

**Service Outcomes Assessment Follow-Up
2023-2024 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 2022-23 Service Outcome Year-End Report:

Item #	Action Items: <i>(Action item identified in the 2022-23 service outcome year-end report.)</i>	Results / Use of Results: <i>(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 2024-2025 action items table below.)</i>
1	Continue offering various activities to students and use various social media platforms and email for advertising. (Assessed by: Track the number of students participating in the various activities and events sponsored by Student Activities.)	This action item was successful. Participation in Student Activities three major events increased from the previous academic year. Participation levels in these events are on a trend to pre-covid levels.

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	2024-25
Back to School Bash	1100	n/a (Covid)	705	904	899	987
Fall Fest	1104	n/a (Covid)	624	737	Did not track data.	858
Spring Spectacular	897	n/a (Covid)	n/a (Covid)	657 (Spring 2022)	n/a (Budget)	836

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.)*

The baseline, standard, and target were met for this analysis. These three major Student Activity events are trending back to pre-covid attendance levels. Student enrollment has continued to increase, the Student Activities fees and budget have been adjusted to reflect inflation and provide more funding for events. The use of Elemenet 451 was incorporated into Student Activities beginning Fall 2024, which has helped get information to students easier than emails.

2024-2025 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. (Assessed by: Track the number of students participating in the various activities and events sponsored by Student Activities.)	Track the number of students participating at various events hosted by Student Activities.

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

Action Items from 2022-23 Service Outcome Year-End Report:

Item #	Action Items: <i>(Action item identified in the 2022-23 service outcome year-end report.)</i>	Results / Use of Results: <i>(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 2024-2025 action items table below.)</i>
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. (Email, Facebook, Instagram) Incorporate Element 451 into getting information to students about upcoming events & activities.)	This action item was successful. The visibility of Student Activities increased on Facebook and through emails. Student Activities was down by 3 posts on Instagram. From August 2024-November 2024, 18,100 text messages were sent to students about events hosted by Student Activities. It is worth noting that social media posts are controlled by another department and Student Activities staff do not have access to make social media posts at their own discretion.

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	
2023-24	28	16	78	18,100

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.)*

Student Activities will continue to track social media postings related to events and incorporate Element 451 with text. Data is showing that students are more apt to read a text message versus an email. Texts were sent to students for the 2024 Back to School Bash and 2024 Fall Fest. Participation data increased from the previous year when only email was sent.

2024-2025 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.	(Assessed by: 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 11/15/2024

Department Chair, Dean, Director, and/or AVP / Date: Joanna Morrisette 11/15/2024