

Leadership Initiatives

Engagement through Technology

Goal Description:

Utilize various technology outlets to engage with students.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Engagement through Technology Performance Indicator

Performance Objective Description:

Increase student interaction, engagement and development through the use of technology.

RELATED ITEM LEVEL 2

Engagement through Technology KPI & Results - FB

KPI Description:

Employ a strategic marketing plan for Facebook to increase numbers of individuals "reached," number of "post engagements," and overall page "likes."

Attached Files

 [Fall 16 Social Media Plan](#)

 [Calendar 2016-2017](#)

Results Description:

After instituting a strategic marketing plan for the Leadership Initiatives department Facebook page over the 2016-2017 academic year results included:

- Page Likes: 53% increase in page followers
- Reach: Averages of 211 people reached in Fall 2016, and 273 in Spring 2017. With spikes over 5,500 people reached when a “Student Leader Feature” was posted
- Post Engagements: Average Reach/Average Engagement by post type
 - Photo: 403 average reach/18 average post clicks/10 average reactions, comments & shares (67% increase in reach over a link and 81% increase over a status/55% more engagement in post clicks/80% increase in reactions, comments, & shares
 - Link: 133 average reach/8 average post clicks/2 average reactions, comments & shares (44% increase in reach over a status)
 - Status: 75 average reach/0 average post clicks/0 average reactions, comments & shares

The increases, reaches, and engagements allowed students to be more aware of programs and services provided by the department. It also allowed students to stay connected without having to physically visit the departmental office.

Attached Files

 [FY17 Facebook Data](#)

RELATED ITEM LEVEL 3

Engagement Through Technology Action

Action Description:

As a result of the data collected and discussions, we have decided to:

- Continue implementing the social media marketing plan
- Explore highlighting community agencies and volunteer opportunities in lieu of a volunteer fair, due to weather cancellations
- Continue regular posts using photos or images

Leadership Development

Goal Description:

Support student learning by transforming theory and 60x30TX goals into practice.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Emerging Leaders LOs

Learning Objective Description:

By participating in the *Emerging Leaders* program, students will be able to transform theory into practice. *Emerging Leaders* is an on-going leadership series based on the Social Change Model of Leadership Development offered for Transfer Students at SHSU. A cohort of selected participants commit to attend all programs as they journey together to learn about Leadership, Communication, Individual & Group Values, Team Building, and Active Citizenship. We are also adding a career readiness component to help students develop and learn to communicate their marketable skills, which aligns with goal #4 from THECB 60x30TX plan. We will be assessing the Fall 2016 cohort, as this is the only semester this program is offered.

RELATED ITEM LEVEL 2

Emerging Leaders Rubric Review

Indicator Description:

A rubric indicating various levels of growth in the Emerging Leaders program will be used during the cohort's final presentation to assess participant's ability to transform the Social Change Model theory of leadership into practice and to articulate marketable skills they have developed. The rubric as a method of measurement is appropriate, as it allows students to know the expectations and levels of performance in which they will be assessed. Our grader is able to observe the product of the student's work over the course of a semester. The rubric has been modified this year to meet the changed curriculum of this program.

Attached Files

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) Emerging Leaders Final Project Rubric - Fall 16](#)

Criterion Description:

65% of Emerging Leaders Participants Apply Learned Information

After participating in the Emerging Leaders program, 65% of participants will show evidence of applying knowledge and skills to demonstrate application of learned information about leadership in relation to the Social Change Model and the ability to articulate marketable skills they have gained.

Findings Description:

100% of Participants Show Evidence of Applied Learning

Based on observation of the final project assignment of the Emerging Leaders program, an average of 100% of participants showed evidence of applying knowledge and skills to demonstrate comprehension of learned information. We value this demonstration as a "transfer of skill/knowledge."

Attached Files

[!\[\]\(f1c5da15572e3e09d343161be98f508d_img.jpg\) Rubric Data](#)

RELATED ITEM LEVEL 3

Emerging Leaders Action

Action Description:

As a result of the data collected and discussions, we have decided:

- Continue with Emerging Leaders being a fall only program
- Explore an online component or experience/path/certificate that could be offered in the spring
- Continue targeted marketing through Hobsons with Admissions
- Explore scaling the curriculum towards more career readiness components, based on student feedback, while still incorporating the Social Change Model of Leadership Development
- Eliminate the mentorship component based on focus group/planning committee feedback
- Tweak the assessment tool to better match new curriculum

RELATED ITEM LEVEL 1

SELI - Student Employee Leadership Institute LOs

Learning Objective Description:

Through active participation in SELI, students will be able to...

Knowledge Acquisition/Construction/Integration/Application

- Create new understandings, related to employment, from learning activities and dialogue with others

Intrapersonal Development

- Assess, articulate, and acknowledge personal skills, abilities, and growth areas

- Recognize the importance of transferable skills

RELATED ITEM LEVEL 2

SELI Rubric Review

Indicator Description:

A rubric indicating various levels of growth/achievement in the SELI program will be used during each cohort's final presentation to assess participant's ability to transform the SELI leadership development theories into practice. The rubric as a method of measurement is appropriate, as it allows students to know the expectations and levels of performance in which they will be assessed. Our grader is able to observe the product of the student's work over the course of a semester.

Attached Files

 [PresentationRubric](#)

Criterion Description:

70% of SELI Participants Apply Learned Information

After participating in SELI, 70% of participants from the spring 2016 cohort will show evidence of applying knowledge and skills to demonstrate application of learned information about leadership, related to the learning objectives, by sharing a presentation where they were expected to share:

- Specific examples of prior learning from SELI and how it has significantly changed their perspectives on leadership and employment
 - #1 Definition of Leadership
 - #3 Highlight one educational experience that stood out to you
- Clearly reference how they have grown./changed as a student employee
 - Top 5 Strengths and how you have used them and how you plan to use them in the future
- How they will apply learning from the SELI experience to future leadership and employment opportunities
 - How you will apply what you've learned from SELI in the future

Findings Description:

SELI participants showed evidence of Applied Learning with the following results:

- Knowledge acquisition/construction/integration/application - 71% of
- Intrapersonal Development - 71%
- Practical Competence - 86%

Based on observation of the final project assignment, an average of 76% of participants showed evidence of applying knowledge and skills to demonstrate comprehension of learned information. We value this demonstration as "transfer of skill/knowledge."

Attached Files

 [Compliance Assist Assessment](#)

RELATED ITEM LEVEL 3

SELI Action Plan

Action Description:

This was the second year to assess student learning with a rubric, and after reviewing last year's challenges, we were able to modify the presentation requirements and rubric to better meet the needs of the program learning outcomes. Student presentations were focused on the following:

- Specific examples of prior learning from SELI and how it has significantly changed their perspectives on leadership and employment
 - #1 Definition of Leadership
 - #3 Highlight one educational experience that stood out to you
- Clearly reference how they have grown/changed as a student employee
 - Top 5 Strengths and how you have used them and how you plan to use them in the future
- How they will apply learning from the SELI experience to future leadership and employment opportunities
 - How you will apply what you've learned from SELI in the future

While we met/exceeded our goal this year, the facilitators of this program would like to re-evaluate the learning outcomes and curriculum for this program. We are at a 5-year point with the program and also conducted a feedback survey (see attached) that has given us feedback to determine which parts of the program are the most impactful. Reviewing this additional data, will help inform our re-evaluation of the learning outcomes for next year.

Attached Files
[📎 2017-SELI-Assessment-Results](#)

Student Organization Leadership Retreat - SOLR

Goal Description:

Develop and facilitate a Student Leadership Retreat for student organization leaders to increase their knowledge of university resources, expectations and to provide them with leadership development.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Student Organization Leadership Retreat -SOLR - LOs

Learning Objective Description:

- After participation in the Student Organization Leadership Retreat, students will be able to list three best practices for successful organization management as discussed during the organization management presentation portion of the retreat.

- After participation in the Student Organization Leadership Retreat, students will be able to name three potential funding sources available for student organizations.

RELATED ITEM LEVEL 2

Student Leadership Retreat Assessment

Indicator Description:

A short paper survey will be administered at the conclusion of the Student Organization Leadership Retreat. This assessment will directly measure the two learning outcomes as well as a key performance indicator related to gained knowledge.

See attached survey.

Attached Files
[📎 Assessment Survey - Updated](#)

Criterion Description:

100% of Student Organization Leadership Retreat participants will show evidence of achieving the learning outcomes:

- After participation in the Student Organization Leadership Retreat, students will be able to list three best practices for successful organization management as discussed during the organization management presentation portion of the retreat.

- After participation in the Student Organization Leadership Retreat, students will be able to name three potential funding sources available for student organizations.

Findings Description:

LO #1: After participation in the Student Organization Leadership Retreat, students will be able to list three best practices for successful organization management as discussed during the organization management presentation portion of the retreat.

LO #1 Results:

- 77.13% fully achieved this learning outcome by listing 3 best practices for successful organization management
- 13.90% listed 2 of 3
- 4.04% listed 1 of 3

- 4.93% listed 0 of 3

While 100% was not achieved, the majority of participants achieved the learning outcome.

LO #2: After participation in the Student Organization Leadership Retreat, students will be able to name three potential funding sources available for student organizations.

LO #2 Results:

- 86.55% fully achieved this learning outcome by listing 3 potential funding sources for student organizations
- 8.07% listed 2 of 3
- 2.69% listed 1 of 3
- 2.69% listed 0 of 3

While 100% was not achieved, the majority of participants achieved the learning outcome, and more achieved this particular outcome.

RELATED ITEM LEVEL 3

Student Organization Leadership Retreat - SOLR Action

Action Description:

As a result of the data collected and debrief discussions, we have decided to:

- Repeat the SOLR event in the coming year. The data was strong enough to support the continuation of this program as a replacement and enhancement to the former RSOMs (Required Student Organization Meetings).
- Explore presentation topics and determine which are most important for student organizations to know about
- Have the Assessment Office at SHSU look over our assessment tools, especially Likert scale descriptions to ensure survey success
- Revisit attendance KPI after fall registration is completed to get a more accurate percentage of attendees
- Revisit our goals. 100% of achievement may not have been realistic

RELATED ITEM LEVEL 1

Student Organization Leadership Retreat - SOLR - Performance Objective

Performance Objective Description:

- 80% of student organizations at SHSU will have at least one member in attendance at the Student Organization Leadership Retreat.
- After attending the Student Organization Leadership Retreat, students will utilize a Likert scale to indicate that they gained knowledge from the experience. Our goal is that 100% of students will report that they:
 - Feel more knowledgeable of university resources
 - Understand what SHSU expects of their student organization
 - Feel confident about sharing the information learned during SOLR with their student organization
 - Feel more prepared to lead their student organization

RELATED ITEM LEVEL 2

Student Organization Leadership Retreat - SOLR KPI & Results

KPI Description:

- 80% of student organizations at SHSU will have at least one member in attendance at the Student Organization Leadership Retreat.
- After attending the Student Organization Leadership Retreat, students will utilize a Likert scale to indicate that they gained knowledge from the experience. Our goal is that 100% of students will report that they:
 - Feel more knowledgeable of university resources
 - Understand what SHSU expects of their student organization
 - Feel confident about sharing the information learned during SOLR with their student organization
 - Feel more prepared to lead their student organization

Results Description:

KPI #1: 80% of student organizations at SHSU will have at least one member in attendance at the Student Organization Leadership Retreat.

KPI #1 Results:

- 81.1% of student organizations attended when comparing 211 org attendees to 260 registered organizations from Spring 2016
- This percentage could change depending upon the total amount of orgs re-registering for Fall 2017, but that date comes mid-September

KPI #2: After attending the Student Organization Leadership Retreat, students will utilize a Likert scale to indicate that they gained knowledge from the experience. Our goal is that 100% of students will report that they:

- Feel more knowledgeable of university resources
- Understand what SHSU expects of their student organization
- Feel confident about sharing the information learned during SOLR with their student organization
- Feel more prepared to lead their student organization

KPI #2 Results:

- Feel more knowledgeable of university resources
 - 88.79% Agreed or Strongly Agreed
 - 8.07% Neutral
 - 3.14% Disagreed or Strongly Disagreed
- Understand what SHSU expects of their student organization
 - 90.54% Agreed or Strongly Agreed
 - 8.11% Neutral
 - 1.35% Disagreed or Strongly Disagreed
- Feel confident about sharing the information learned during SOLR with their student organization
 - 88.28% Agreed or Strongly Agreed
 - 11.26% Neutral
 - 0.45% Disagreed or Strongly Disagreed
- Feel more prepared to lead their student organization
 - 85.14% Agreed or Strongly Agreed
 - 12.61% Neutral
 - 2.25% Disagreed or Strongly Disagreed

RELATED ITEM LEVEL 3

Student Organization Leadership Retreat - SOLR Action

Action Description:

As a result of the data collected and debrief discussions, we have decided to:

- Repeat the SOLR event in the coming year. The data was strong enough to support the continuation of this program as a replacement and enhancement to the former RSOMs (Required Student Organization Meetings).
- Explore presentation topics and determine which are most important for student organizations to know about
- Have the Assessment Office at SHSU look over our assessment tools, especially Likert scale descriptions to ensure survey success
- Revisit attendance KPI after fall registration is completed to get a more accurate percentage of attendees
- Revisit our goals. 100% of achievement may not have been realistic

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

In response to the FY16 assessment results, we will be able to make informed decisions that will directly benefit our engagement and development opportunities for students.

In regards to the Emerging Leaders development program, we experienced a significant change in our findings this year. Due to a significant shift in leadership for this program, it is being re-designed as a fall-only offering, and the facilitator is updating and re-designing content to better align with the 60x30TX plan. With this being the first year for adding a rubric to assess learning from student presentations in the SELI program, the facilitators are re-evaluating how students will prepare to present their learning at the end of the semester, and are exploring other assessment methods that can be used to capture student learning.

Update of Progress to the Previous Cycle's PCI:

In response to the FY17 results, all action items were completed with varying areas of success and degrees of finding. The following was concluded:

Engagement through Technology

This was a new goal in FY17 and the results indicated much success. With our department finally receiving its own office space, the social media plan has really helped raise awareness of who we are, what we do, and where we are located. We do have room to explore further development through some online platforms with various programs utilizing blackboard with the Division of Student Affairs and through CampusLabs Paths.

Leadership Development: Emerging Leaders

Data collected this year was extremely valuable for the facilitator. The changes and adjustments made in the curriculum were well received by the student participants, and translated into success through the students' ability to articulate their learning. The content added that aligns with 60x30TX was also meaningful. During spring 2017, the facilitator worked with a team of students from the programs history to discuss further improvements that will be implemented in fall 2017 such as more curriculum items related to career readiness and the removal of the mentorship component.

Leadership Development: SELI – Student Employee Leadership Institute

Major changes were made this year on how we prepared the students to present their learning in reference to the designed rubric. We also developed another assessment survey to gain feedback from the participants. Receiving positive data after making these changes was very valuable.

Student Organization Leadership Retreat

This was a new goal and a new program for FY17 and overall it went very well. We do have plans to reassess the content and to determine if our assessment questions and goals could align better. We will explore both in the coming year.

Plan for Continuous Improvement

Closing Summary:

The Department of Leadership Initiatives will incorporate assessments in the following areas during the 2017-2018 academic year:

Engagement through Technology

We will continue implementing the social media marketing campaign, explore highlighting community agencies and volunteer opportunities in lieu of a volunteer fair in the fall semester, and continue regular posts using photos or images. We will also explore further development through some online platforms with various programs utilizing blackboard with the Division of Student Affairs and through CampusLabs Paths.

Leadership Development

1) Emerging Leaders

We will explore an online component or experience/path/certificate that could be offered in the spring, and scale the curriculum towards more career readiness focus in balance while still using the Social Change Model. We will also tweak the assessment tool to better match new curriculum, and re-assess the modifications made this next year.

2) SELI – Student Employee Leadership Institute

We will re-evaluate the learning outcomes and curriculum for this program. We will also review the data collected from the 2017 feedback survey. Once the learning outcomes are re-evaluated, new assessment measures will be developed and administered.

Student Organization Leadership Retreat – SOLR

After reviewing data and gaining feedback, we will repeat the SOLR event in the coming year, but explore presentation topics to best meet student needs. We will also partner with the Assessment Office at SHSU look over our assessment tools, especially Likert scale descriptions to ensure survey success. Additionally, we will revisit attendance KPI after fall registration is completed to get a more accurate percentage of attendees, and revisit our goals. 100% of achievement may not have been realistic.