 5 staff members. By losing 2 staff members an adjustment to the two-week timeframe may be necessary until the staffing patterns are adjusted to increase the number of qualified staff to administer student conduct.</p>
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<p>6.0 Create a pilot program to completely restructure the hazing training for registered fraternities and sororities within the National Pan-Hellenic governing body. With the plan to capture the InterFraternity Council and Panhellenic Council in subsequent semesters.</p>	<p>Maximize student exposure and attendance by making sure current members of fraternities and sororities and 100 or more potential new student members are provided information about hazing, how to prevent hazing, what to do when hazing occurs and University policies and procedures for reporting hazing.</p>	<p>The pilot program required currently registered fraternities and sororities participate in information sessions. Students who attend the session must register and check in the evening of the event as well as received a stamp on an attendance card signifying participation. All students at the event must attend a session led by professional student affairs staff where hazing information is discussed along with resources and contact information.</p>	<p>ACHIEVED - 101 potential new student members attended the event in the fall semester and 87 attended in the spring semester. Additionally, the 4 active sororities and 4 active fraternities participated in the program. Of the 188 potential new student members attending the event, 36 students actually participated in the membership recruitment process. Before each participant receives approval to participate in the fraternity and sorority recruitment, the database is checked to determine attendance at the hazing education seminar, academic and conduct standings.</p>	<p>Based on the data, an online management system will be developed prior to implementing with IntreFraternity and Panhellenic Councils. Based on the data, currently registered fraternities and sororities will be required to participate in information sessions and hazing seminars. Registration and check in will continue to be a requirement for attendance verification records.</p>
<p>7.0 Implement a student conduct component to accompany other programs in "The Housing Director" (current third-party software program).</p>	<p>A. Increase efficiency by reducing the amount of time spent manually creating documents which pertain to our student conduct process.          B. Access files electronically and generate documents from the same program to ensure that all staff members have common information.          C. Implementation goal: January 2016</p>	<p>A. Two Housing staff members will attend the Adirondack annual conference in Fall 2015 and will gain knowledge through classroom instruction.          B. Other Housing staff members will receive training during late fall.</p>	<p>NOT ACHIEVED - an assistant director was deployed (military deployment) during this time which resulted in a staff shortage effecting the attendance of the other assistant director. No one attended the conference.</p>	<p>Will attempt goal again in 2016-2017.</p>