

give the students a greater sense of community engagement as SHSU Spirit Programs. Additionally, trainings pertaining to personal and social responsibilities will be sought to help the students better develop those skills in preparation for their UCA National Cheerleading Competition.

Student Engagement and Spirit Performance Objective

Performance Objective Description

The Department of Student Activities will increase student engagement and retention during the spring 2017 semester by hosting Kat Comedy Showcase in January 2017 and Sammypalooza in March 2017. All students in attendance will be scanned in using their Bearkat OneCard at the main entrance of the Bernard G. Johnson Coliseum. The information attained from their Bearkat OneCard will be used to track whether the student was retained and registered for the summer and/or fall 2017 semesters. In addition, a survey regarding how much the student's felt the event(s) engaged them will be emailed to all students who attended each event. The survey will be facilitated via Campus Labs. Survey questions are to be compiled using available resources concerning engagement and retention surveys provided by Campus Labs. Successful achievement will be based on an 85% or higher response of "Agree" or "Strongly Agree." The feedback attained will help the Department of Student Activities in gauging what areas of can be improved on. All data will be collected and reported by the end of August 2017.

Student Engagement and Spirit KPI and Results

KPI Description

Kat Comedy Showcase and Sammypalooza are two of the largest events coordinated by the Department of Student Activities, and are considered to be traditional events at Sam Houston State University. Kuh (2009) found that both persistence and grades were positively impacted when students became more engaged on campus. To measure the impact of these events on student engagement at SHSU, data will be collected in two waves. The first wave of data will be collected from students via scanning Bearkat OneCard. All students will be asked to scan their cards prior to entering each of the events. The initial data from this action will yield names, student identification numbers, and email addresses. The student identification numbers gathered will be sent to Institutional Research to determine whether students were retained from spring 2017 to fall 2017 and other special identifiers such as whether the student was a first-time-in college student and/or a first-generation student. This information will help the department to better assess the impact that our engagement has on student retention. Simultaneously, the student email addresses attained from scanning Bearkat OneCard's will be used to send surveys to students via email. Specifically, students will be asked their level of their agreement regarding the following questions:

To Be Entered

Results Description

Overview of Both Surveys

1. The results of the two surveys provided the Department of Student Activities with an idea of the programming preferences that the students who attended the events and took the survey had for future programming considerations. Student information will be sent to Institutional Research to determine whether students were retained from

spring 2017 to fall 2017. This information will not be available until the next academic year.

Kat Comedy Showcase (only 67 of the 104 respondents answered the following)

1. 86.59% either strongly or moderately agreed that they felt a stronger sense of belonging as a result of participating in student activities at SHSU.
2. 79.27% either strongly or moderately agreed that they had developed an increased sense of connectedness to SHSU as a result of participating in student activities.
3. 78.61% either strongly or moderately agreed that they had an increased exposure to diverse populations and experiences as a result of participating in student activities at SHSU.
4. 64.63% either strongly or moderately agreed that involvement in student activities contributes to a student's success at SHSU.
5. 73.17% either strongly or moderately agreed that overall student activities programs are effectively promoted.

Sammypalooza (only 66 of the 91 respondents answered the following questions)

1. 77.27% either strongly or moderately agreed that they felt a stronger sense of belonging as a result of participating in student activities at SHSU.
2. 83.83% either strongly or moderately agreed that they had developed an increased sense of connectedness to SHSU as a result of participating in student activities.
3. 86.36% either strongly or moderately agreed that they had an increased exposure to diverse populations and experiences as a result of participating in student activities at SHSU.
4. 83.33% either strongly or moderately agreed that involvement in student activities contributes to a student's success at SHSU.
5. 78.79% either strongly or moderately agreed that overall student activities programs are effectively promoted.

 Kat-Comedy-Showcase-1

 Sammypalooza

Student Engagement and Spirit Action

Action Description

Given the information provided, the Department of Student Activities identified the following areas that could be improved upon: sense of belonging on campus, student involvement and its contribution to student success at SHSU, and the promotion of student activities on campus. To address these concerns and the concerns of other areas on campus, the Department of Student Activities will conduct a pilot program during Welcome Week 2017. The pilot program will consist of 24 Welcome Week Leaders who will engage with the incoming freshmen class to encourage the students to engage with other students and attend Welcome Week programming. In beginning this pilot program, incoming

students will be introduced to a new culture of involvement on campus that will address all three areas of concern listed on the feedback from these surveys. The concern regarding student involvement and belonging will be addressed since new students will be in contact with a Welcome Week Leader, who is charged with keeping the students engaged and heavily recruiting them to attend Welcome Week events/functions. With being in contact with a Welcome Week leader, the hope is that students will realize the impact of attending student activities on campus, will feel a sense of belonging on campus, and will be more knowledgeable about events on campus.

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.

The Department for Student Activities will incorporate assessments in the following areas during the 2016-2017 academic year: engagement and spirit, cultural competency, and social media.

Engagement and Spirit Assessment Actions

- Other traditions will be assessed for the 2016-2017 academic year. Kat Comedy Showcase and Sammypalooza will be assessed for: As a result of attending this event, I made connections with new and continuing students.
- As a result of attending this event, I have a greater sense of pride for and connectedness to the SHSU community.
- As a result of attending this event, I feel more a part of the SHSU family.

Cultural Competency Assessment

As a result of the data collected discussions were held and a newly created luncheon series was designed to be an effective communication tool between the needs of the student body and the University Administration. This luncheon forum is called the "Embracing Our Diversity Luncheon Series." The