



Student Engagement Assessment Model

2017.2018

SWOSU Mission Statement

The mission of Southwestern Oklahoma State University, a member of the Regional University System of Oklahoma, is to provide educational opportunities, research, scholarly and creative activities, and service in a safe, accessible, nurturing learning environment that meets the needs of the state and region and contributes to the educational, economic, and cultural environment. SWOSU provides traditionally strong programs of study leading to a variety of degrees, from associate to doctoral degrees. The University's areas of study, nationally accredited programs, general education curriculum, service and experiential learning activities, and participation in student activities and organizations provide students with opportunities to obtain skills, knowledge, and cultural appreciation that promote achievement by students and alumni.

SWOSU Strategic Plan

Goal 1: Focus on Student Success to help students discover and achieve their educational and life goals.

- 1.3. Redesign First Year Experience Program that includes academic learning goals and frameworks for collegiate learning.
 - Review and redesign summer Bridge Program.
 - Review and design General Education Collegiate Frameworks (Orientation) course.
- 1.5. Establish a Multicultural Student Services Center that advances academic achievement for underserved student populations and promotes civic engagement activities that increases college access and opportunities for traditional and non-traditional students.
 - Establish Multicultural Student Services Center.
 - Establish multicultural student organizations and identify organization sponsors.
 - Align academic support services to student needs.
 - Implement civic engagement activities that promote college access and opportunities.
 - Increase retention and graduation rates for underserved student populations.

Goal 2: Focus on Academic Quality through accessible, innovative, and high quality academic programs that are based on student needs and those of the region and the state.

- 2.2. Increase opportunities for students to engage in High Impact Practices, specifically focused on writing intensive courses, collaborative assignments and projects, service learning, and undergraduate research.
- 2.5. Expand community based learning activities.
 - Develop community based learning activities calendar.
 - Increase community contacts and on-campus community service opportunities.

Goal 3: Focus on Resources to expand and diversify the revenue base of SWOSU.

- 3.1. Increase enrollment of freshman student who apply, are accepted to the university, but do not enroll.
 - Increase freshman enrollment by 10% in 2016, 15% in 2017, and 20% in 2018.

- Update admissions and recruiting plans and processes.
- 3.2. Increase enrollment of transfer students who apply, are accepted to the university, but do not enroll.
 - Increase transfer student enrollment by 10% in 2016, 15% in 2017, and 20% in 2018.
 - Update admissions and recruiting plans and processes.
- 3.3. Provide Hispanic/Latino admissions, enrollment, and academic resources in language of origin for Hispanic/Latino student and families.
 - Develop admissions, enrollment, and academic resources in language of origin in paper and online format for Latino student population.
 - Distribute Hispanic/Latino resources to designated high schools and community colleges which serve Hispanic/Latino students.
- 3.4. Increase International Student Program and services.
 - Increase international student enrollment by 10% in 2016, 15% in 2017, and 20% in 2018.
 - Establish an International Language Institute.

Goal 4: Focus on the enhancement of the quality of life for students, faculty, staff, & administration to attract and retain the best and brightest students and university personnel.

- 4.1. Implement strategies to increase the quality of student life.
 - Increase weekend social and cultural activities.
 - Increase quality of Health and Wellness Center equipment and provide health and wellness student activities.
 - Provide diverse opportunities for students to engage in civic and experiential learning.

Goal 5: Focus on the Sayre Campus so that it is fully integrated into the overall university.

Goal 6: Focus on optimizing technology to meet the educational and administrative needs of SWOSU.

General Education Curriculum Goals

1. Proficiency in communication
2. Competency in scientific and quantitative reasoning
3. Appreciation of the fine arts, history, and humanities
4. Knowledge of social and cultural beings and their institutions
5. Achievement of intellectual and professional aptitudes

HLC Core Components

Criterion 1. Mission. The institution's mission is broadly understood within the institution and guides its operations.

Criterion 2. Integrity: Ethical and Responsible Conduct. The institution acts with integrity; its conduct is ethical and responsible.

Criterion 3. Teaching and Learning: Quality, Resources, and Support. The institution provides high quality education, wherever and however its offerings are delivered.

3.A: The institution's degree programs are appropriate to higher education.

3.B: The institution demonstrates that the exercise of intellectual inquiry and the acquisition, application, and integration of broad learning and skills are integral to its educational programs.

4) The education offered by the institution recognizes the human and cultural diversity of the world in which students live and work.

3.C: The institution has the faculty and staff needed for effective, high-quality programs and student services.

6) Staff members providing student support services, such as...co-curricular activities, are appropriately qualified, trained, and supported in their professional development.

3.D: The institution provides support for student learning and effective teaching.

1) The institution provides student support services suited to the needs of its student populations.

3.E: The institution fulfills the claims it makes for an enriched educational environment.

1) Co-curricular programs are suited to the institution's mission and contribute to the educational experience of its students.

2) The institution demonstrates any claims it makes about contributions to its students' educational experience by virtue of aspects of its mission, such as research, community engagement, service learning, religious or spiritual purpose, and economic development.

Criterion 4. Teaching and Learning: Evaluation and Improvement. The institution demonstrates responsibility for the quality of its educational programs, learning environments, and support services, and it evaluates their effectiveness for student learning through processes designed to promote continuous improvement.

4.B: The institution demonstrates a commitment to educational achievement and improvement through ongoing assessment of student learning.

- 1) The institution has clearly stated goals for student learning and effective processes for assessment of student learning and achievement of learning goals.
- 2) The institution assesses achievement of the learning outcomes that it claims for its curricular and co-curricular programs.
- 3) The institution uses the information gained from assessment to improve student learning.
- 4) The institution's processes and methodologies to assess student learning reflect good practice, including the substantial participation of faculty and other instructional staff members.

Criterion 5. Resources, Planning, and Institutional Effectiveness. The institution's resources, structures, and processes are sufficient to fulfill its mission, improve the quality of its educational offerings, and respond to future challenges and opportunities. The institution plans for the future.

5.B: The institution's governance and administrative structures promote effective leadership and support collaborative processes that enable the institution to fulfill its mission.

SWOSU Student Engagement Assessment Model

Program	Student Learner Outcome	Alignment to G.E. Curriculum Outcomes	Measurement	Indicator	Degree Qualifications Profile/AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)	Strategic Plan Goal & HLC Core Component
Career Services							
Goal 1: Promote career awareness during the Orientation module.	1. Students describe a tentative field of study, using field related terminology.	#1a	1. Attendance at Majors Fair and Career Project Rubric	1. Attendance data and rubric scoring average of 70%	1. Specialized Knowledge	NSSE:3 SSI:48	SPG: 1 HLC: 3.E
Dean of Students							
Goal 1: Create & implement activities to prevent drug and alcohol abuse.	1. Students will receive exposure to information and activities that promote a drug and alcohol-free campus.		1. Program Inventory	1. Data from drug and alcohol offenses.	Applied and Collaborative Learning		SPG: 6 HLC: 3.E HLC: 4.B
Enrollment Management							
Goal 1: Establish Multicultural Student Services Center.	1. Students will engage with the Center's graduate assistant in order to establish systems of support.		Minutes from multicultural student organizations.	Increased attendance and participation of students.			SPG: 1.5 HLC: 3.E
Goal 2: Provide Hispanic/Latino academic resources in language of origin.	n/a		Establish Spanish option on SWOSU website. Availability of SWOSU brochure in Spanish.		Use of Information Resources		SPG: 3.3 HLC: 3.E
Goal 3: Collaboration with academic departments on student recruitment efforts.	n/a		Annual summary of recruitment events incorporating academic departments.				SPG: 3.1

Program	Student Learner Outcome	Alignment to G.E. Curriculum Outcomes	Measurement	Indicator	Degree Qualifications Profile/AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)	Strategic Plan Goal & HLC Core Component
International Student Affairs							
Goal 1: Maintain ongoing contact with academic advisors and instructors.	1. New faculty members will understand the context of the International Student Affairs office and the services it provides to both students and faculty members, including tutoring, language, etc.		1. Presentation at New Faculty Orientation.	1. Questions and Answer session following session.	Use of Information Resources	n/a	SPG: 1 HLC: 3.D
Goal 2: Provide appropriate cultural support to international students.	2a. Students will demonstrate knowledge of available student services, including Health, Counseling, Wellness, Public Safety, Dean, Registrar, Bursar. 2b. Students will connect with student organizations such as SISA and CAB.		2a. Anecdotal data 2b. Attendance at activity club meetings	2a. International Student-designated section of Freshman Orientation. 2b. Membership rolls.	Use of Information Resources Communicative Fluency	NSSE:17 NSSE:8	SPG: 1 HLC: 3.B HLC: 3.E HLC: 3.B HLC: 3.E
New Student Orientation							
Goal 1: Provide student support in the transition to higher education.	1. Students will engage in two campus activities in order to acquire knowledge of support services and activities available at SWOSU.		1. Freshman Orientation Assignment (40 points possible)	1. 70% of students in Freshman Orientation class will earn 30/40 points.	Use of Information Resources	SSI:64	SPG: 1
Goal 2: Design Orientation curriculum that	2. Students will use appropriate & relevant content to illustrate mastery	#1a #5a	2. Discussion boards assignments	2. Rubric scoring average of 70%	Written Communication VALUE Rubric	NSSE:14	SPG: 1.3 HLC: 3.D

Program	Student Learner Outcome	Alignment to G.E. Curriculum Outcomes	Measurement	Indicator	Degree Qualifications Profile/AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)	Strategic Plan Goal & HLC Core Component
incorporates the General Education Learner Outcomes.	of subject(s), conveying writer's understanding.						
Public Safety							
Goal 1: Provide a safe community in which university stakeholders may interact.	1. Students will interact within a safe campus environment.		1. Crime statistics	1. Cleary Report		NSSE:7 SSI:7 SSI:28 SSI:36	SPG: 4 HLC: 3.D
Goal 2: Increase student knowledge about alcohol poisoning, warning signs, & responses to alcohol-induced medical emergencies.	2. Students will interact with university officers as they provide adjunct instruction in academic courses (Freshman Orientation) and student affairs' workshops.	#1a	2. Discussion Board response to Alcohol Awareness prompt.	2. Rubric scoring average of 70% or better.	Written Communication VALUE Rubric	NSSE:7 SSI:7	SPG: 4 HLC: 3.C
Registrar							
Goal 1: Support students and academic departments.	1. Students will access enrollment and graduation data via Registrar's Office and Campus Connect.		NSSE/SSI data and anecdotal records.	NSSE/SSI data		NSSE:1 NSSE:2 NSSE:10 SSI:27 SSI:34 SSI:50	SPG: 1 SPG; 6 HLC: 3.E
Service Learning Coordinator							
Goal 1: Increase opportunities for students to engage in service learning and community engagement activities.	1. Students will engage in service learning activity courses and community engagement activities via student organizations.		Service Learning Student Evaluation Form	Data points of Student Evaluation Form.	Applied and Collaborative Learning	NSSE:8 NSSE:11 NSSE:12 NSSE:15	SPG: 2 SPG: 4.1 HLC: 3.E

Program	Student Learner Outcome	Alignment to G.E. Curriculum Outcomes	Measurement	Indicator	Degree Qualifications Profile/AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)	Strategic Plan Goal & HLC Core Component
Student Activities							
Goal 1: Inform students regarding opportunities for involvement.	1. Students will understand the multiple opportunities in which to engage socially, attend campus activities, and participate in co-curricular activities.		1a. DAWG Days Calendar 1b. Organization Fair	1a. All incoming freshman receive DAWG Days calendar at Mass Orientation. 1b. Attendance numbers at Organization Fair.	Communicative Fluency Engaging Diverse Perspectives	NSSE:17 SSI:42 SSI:46 SSI:60	SPG: 4.1 HLC: 3.B HLC: 3.E
Goal 2: Facilitate planning and communication between student clubs via Presidents' Council.	2. Club presidents will organize campus activities and facilitate collaboration between clubs when needed.		2. Presidents' Council monthly dinner.	2. Attendance rosters from Presidents' Council dinners	Applied and Collaborative Learning	NSSE:17 SSI:60	SPG: 1 HLC: 3.B HLC: 3.E
Student Counseling Services							
Goal 1: Organize and implement annual Health & Wellness Fair.	1. Students will collect information regarding resources related to physical/behavioral health, particularly alcohol/drug education.		1. Event attendance.	1. Data from Presence software.		NSSE:14 SSI:22	SPG: 1 HLC: 3.D
Goal 2: Provide quality, accessible health care to all students to enhance the learning experience.	2. Students will utilize SWOSU Counseling Services as needed.		2. Appointment calendar.	2. Data from appointment calendar.		NSSE:14	SPG: 1 HLC: 3.D

Program	Student Learner Outcome	Alignment to G.E. Curriculum Outcomes	Measurement	Indicator	Degree Qualifications Profile/AAC&U VALUE Rubrics	NSSE & SSI Survey Item(s)	Strategic Plan Goal & HLC Core Component
Student Government Association							
Goal 1: To provide students with a voice on shared governance.	1. Students will participate in SGA for increased leadership opportunities and to participate in shared governance.		Attendance at SGA events.	SGA minutes.	Intellectual Skills		SPG: 4 HLC: 5.B
Student Health Services							
Goal 1: Organize and implement annual Health & Wellness Fair.	1. Students will collect information regarding resources related to physical/behavioral health, particularly alcohol/drug education.		1. Event attendance.	1. Data from Presence software.		NSSE:14	SPG: 1 HLC: 3.D
Goal 2: Provide quality, accessible health care to all students to enhance the learning experience.	2. Students will utilize SWOSU Health Services as needed.		2. Appointment calendar.	2. Data from appointment calendar.		NSSE:14 SSI:15	SPG: 1 HLC: 3.D
Upward Bound							
Goal 1: Promote academic content in the STEM fields.	1. Students will extend exploration of robotics through an additional course.		1. Course completion by students.	1. Student feedback upon course completion.	Specialized Knowledge		SPG: 1 HLC: 1.C
Goal 2: Support students' involvement in civic engagement.	2. Students will participate in civic engagement opportunities, as identified by the UB curriculum		2. Attendance at civic engagement opportunities.	2. Student & community partner feedback.	Civic and Global Learning		SPG: 1 HLC: 3.E
Wellness Center							

