






Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Student Services, Vice President

Goal	Innovative Programs And Services  Provide innovative programs and services that attract and retain targeted student groups.
Objective (P)	Enhance The Student Experience  Develop programs and activities that enhance the student experience in the areas of University spirit, traditions, and residential campus culture.
KPI Performance Indicator	SHSU Bookstore Sales Criteria  Marketing criteria that increases the sales of used text books, textbook rentals and SHSU merchandising and memorabilia to provide discounts that helps student financially and produces revenue to support student travel and programs. This includes: <ul style="list-style-type: none"> • Brand the Barnes & Noble University Bookstore to create a Sam Houston Bookstore image. • Provide monthly promotions (i.e. FLASH Clearance Sales promoted through email) in partnership with the Department of Athletics. • Customer utilizes Visa Checkout to receive \$30 off \$100 purchase for merchandise (one-time promotion). • During 2014 Rush, promotions will include purchasing Champion merchandise for 25% off. • Email campaigns will target new students when they are accepted to SHSU that promote the SH brand with a 25% off coupon for 1 logo apparel item. • Promote the University Bookstore Mobile App by providing a 25% discount off 1 logo apparel item as well as the chance to win \$500 Sweepstakes gift card giveaway good for anything in store. • Market the online textbook adoption tool <i>Faculty Enlight</i> to bring awareness to faculty members concerning textbook rentals.
Result	SHSU Boostore Sales Criteria  Branding and marketing efforts for FY15 have significantly impacted the increase of revenue for used textbooks by increasing sales up by 6%, textbook rentals are up by 52% and merchandise is up 18% from FY 2014. The rebranding of the bookstore signage and the remodeling of the interior of the bookstore has increased merchandise sales due to the more efficient flow and placement of items throughout the store, along with direct and persistent sales promotion information to students, staff and faculty.
KPI Performance Indicator	Student Service Fee Travel Fund  Student Service Fee Travel Funds will provide support for registered student organization's co-curricular activities and experiences traveling and representing SHSU on a state, national, or international level. These funds provide

opportunities that students may not otherwise receive due to lack of funds available. In addition, students gain knowledge/experience of completing a professional business letter and budget.

Result

Student Service Fee Travel Fund

In FY 14 a total of 601 students were given an average of \$132/student. In FY 15 a total of 521 students were given an average of \$181/student. The number of students receiving funds decreased by 13%, however the amount that each student received increased by 37%. From year to year the number of student groups and total number of students traveling fluctuates depending on a variety of group/individual factors, such as the level of engagement, leadership, organization, personal schedules, budget/planning, etc. The funding provided by this program does not cover 100% of the total travel expenses. The student organizations are expected to have planned/budgeted properly to cover any expenses not covered by the funds provided.

Action

SHSU Bookstore Actions






- Textbook rentals are the least expensive option for the students, who saved \$1,122,000 last year in rentals vs. purchases. The use of *Faculty Enlight* has enabled professors to see what titles are available (used, new, rent, digital) at the actual end costs to the students. Faculty are now able to see the immediate impact their textbook selections have as a cost to the students. *Faculty Enlight* will be integrated with Blackboard to encourage ease of use with a single sign-on feature. The goal for FY 2016 is for 100% faculty to utilize the *Faculty Enlight* system to ensure students are receiving the best available cost and service.
- Increase awareness of the University Bookstore by sponsoring on campus events including: football game signage advertisements, scholarship donations, distress health event participation, and increase sales by 5% for merchandise and 10% for used textbooks and textbook rentals in FY 2016.
- Integrate an email campaign that will promote the SHSU brand and engage alumni by increasing sales by \$50,000.
- The University Bookstore will create a customer satisfaction survey to evaluate awareness of products and receive feedback on services provided.





Action

Student Service Fee Travel Fund Actions

- Seek an increase of 5% in funding from the Student Service Fee Committee to increase the total number of students and groups attending co-curricular activities.
- Increase the marketing/advertisement of the Student Travel Program.

- Evaluate the students' experience to determine learning outcomes achieved by the funding process and attending their activity.

Goal	Inclusive Community  Foster the development of an inclusive community.
Objective (P)	Communication For Community Involvement In Programs And Events  Improve communication with the University community to encourage participation and attendance at programs and events.
KPI Performance Indicator	Student Communication Assessment  The Student Communication Instrument will evaluate the effectiveness and value of e-mail marketing to the campus community. Develop an assessment instrument that will measure the value of information within the Student Services Weekly E-Update.
Result	Student Communication Assessment  Results are being analyzed and will be reported prior to October 15, 2015.
Action	Actions For 2015-2016  Data is being analyzed and will be reported prior to October 15, 2015.

Goal	Student Critical Thinking And Lifelong Learning  Engage students in programs that promote critical thinking and lifelong learning skills.
Objective (L)	Opportunities For Learning  Through co-curricular learning experiences at SHSU, students will be able to offer constructive ideas concerning the improvement of University programs and services and develop social responsibility through alternative learning opportunities.
Indicator	VPSS Student Information Exchange Luncheon Survey   Survey students attending information exchange luncheons sponsored by the Vice President for Student Services. Throughout the fall and spring semesters the Vice President has eight luncheons and randomly selected students are invited to attend. All currently enrolled students receive an invitation by email requesting their attendance. The survey is distributed at the luncheon and provides opportunities to share what was learned during the luncheon and the overall experience. Students are provided additional space at the end of the anonymous survey to share their thoughts concerning the learning experience and the value of

attending the luncheon as well as changes or improvements they would like to see at SHSU.

Criterion

VPSS Student Information Exchange Luncheon Student Learning Opportunities 🔑

Students will have the opportunity to learn from SHSU administrators about University programs, planning and policies as well as receive answers to their questions.

Finding

VPSS Student Luncheon Learning Opportunities 🔑

Results are being analyzed and will be reported prior to October 15, 2015.

Criterion

VPSS Student Information Exchange Luncheon Program Improvement 🔑

Students recommendations concerning improvement of the luncheons will be requested and considered for future changes to the luncheon experience.

Finding

VPSS Student Luncheon Program Improvement. 🔑

Results are being analyzed and will be reported prior to October 15, 2015.

Action

Actions For 2015-2016 🔑

Data is being analyzed and will be reported prior to October 15, 2015.

Previous Cycle's "Plan for Continuous Improvement"

In 2014, Bearkat Camp successfully transitioned to the newly constructed SHSU University Camp location. For the past four assessment periods, the Vice President for Student Services office has evaluated this program to assist with the growth and construction of the SHSU University Camp. Since the major construction phase of the camp is complete, the assessment process, which will include learning outcomes for Bearkat Camp participants, will now occur in the Department of Recreational Sports, where the facility and program is managed.

Since the USA Today Collegiate Readership Program is managed through the Dean of Students Office in conjunction with the USA Today Management Team, the Dean of Students Office will be responsible for assessing the program and will add it into their assessment plan.

The Student Services Communication Assessment instrument has been developed and will be distributed to students during the 2014-2015 academic year. The purpose of gathering this data will be to help departments within the division communicate programs, events and services effectively to the University community.

In 2014-2015, the Office of the VP for Student Services will implement new processes to encourage student attendance at the Vice President for Student Services Information Exchange luncheons. The first recommendation will be to decrease the number of luncheons from eight to six. This will allow for time frames within the semesters where students will be available to attend the luncheons. Prior to each luncheon, all currently enrolled students will receive an invitation via email. A follow-up email will then be sent, notifying the students that they have been selected to attend. They will be instructed to stop by the Office of the VP for Student Services, prior to the date of the luncheon to pick up their lanyards and name badges that they will wear to the luncheon. They will receive a list of questions that are open for discussion during the luncheon, as well as a range of topics that will be discussed. However, they are not

limited to these topics and will be encouraged to discuss any other item of interest or concern. Finally, at the time of check-in just prior to the start of the luncheon, each student will receive a ticket that they may redeem after they have attended the luncheon for a free t-shirt in appreciation for their participation. We will track attendance levels to evaluate participation. The students will be requested to fill out their program survey prior to leaving the luncheon to provide feedback to administrators concerning viable concerns or positive comments that students will offer to improve University processes.

In 2014-2015, the Office of the VP for Student Services will begin assessing two new items of interest. The first process will be to develop sales criteria through the SHSU Bookstore operated by Barnes & Noble to increase sales of used text books, textbook rentals and SHSU merchandising and memorabilia. The second process will be to evaluate the amount per student and the number of students that are awarded funds from the Student Service Fee Travel Program, which provides financial support for student co-curricular activities and experiences traveling and representing SHSU on a State, national, or international level.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

Data is being analyzed and will be reported prior to October 15, 2015.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

Data is being analyzed and will be reported prior to October 15, 2015.

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