



FRANCIS MARION UNIVERSITY
CENTER FOR ACADEMIC SUCCESS AND ADVISEMENT (CASA)
IE DEPARTMENTAL ASSESSMENT PLAN

ASSESSMENT PLAN PERIOD: July 1, 2016 - June 30, 2017

DEPARTMENTAL MISSION STATEMENT: The Center for Academic Success and Advisement (CASA) includes CASA Advising, the Tutoring Center, the Writing Center, and Career Development. Our mission services include the following:

- 1) Provide first-year and probationary students with high-quality, friendly academic advisement that helps them to make informed choices about their majors, degrees, and classes; navigate the university; understand university processes; use services to help with academic, financial, and personal issues; and exercise habits that lead to academic success
- 2) Provide students with effective, friendly career counseling that aids them in choosing majors, following career paths, preparing for job searches, and connecting with employers and graduate school options
- 3) Provide students high-quality, friendly academic support services that help them to improve their academic skills and become more confident and knowledgeable learners
- 4) Aid the university in improving retention and graduation rates.

CASA - General Goals and Assessment

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
1. Establish Center for Academic Success and Advisement	1) Renovation of FH 220; 2) Hiring of advising staff; 3) Establishment of hiring procedures; 4) Movement of Tutoring Center and Career Development to FH 220.	Observation and monitoring through 2016-2017	1) Renovation was completed in January 2017. 2) Advising staff was hired in August and October 2016. 3) Advising procedures were established in August 2016 and developed through 2016-2017 by advisement staff. 4) Tutoring Center and Career Development physically moved to FH 220 in December 2016. Targets were achieved.	1) Renovation was completed. 2) A third Advising Director will be hired. 3) Advising procedures will continue to evolve as CASA's student load increases. 4) Physical movement of departments was completed.
2. Implement initiatives to increase FMU's first-year retention and graduation rates.	1) Increase in first-year retention rate. The rate in 2015-2016 was 67.80%. 2) Increase the graduation rate for this cohort. FMU's 6-year graduation rate for the 2010 cohort was 40.00%.	Assessment occurs through university enrollment records.	1) This is a multi-year goal. First-year retention for the 2016-2017 cohort can be measured in August 2017. 2) This is a multi-year goal. Graduation rates for this cohort can be assessed beginning in 2020.	1) Continue to track first-year retention rates. 2) Track second-year retention rates for this cohort. 3) Track FMU graduation rates.



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CASA Advisement				
Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
3. Students in CASA Advising know and understand their major and degree requirements.	Desired outcome: 80.00% of students will report that they know and understand their major and degree requirements	CASA Advising conducted a year-end online survey of first-year advisees with 14.00% response rate (N=37/263).	CASA Advising Results: 85.29% of students reported that CASA Advising helped them understand the requirements for their major and degree, and 83.79% agreed that CASA Advising helped them to have a better understanding of the requirements for their major and chosen degree. Target was achieved.	1) CASA Advising will work with students to understand the degree audit in the new Ellucian Colleague system during Advising. 2) CASA Advising will continue advisor consultations with deans and chairs to learn about advising majors in specific concentrations. 3) CASA Advising will implement post-appointment surveys for more complete assessment.
4. Students in CASA Advising receive help selecting courses and creating a plan of study for their major.	Desired outcome: 100.00% of students receive help in selecting courses and creating a plan of study for their major.	CASA Advising has plan of study/degree audits for 100% of students advised in CASA.	CASA Advising Results: 100% of students received a plan of study/degree audit from advising. Target was achieved.	1) CASA Advising will work with students to understand the degree audit in the new Ellucian Colleague system during Advising. 2) CASA Advising will implement post-appointment surveys for more complete assessment.
5. Students in CASA Advising know how to interpret the degree audit to help with degree planning and tracking their academic progress.	Desired outcome: 85.00% of students will report that they know how to interpret the degree audit to help with degree planning and tracking their academic progress.	CASA Advising conducted a year-end online survey of first-year advisees with 14.00% response rate (N=37/263).	CASA Advising Results: 76.47% of students reported that CASA Advising helped them interpret the degree audit to help with degree planning and tracking their academic progress. This target was not achieved.	1) CASA Advising will work with students to understand the degree audit in the new Ellucian Colleague system during Advising. 2) CASA Advising will implement post-appointment surveys for more complete assessment.



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<p>6. Students in CASA Advising understand relevant university policies, procedures, and deadlines.</p>	<p>Desired outcome: 70.00% of students will report that they understand relevant university policies, procedures, and deadlines and feel more confident in navigating the university.</p>	<p>CASA Advising conducted a year-end online survey of first-year advisees with 14.00% response rate (N=37/263).</p>	<p>CASA Advising Results: 61.76% of students reported that CASA Advising helped them understand university policies, procedures, and deadlines. This target was not achieved.</p>	<p>1) CASA Advising will create a calendar of key dates (registration, withdrawals deadlines, etc.) on the new university website to keep students more informed about such procedures. 2) CASA Advising will implement post-appointment surveys for more complete assessment.</p>
<p>7. Students in CASA Advising report feeling more confident in navigating the university due to Advising.</p>	<p>Desired outcome: 80.00% of students will report feeling more confident in navigating the university due to advisement.</p>	<p>CASA Advising conducted a year-end online survey of first-year advisees with 14% response rate (N=37/263).</p>	<p>CASA Advising Results: 81.09% of students have agreed that they felt more confident about navigating the university due to advisement. Target was achieved.</p>	<p>1) CASA Advising will implement post-appointment surveys for more complete assessment for CASA Advising. 2) CASA Advising will implement multiple early interventions in 2017-2018 to boost student confidence.</p>
<p>8. Students in CASA Advising have a plan for the next stage in their college careers and will be able to make decisions regarding their academic future.</p>	<p>Desired outcome: 85.00% of students will report that they have a plan for the next stage in their college careers and will be able to make decisions regarding their academic futures.</p>	<p>CASA Advising conducted a year-end online survey of first-year advisees with 14.00% response rate (N=37/263).</p>	<p>CASA Advising Results: 80.56% of students in CASA Advising have agreed that they have a plan for the next stage in their college careers, and 86.49% have agreed they will be able to make decisions about their academic futures. This target was not achieved.</p>	<p>1) CASA Advising will use notes feature in Ellucian Colleague to document progress and plans for the future. These notes will be accessible for students and their advisors. 2) CASA Advising will implement post-appointment surveys for more complete assessment for CASA Advising. 3) CASA Advising will use plan of study documents as an additional indicator for this goal during the next academic year.</p>



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<p>9. Students receive high-quality, friendly service in CASA Advising.</p>	<p>Desired outcome: 90.00% of students report receiving friendly assistance and high-quality assistance from all departments.</p>	<p>CASA Advising conducted a year-end online survey of first-year advisees with 14.00% response rate (N=37/263).</p>	<p>CASA Advising Results: 91.89% of CASA Advisees agreed their advisor was friendly, professional, and an active listener, and 89.19% agreed their advisor answered their questions and provided feedback. In addition, 83.78% were satisfied with the quality of advising they received in the CASA (37.84%=excellent; 21.62%=very good; 24.32%=good).</p>	<p>1) CASA Advising will work with students to understand the degree audit in the new Ellucian Colleague system during advisement. 2) CASA Advising will continue advisor consultations with deans and chairs to learn about advising majors in specific concentrations. 3) CASA Advising will implement post-appointment surveys for more complete assessment.</p>
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Tutoring Center

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
<p>10. Students receive knowledgeable academic support in the Tutoring Center.</p>	<p>Desired outcome: 90% of students report receiving knowledgeable assistance from the Tutoring Center.</p>	<p>The Tutoring Center conducted a year-end online survey of its users with 7.61% response rate (N=41/539).</p>	<p>Tutoring Center Results: 95.12% agree their tutor was knowledgeable on the subject matter; 90.00% agree that their tutor answered questions to help them better understand material; 90.24% agree their tutors explained concepts, ideas, and subject matter clearly. Target was achieved.</p>	<p>1) The Tutoring Center will continue to enhance tutor training to ensure tutors provide knowledgeable guidance to students. 2) The Tutoring Center will implement post-appointment surveys for more complete assessment of its services.</p>
<p>11. Students are provided assistance through effective tutoring strategies in the Tutoring Center.</p>	<p>Desired outcome: 90.00% of students report being provided assistance through effective tutoring strategies in the Tutoring Center.</p>	<p>The Tutoring Center conducted a year-end online survey of its users with 7.61% response rate (N=41/539).</p>	<p>Tutoring Center Results: 85.36% agreed their tutors provided alternative explanations and approaches to help them understand material. This target was not achieved.</p>	<p>1) The Tutoring Center will continue to enhance tutor training to ensure tutors use effective tutoring strategies to help students. 2) The Tutoring Center will implement post-appointment surveys for more complete assessment of its services.</p>



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<p>12. Students believe they have an improved understanding of the concepts/subject matter discussed during tutorials as a result of their Tutoring Center tutorials.</p>	<p>Desired outcome: 90.00% of students believe they have an improved understanding of the concepts/subject matter discussed during tutorials as a result of their Tutoring Center tutorials.</p>	<p>The Tutoring Center conducted a year-end online survey of its users with 7.61% response rate (N=41/539).</p>	<p>Tutoring Center Results: 92.68% of users agree that they improved understanding of the concepts/subject matter discussed during tutorials. Target was achieved.</p>	<p>1) The Tutoring Center will continue to enhance tutor training to ensure tutors provide knowledgeable guidance to students. 2) The Tutoring Center will implement post-appointment surveys for more complete assessment of its services.</p>
<p>13. Students are encouraged to be active participants in their Tutoring Center tutorials.</p>	<p>Desired outcome: 70.00% of students report practicing problems during their tutorials.</p>	<p>The Tutoring Center conducted a year-end online survey of its users with 7.61% response rate (N=41/539).</p>	<p>Tutoring Center Results: 60.00% of Tutoring Center users reported practicing problems during their tutoring session. This target was not achieved.</p>	<p>1) The Tutoring Center will continue to enhance tutor training to ensure tutors use strategies that involve active involvement of participants during tutorials. 2) The Tutoring Center will implement post-appointment surveys for more complete assessment of its services.</p>
<p>14. Students are more confident about their work as a result of their Tutoring Center tutorials.</p>	<p>Desired outcome: 90.00% of students feel more confident as a result of their Tutoring Center tutorials.</p>	<p>The Tutoring Center conducted a year-end online survey of its users with 7.61% response rate (N=41/539).</p>	<p>Tutoring Center Results: 87.50% agree they feel more confident about their work because of the help they received. This target was not achieved.</p>	<p>1) The Tutoring Center will continue to communicate tutor training strategies that encourage tutors to check understanding of student work during tutorials. 2) The Tutoring Center will implement post-appointment surveys for more complete assessment of its services.</p>
<p>15. A significant number of FMU students use the Tutoring Center for appointments.</p>	<p>Desired outcome: 20.00% of FTE use the Tutoring Center for academic assistance.</p>	<p>The Tutoring Center maintains a database of all Tutoring Center users.</p>	<p>Tutoring Center Results: 15.48% of FTE used the Tutoring Center in 2016-2017. This target was not achieved.</p>	<p>1) The Tutoring Center will improve advertisement strategies on campus to attract students, including a new webpage, flyers, and digital announcements.</p>



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Writing Center				
Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
16. Students believe that Writing Center tutors answered their questions and provided helpful feedback during their Writing Center tutorials.	Desired outcome: 90.00% of students report receiving knowledgeable assistance from the Writing Center.	The Writing Center conducted user post-appointment surveys throughout the academic year with a 86.97% response rate (N=2336/2686).	Writing Center Results: 98.88% of Writing Center survey respondents agree their tutor answered their questions and provided helpful feedback. Target was achieved.	1) The Writing Center will continue to enhance tutor training to ensure tutors provide knowledgeable guidance to students, including visits from academic departments with significant numbers of Writing Center users for projects in their classes.
17. Students believe they have an improved understanding of their writing task as a result of their Writing Center tutorial.	Desired outcome: 90.00% of students believe they have an improved understanding of their writing task as a result of their Writing Center tutorial.	The Writing Center conducted user post-appointment surveys throughout the academic year with a 86.97% response rate (N=2336/2686).	Writing Center Results: 97.39% of users agree they had a better understanding of their writing task after their tutorial. Target was achieved.	1) The Writing Center will continue to enhance tutor training to ensure tutors provide knowledgeable guidance to students, including visits from academic departments with significant numbers of Writing Center users for projects in their classes.
18. Students have a plan for the next step in their writing process as a result of their Writing Center tutorial.	Desired outcome: 90.00% of students will report having a plan for the next step in their writing process as a result of their Writing Center tutorial.	The Writing Center conducted user post-appointment surveys throughout the academic year with a 86.97% response rate (N=2336/2686).	Writing Center Results: 98.21% agreed that they had a plan for the next step in their writing process as a result of their tutorial. Target was achieved.	1) The Writing Center will continue to enhance tutor training to ensure tutors provide knowledgeable guidance to students, including visits from academic departments with significant numbers of Writing Center users for projects in their classes.
19. Students are more confident about their work as a result of their Tutoring Center tutorials.	Desired outcome: 90.00% of students will report that they feel more confident as a result of their Tutoring Center tutorials.	The Writing Center conducted user post-appointment surveys throughout the academic year with a 86.97% response rate (N=2336/2686).	Writing Center Results: 97.56% agree they feel more confident about their writing because of the help they received in the Writing Center. Target was achieved.	1) The Writing Center will continue to communicate tutor training strategies that encourage tutors to check understanding of student work during tutorials.



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20. A significant number of FMU students use the Writing Center for appointments.	Desired outcome: 20.00% of FTE use the Writing Center for academic assistance.	The Writing Center maintains a database of all Writing Center users.	Writing Center Results: 32.67% of FTE used the Writing Center for all services in 2016-2017, and 27.44% of FTE used the Writing Center for tutorials in 2016-2017. Target was achieved.	1) The Writing Center will continue to enhance advertisement strategies on campus, including a new webpage and maintenance of social media accounts.
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Career Development

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
21. Students received friendly, professional, and knowledgeable assistance in Career Development.	Desired outcome: 90.00% of students will report receiving friendly, professional, and knowledgeable assistance in Career Development.	Career Development conducted a year-end online survey with a 12.50% response rate (N=13/104).	Career Development Results: 84.61% of Career Development users agree the staff were friendly, professional, and knowledgeable. This target was not achieved.	1) Career Development will continue to work with staff on professional development and training to provide students with up-to-date information on jobs and career trends. 2) Career Development will implement a new career inventory for provide more significant career guidance to students. 3) Career Development will implement post-appointment surveys for more complete assessment of its services.
22. Career Development staff will answer questions and provided helpful advice.	Desired outcome: 90.00% of students agree the staff answered their questions and provided helpful advice.	Career Development conducted a year-end online survey with a 12.50% response rate (N=13/104).	Career Development Results: 84.61% agree the staff answered their questions and provided helpful advice. This target was not achieved.	1) Career Development will continue to work with staff on professional development and training to provide students with up-to-date information on jobs and career trends. 2) Career Development will implement a new career inventory to provide more significant career guidance to students. 3) Career Development will implement post-appointment surveys for more complete assessment of its services.



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<p>23. Students will be satisfied with the quality of counseling they received in Career Development.</p>	<p>Desired outcome: 90.00% of students will report satisfaction with the quality of assistance received in Career Development.</p>	<p>Career Development conducted a year-end online survey with a 12.50% response rate (N=13/104).</p>	<p>Career Development Results: 92.30% were satisfied with the quality of counseling they received in Career Development. Target was achieved.</p>	<p>1) Career Development will continue to work with staff on professional development and training to provide students with up-to-date information on jobs and career trends. 2) Career Development will implement a new career inventory to provide more significant career guidance to students. 3) Career Development will implement post-appointment surveys for more complete assessment of its services.</p>
<p>24. Students believe they have a better understanding of how they can prepare for an opportunity, job, or career due to the help they received in Career Development.</p>	<p>Desired outcome: 85.00% of students have a better understanding of how they can prepare for an opportunity, job, or career due to the help they received in Career Development.</p>	<p>Career Development conducted a year-end online survey with a 12.50% response rate (N=13/104).</p>	<p>Career Development Results: 69.23% of users agree they have a better understanding of how they can prepare for an opportunity, job, or career. This target was not achieved.</p>	<p>1) Career Development will continue to work with staff on professional development and training to provide students with up-to-date information on jobs and career trends. 2) Career Development will implement a new career inventory to provide more significant career guidance to students. 3) Career Development will implement post-appointment surveys for more complete assessment of its services.</p>



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<p>25. FMU students will use Career Development for help with discovering goals or interests and selecting a major.</p>	<p>Desired outcome: 30.00% of students visiting Career Development receive help with discovering goals and interests or selecting a major or minor.</p>	<p>Career Development conducted a year-end online survey with a 12.50% response rate (N=13/104).</p>	<p>Career Development Results: 25.00% of visitors received help with discovering goals or interests and 8.33% received help with selecting a major or minor. This target was not achieved.</p>	<p>1) Career Development will work to increase the total number of visits by first- and second-year students who need assistance with career and major discovery. This can be accomplished by a) increasing the overall number of students using Career Development; b) improving advertisement; c) networking with CASA Advising, University Life courses, and academic departments. 2) Career Development will implement post-appointment surveys for more complete assessment of its services. 3) Career Development will implement a new appointment system to make it easy for students to book visits with staff members.</p>
<p>26. A significant number of FMU students participate in Career Development counseling appointments and career fairs.</p>	<p>Desired outcome: 15.00% of FTE participate in counseling appointments and career fairs.</p>	<p>Career Development maintains records of student visits and career fair attendance.</p>	<p>Career Development Results: 11.8% of FTE participated in counseling appointments and career fairs in 2016-2017. This target was not achieved.</p>	<p>1) Career Development will work to increase the total number of students using its services by a) improving advertisement; b) networking with CASA Advising, University Life courses, and academic departments. 2) Career Development will implement post-appointment surveys for more complete assessment of its services. 3) Career Development will implement a new appointment system to make it easy for students to book visits with staff members.</p>