

College of San Mateo
Student Services Summer Assessment Retreat
July 17 and 18, 2023

Day 1- July 17

- 8:30AM- Coffee and causal catch-ups
- 8:45AM- Welcome and Introductions
- 9:15AM- Introduce our guest facilitator, Dr. Jill Dunlap
 - Small group activity identifying challenges to doing assessment in student affairs
 - Overview of elements of effective assessment (what knowledge, skills, and abilities do programs want students to have; student learning outcomes are programs/services/activities specific; assessment findings are used to inform improvements, etc.)
 - Benefits of effective assessment
- 10:30AM- Break
- 10:45AM
 - History of assessment within the departments on campus
 - Small group activity identifying what is needed to conduct effective assessment
 - Overview of data identity framework
 - Creating a culture of assessment on campus
- 12:00PM- Lunch and Campus Walk
- 1:00PM
 - Data identity self-assessment exercise
 - Discussion about how the self-assessment can be used to get buy-in with staff
 - Various methods of assessment (program effectiveness, participant satisfaction, program utilization, program learning outcomes)
 - Small group activity identifying existing data sources that can help with assessment (select one type of assessment, what data exists that would enable you to assess that area)
- 2:30PM- Break
- 2:45PM
 - Group discussion - what are programs already assessing
 - Overview of short-term and long-term assessment goals
 - Tying assessment outcomes to divisional and institutional strategic goals
- 4PM- Final Thoughts and plans for day 2
- 4:15PM- Conclude
- 4:30- Optional Happy Hour at Celia's (appetizers provided)

Day 2- July 18

- 8:00AM- Coffee and causal catch-ups

- 8:30AM- Announcements from SS Managers/Leads
- 9AM
 - Review of Day 1 Content
 - Building assessment allies
 - Within your program area
 - Across campus
 - Small group activity - identifying data sources that exist external to your department that might help assessment your program
- 10:30AM- Break
- 10:45AM
 - Small group work - develop an assessment plan for one knowledge, skill, or activity that your program area is responsible for
 - Report out on assessment goals - receive feedback from the group
- 12PM- Lunch
- 1PM
 - Discussion of expectations around assessment in the division (how many assessment goals, what format, how often, etc.)
 - Discussion of how assessment, done properly, can tie into institutional goals moving forward
- 2PM- Break
- 2:15PM
 - Identifying stakeholders (within the institution and without) who have a vested interest in the assessment outcomes for your program
 - Communicating assessment outcomes and changes that will take place as a result
 - Discussion on gaining buy-in from staff moving forward
 - Identifying existing resources, professional development opportunities to continue to develop assessment skills among staff across the Division
- 3:30PM- Final thoughts and next steps
- 4PM- Conclude

About Our Facilitator:

Dr. Jill Dunlap is the Senior Director for Research, Policy, and Civic Engagement at NASPA-Student Affairs Administrators in Higher Education, based in Washington, DC. Prior to joining NASPA, Jill worked at three different institutions for more than 14 years. Jill's expertise in interpersonal violence prevention and response resulted in her being selected to serve as the non-federal negotiator representing four-year, public institutions on the Violence Against Women Act negotiated rulemaking committee in 2014. Additionally, due to her work in program evaluation, Jill regularly been asked to serve as a program reviewer for the Centers for Disease Control, National Center for Injury Prevention and Controls' Research Grants for Preventing Violence and Violence Related Injury. Jill has concurrently taught Political Science at St. Xavier University since 2016. She completed her PhD in Political Science and Public Administration at Northern Illinois University, where her dissertation work focused on the experiences of students

impacted by sexual violence on campus. Jill's research can also be found in the 2016 book, [Preventing Sexual Violence on Campus: Challenging Traditional Approaches Through Program Innovation](#), the 2019 book [Contested Issues in Troubled Times: Student Affairs Dialogues on Equity, Civility, and Safety](#), and most recently in the 2022 textbook, [Scandal and Corruption in Congress](#). Jill has served as an evaluation expert and national consultant with a range of organizations, including the Victims' Rights Law Center, the National Sexual Violence Resource Center, and the Department of Defense.

Resources:

Morse, A. & Woods, K. (2019). NASPA Policy and Practice Brief: A Framework for Divisionwide Assessments of Student Learning and Institutional Effectiveness. *NASPA-Student Affairs Administrators in Higher Education*.
https://www.naspa.org/images/uploads/main/NASPA_Policy_and_Practice_Issue_5_Divisionwide_Assessment_DOWNLOAD.pdf

Parnell, A. (2021). *You Are a Data Person: Strategies for Using Analytics on Campus*. Stylus Publishing, LLC.

Schuh, J.H., Biddix, J.P., Dean, L.A., & Kinzie, J. (2016). *Assessment in Student Affairs*. Jossey-Bass.