**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** 03/23/21 **Name of Program/Unit:** Student Engagement

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**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

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| **A. Expected Outcome(s)**  Results expected in this unit  (e.g. Authorization requests will be completed more quickly; Increase client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results  (e.g. survey results, exam questions, etc.) | **C. Target(s)**  Level of success expected  (e.g. 80% approval rating, 10 day faster request turn-around time, etc.) |
| Increase student satisfaction with Office of Student Engagement staff. | Institutional Effectiveness (IE) Student Survey of Service Units - Courteousness of staff item. | 4.60 rating on a 5-point scale |
| Increase student participation in Office of Student Engagement activities. | Institutional Effectiveness (IE) Student Survey of Service Units- Knowledge of staff item. | 4.60 rating on a 5-point scale |
| Increase faculty and staff overall satisfaction with Office of Student Engagement services. | Institutional Effectiveness (IE) Faculty and Staff Survey of Service Units – Overall satisfaction with Office of Student Engagement services. | 4.5 rating on a 5-point scale [2018 = 4.45] |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g. Students will learn how to compare/contrast conflict and structural functional theories; increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results

(e.g. results of surveys, test item questions 6 & 7 from final exam, end of term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g. 80% approval rating, 25 graduates per year, increase retention by 2% etc.).

**D. Action Plan** -Based on analysis, identify actions to be taken to accomplish outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data has impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

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| 1. **Outcome #1**   Increase student satisfaction with Office of Student Engagement staff. | |
| 1. **Measure (Outcome #1)** 2. IE Student Survey of Service Units - Courteousness of staff item 3. Participant rating of events | 1. **Target (Outcome #1)** 2. 4.60 rating on a 5 point scale 3. 4.0 rating on 5 point scale in Cougar Connect |
| 1. **Action Plan (Outcome #1)**   Survey student organization officers on the courteousness of Student Engagement staff and work with staff on identified areas of needed improvement. (The student organization officers were specifically targeted since they have the most direct contact with the Student Engagement staff and have mandatory training sessions with the department.) | |
| 1. **Results Summary (Outcome #1)**   Due to COVID-19 the Office of Student Engagement did not have an opportunity to survey its student organization officers in Spring 2020. The action plan was narrow in focus as a means to increase overall student satisfaction. Cougar Connect was updated and the software was not used to rate events. | |
| 1. **Findings (Outcome #1)**   From the office of Institutional Effectiveness, the overall rating for Courteousness of staff was 4.65 during Spring 2019. The target rating was met. Since the Student Engagement events were not rated, no scores were available to report. | |
| 1. **Implementation of Findings**   The Office of Student Engagement will be administering program satisfaction surveys after each event. Due to the re-design of Cougar Connect, the department will be utilizing Caspio to administer an independent satisfaction survey to participants. The department will continue to collaborate with other departments to increase awareness of and satisfaction with Student Engagement. | |

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| 1. **Outcome #2**   Increase student participation in Office of Student Engagement activities. | |
| 1. **Measure (Outcome #2)**   IE Student Survey of Service Units, knowledge of staff item | 1. **Target (Outcome #2)**   4.65 rating on a 5-point scale |
| 1. **Action Plan (Outcome #2)**   The office of student engagement held a joint meeting with Public Relations and the Dean of Strategic Initiatives. An initial marketing plan was developed targeting social media outlets but not implemented due to the COVID-19 pandemic. The Dean of Strategic Initiatives was evaluating event push notifications for the Collin College app. | |
| 1. **Results Summary (Outcome #2)**   There is a misalignment of the measurement to the outcome. The items can be correlated but the survey is not a direct measurement of student participation. Baseline data needs to be gathered from previous events. | |
| 1. **Findings (Outcome #2)**   COVID is significantly limiting the number and type of events being offered. There will also need to be a standardization of how student participation is gathered. Previously, some events were co-hosted and participation numbers could potentially be duplicated. This too needs to be addressed. | |
| 1. **Implementation of Findings**   All events hosted by the Office of Student Engagement will collect student participation in a standard form and participants will be sent an evaluation survey. For co-hosted events, there will need to be collaboration in reporting to ensure duplication of participation does not occur. | |

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| 1. **Outcome #3**   Increase faculty and staff overall satisfaction with Office of Student Engagement services. | |
| 1. **Measure (Outcome #3)**   IE Faculty and Staff Survey of Service Unit -Overall satisfaction with Office of Student Engagement services. | 1. **Target (Outcome #3)**   IE Student Survey of Service Units - Knowledge of staff  Target: 4.5 rating on a 5-point scale |
| 1. **Action Plan (Outcome #3)**   Increase collaboration with faculty and staff, especially related to co-hosting events. The Leadership Empowerment and Development (LEAD) initiative transitioned from Center for Civic and Scholarly Engagement to Student Engagement and expanded opportunities for collaboration throughout the district. Spring Fest to be held at the Plano Campus (Spring 2020) | |
| 1. **Results Summary (Outcome #3)**   As a result of Student Engagement providing oversight of the LEAD initiative, opportunities for collaboration expanded to Academic Affairs, Intramurals, Fitness Centers, and the Honors Program. Additionally, Spring Fest would have providing significant exposure to the services of Student Engagement. However, the event was cancelled due to campus closure during COVID. | |
| 1. **Findings (Outcome #3)**   Per the 2020 IE Faculty/Staff Survey of Satisfaction with Units, the overall satisfaction rating was 4.3 (decrease of 0.15). There were only 52 surveys submitted. | |
| 1. **Implementation of Findings**   While the results were reported during Spring 2020 show a decrease, the impact of COVID cannot be overstated. Events were canceled and survey responses were limited. There is some discussion on how items are presented in the survey as well as working to ensure greater participation. Additionally, the Office of Student Engagement will be enhancing departmental surveys to be distributed after each event and promoting student participation. | |