

**Service Outcomes Assessment Follow-Up
2022-2023 Service Outcome (SO) Year End Reporting Form**

In response to SACSCOC 8.2, “The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results ...”

Name of Service: Student Activities

Outcome #1: Increase the number of students who participate in student activities.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Continue to offer a variety of activities to students and use various social media platforms and email for advertising (Assessed by: Track the number of students who participate in various activities.)	The Spring Spectacular for 2023 was not held due to budget restrictions. There were 899 people in attendance for the Back to School Bash 2023, which was down by less than 1% from the previous year. An accurate representation of Fall Fest 2023 cannot be given. The event was scaled back drastically from previous events due to funding.

Baseline: 1682 (% or #) (Rationale / Average of last three years – 2019-20; 2020-21; 2021-22; 2022-23)
Standard: 1716 (% or #) (2% increase)
Target: 1749 (% or #) (4% increase)

Student Activity	2019-20	2020-21	2021-22	2022-23	2023-24
Back to School Bash	1100	n/a (Covid)	705	904	899
Fall Fest	1104	n/a (Covid)	624	737	Did not track data.
Spring Spectacular	897	n/a (Covid)	n/a (Covid)	657 (Spring 2022)	n/a (Budget)

Provide narrative for analysis of (increase student participation in student activities). *(How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)*

Data from the 2023 academic year is difficult to compare to previous years for many reasons. A spring event for 2023 was not hosted due to budget restrictions. A large scale Back to School event took place in September 2023 with 899 people. This was down 5 people from the previous year. Fall Fest 2023 was scaled back drastically due to funding. The funding for this event was cut by approximately 85% from the previous year. With this cut, activities were limited, and food was not provided for students. This in turn limited the attendance. With the scaling back of Fall Fest 2023, there should be adequate funding to host a large Spring 2024 event.

2023-2025 Action Items:

Item	Action Items <i>(What actions can be taken to increase the success of the outcome in your service unit?)</i>	Assessment of Action Items <i>(How will you assess the results of action items?)</i>
1	Continue offering various activities to students and use various social media platforms and email for advertising.	Track the number of students participating in the various activities and events sponsored by Student Activities.

Outcome #2: Increase the visibility of Student Activity services available.

Action Items from Service Review:

Item #	Action Items: (Action item identified in the 2021-22 service review.)	Results / Use of Results: (Provide results of the action item identified. Was the action item successful? If not, did you want to continue this action item going forward? If so, please include this action item in the 2023-2025 action items table below.)
1	Increase the number and variety of communications shared with students. Focus on increasing our social media presence. (Assessed by: Track the number and types of communications sent to students.)	The following data is from August 2022 to November 15, 2023. 19 Instagram Posts 21 Facebook Posts 55 Emails sent to students about various activities & events sponsored by Student Activities.
2	Provide new innovative opportunities for students focused on their interests and trends. (Assessed by: Track the number of new student focused opportunities.)	New activities and events that Student Activities sponsored in 2022-2023 include: Holiday Art Painting Bison Bingo I-Wall Virtual Reality Racing Simulator

Baseline: New outcome, no baseline.

Standard: More communication with students via social media, email, and print

Target: Increasing the number of student participation with services

Year	Facebook	Instagram	Email	Print / Other
2022-23 (Aug. 2022 – Nov 2023)	21	19	55	

Provide narrative for analysis of (visibility of Student Activity services). (How will you use this data to improve the effectiveness of your service unit? Please discuss any changes you intend to address that may improve the effectiveness of your service unit.)

With this being a new outcome, we felt confident with the variety of methods we used to communicate Student Activities events with students with the use of social media and traditional email correspondence. We will continue our focus with social media and will schedule a time with the Office of Communications' staff to see if they have suggestions for future events. In addition, we will incorporate Element 451 as a method of communicating with students.

2023-2025 Action Items:

Item	Action Items (<i>What actions can be taken to increase the success of the outcome in your service unit?</i>)	Assessment of Action Items (<i>How will you assess the results of action items?</i>)
1	Increase the number and variety of communications shared with students. Focus on increasing our social media presence.	Track the number and types of communications sent to students. (Email, Facebook, Instagram) Incorporate Element 451 into getting information to students about upcoming events & activities.

Approvals

1. Using DocuSign (electronic signature), the Office of Institutional Effectiveness (IE) will review and approve the Program/Service Outcome Assessment when completed by the responsible program/service personnel.
2. Using DocuSign (electronic signature), appropriate Department Chair, Division Dean, Director, and/or AVP is asked to read and approve the Program/Service Outcome Assessment.

IE Acceptance / Date: Dorothy Moore 11/15/2023

Department Chair, Dean, Director, and/or AVP / Date: Joanna Morrisette 11/16/2023