

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

Department: Student Services

Fiscal Year: 2010

GOAL: 1– Provide Services that build a dynamic campus environment.

DCAD Mission Reference
DCAD's mission is to educate talented and dedicated students to become art makers, idea generators, problem solvers, and visual communicators who can redefine the way we perceive and experience the world around us. It also serves as a visible stakeholder, cultural anchor, and catalyst for the revitalization of downtown Wilmington.
DCAD Strategic Plan Reference
Strategic Goal II- Focus on the students 1. Enhance resident life 2. Increase academic support
DCAD Outcomes (measurable, subset of goal)
Increased student satisfaction with student services activities
Assessment Methods/ Measures
End-of-Year Student Survey
What / Who is being assessed
Student Services Activities
Frequency of Assessment Administration
Annually
Reliability/Validity Information
Validity - Survey results are students perception and may vary widely each year
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
FY10 Target – 50% Student Satisfaction
Results (Actual Level of Achievement)
Target Not Met – 48% student satisfaction What type of events and where to hold them? How to integrate the curriculum with events and field trips? Is the Student Center being utilized effectively?

Actions taken (comprehensive, narrative analysis to address results)

1. Increase number of activities including resident assistant run events
2. Increase number of organizations

Actions narrative – (supported by results)

1 - Resident assistants will have additional training on icebreakers and group activities this August during RA Training week (August 21 – 26). Requirements for RAs have increased this coming year to include one educational program and one social program for the campus each semester as well as one smaller activity per month for their floor or designated area.

2 – A calendar book will be updated by the Director of Student Services where information concerning each activity will be maintained. This was started in the Spring 2011 and will continue. To date:

Film Club – 6 movie nights averaged 12 people per showing

Poetry Slam – 5 times averages 8 people per event

Yoga Club – met 9 times averaging 9 people per time

Other activities were Video Game night (20 people);

Clothing swaps (31 people between 3 nights);

Board game night (12 people);

Karaoke night (41 people)

3 – Continued support of museum trips through publicizing and allowing commuter students to crash in the dorms the night before. The spring resulted in 94 students going to Washington DC and 115 going to New York City.

4 – Continued support through advertising of the Drawing Marathon sponsored by the Continuing Education office – this past March 19th, Seventeen students took advantage of the day.

5 – We still need to identify large space for group gatherings – and it is being included as a high priority in the Campus Master Plan under development.

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

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Fiscal Year: 2010

GOAL: 2 – Maintain a safe living environment.

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DCAD Strategic Plan Reference
Strategic Goal II- Focus on the students 3. Enhance resident life 4. Increase academic support
DCAD Outcomes (measurable, subset of goal)
<ul style="list-style-type: none">• Increased feeling of student safety• Maintain Cleary crime report incidence per student rate
Assessment Methods/ Measures
<ul style="list-style-type: none">• End-of-Year student survey• Cleary Crime Report Statistics
What / Who is being assessed
Actual campus safety and student's feeling of safety
Frequency of Assessment Administration
Annual assessment
Reliability/Validity Information
Reliability/Validity -Tracking of data is reliable in that all incidents are documented through on-going calendar reporting and individual incident report. Student feeling of safety is valid for this purpose.
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
FY10 Target – Students feel safe 55% FY10 Target – Cleary Statistic .010
Results (Actual Level of Achievement)
FY10 Target – Not met Student Survey: Feeling of safety FY10 Target – Met Cleary Report Statistic Are the off-site rented apartments safe? Is the number of resident assistants appropriate to meet the needs of the students? Do resident assistants need more training?

Actions taken (comprehensive, narrative analysis to address results)

Are security measures adequate?

Do the students need more programs regarding safety?

Actions to be taken with 2010-2011 Budget Requests

1. Downtown Visions presentation to parents at orientation
2. Downtown Visions presentation to students during the fall semester
3. City of Wilmington Police presentation during the spring semester
4. Communicate to students the procedures for keeping student housing safe over the winter break
5. Request more patrolling by the police in the vicinity of the College

Actions narrative

1. Michael Maggitti (Downtown Visions) and John Rago (Director of Communications from the Mayor's Office) met with Parents at the July 15th Orientation.
2. A Common Hour is arranged for September 1st at the Copeland room for all students with Michael Maggitti and Sgt. Ferris of the Wilmington Police Department.
3. A Common Hour presentation will be scheduled in January as a follow up for the student body as well as the incoming spring students.
4. Randy Reed is coordinating RA efforts for designing and printing checklists for students for semester breaks. These checklists will be distributed at the monthly housing meeting in December and again in March for not only the winter break but also for the spring break
5. Police patrols have greatly increased with the addition of 10 dedicated police patrols on foot or bike along the downtown corridor (Market Street between 2nd and 12th). In addition there are 3 to 4 downtown vision ambassadors on Market Street between 5th and 6th streets 4 nights a week.

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Department: Student Services

Fiscal Year: 2010

GOAL: 3 Provide sound advisement that represents the needs of the students.

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DCAD Strategic Plan Reference
Strategic Goal II- Focus on the students 5. Enhance resident life 6. Increase academic support
DCAD Outcomes (measurable, subset of goal)
Improved advisement based on awareness of abilities and obstacles of students Students ability to overcome difficulties Increased retention
Assessment Methods/ Measures
Student satisfaction with advisement Retention rates Transfer to 4-year institution rates.
What / Who is being assessed
Support from student services
Frequency of Assessment Administration
Annually
Reliability/Validity Information
Reliability / Validity- Student perception of the value of support services effects whether students will use these services, Retention rates are reliable and give indication of student services effectiveness; Transfer rates are slightly less reliable since not all students are reported in Clearing House.
Standard or Criterion or Benchmark (percentage expected to "meet" or "exceed" expectations for the outcomes)
FY10 Student Satisfaction Target – Met 72% Retention Rate Target – Met 85% / Met 72% Transfer Rate Target – Met 14.2% Does the College provide students with enough advisement services to meet their needs? Are policies and procedures clearly communicated?
Results (Actual Level of Achievement)
(Describe, based on quantitative data) Target is the max-out percentage of all classroom, lab and studio space.

Target = under 65%/60%/60% used, Actual = 46%/47%/44% used
Course Evaluations – Satisfaction with class size: target = 100%, Actual = N/A

Actions taken (comprehensive, narrative analysis to address results)

1. Monitor the red light / green light system of identifying students that may need assistance and then set up meetings with the student and their instructors and advisor
2. Monitor mid-semester warnings
3. Organize study groups for students identified through red light/ green light
4. Designate and / or hire tutors
5. Increase trips to four-year institutions for possible transfer
6. Increase scheduled visits to DCAD from recruiters for possible transfer

Actions narrative – (supported by results)

1 – To be coordinated with the Dean and the Area Coordinators at the monthly AC meetings. No budget requested.

2 – To be coordinated with the Dean and the Registrar the first week of November. No budget requested.

3 – I will be working closely with Dr. Tate and new formatted Art History 1 class in the theater setting. This will aid me in greater academic visibility as well as being able to identify students excelling and would then be able to aid in the formation of the study groups. We will be utilizing the 3rd floor conference room for evening study groups. No budget requested or needed. A log will be kept to document the participation and in January we will assess whether this may grow into an eventual writing lab which would require further budgeting.

4 – Budgeted through College Work-study. I do need to ask for further budget for next year as some of the best tutors may not be work study eligible.

5 – Pratt Trip is scheduled for Tuesday November 15. A charter bus will deliver students at a cost of roughly \$1,500 – money has been budgeted.

Corcoran trip has to be confirmed – money has been set aside for a van trip.

6 – Colleges that have expressed an interest in attending DCAD this coming fall are Pratt, MICA, RISD, Museum School of Fine Arts in Boston, Corcoran and SCAD. No budget needed for these visits. Dates yet to be confirmed.

7 – Continue to support the Dean's List student recognition each semester through a small reception and awarding certificates as well as a sketch book. This has been budgeted for.

DCAD DEPARTMENT ASSESSMENT FRAMEWORK

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Fiscal Year: 2010

GOAL 4: Provide sound advisement that represents the needs of the students.

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DCAD Strategic Plan Reference
Strategic Goal II- Focus on the students 7. Enhance resident life
DCAD Outcomes (measurable, subset of goal)
Increased ability to adopt a healthy lifestyle
Assessment Methods/ Measures
End-of-Year Student Survey
What / Who is being assessed
Student services programs
Frequency of Assessment Administration
Annually
Reliability/Validity Information
Reliability/Validity – Student perception of whether they are living a healthy lifestyle is valuable in offering programs
Standard or Criterion or Benchmark (percentage expected to “meet” or “exceed” expectations for the outcomes)
FY10 Target 45% Students satisfied with their ability to adopt a healthy lifestyle
Results (Actual Level of Achievement)
Target Met – 55%
Is the College effective in promoting a healthy lifestyle? What other services should the College provide to promote a healthy lifestyle?

Actions taken (comprehensive, narrative analysis to address results)

1. Resident assistant cooking program. RA's will be holding potluck dinners on their floors, with their dishes highlighting inexpensive and quick ways to prepare something healthy.
2. All housing packets included the brochure from Shoprite "Shop-at-Home". Surveys to be conducted to see how many students are aware of this program, and utilize it.
3. Yoga Club was formed in the Spring 2011 and will continue. Minimal funding was required for some mats last year. This year there will be some dvd's purchased with different techniques. 9 people on average took part of this organization on a weekly basis.
4. Staff from both the YMCA and Planet Fitness have been invited to the Common Hour on September 8th to discuss membership to both organizations.
5. Have inquired to YMCA about having swimming parties and basketball nights hosted at the Walnut facility. Funding to be determined but could be accounted for in the allotted activities budget.