Analysis Questions and Analysis Answers

For Administrative Support and Student Support Units

Informed by your assessment activities, what changes have you made in your unit in the last three to five years? Describe the changes, the general results that prompted the changes, and the impact on your unit's clients/customers that you might attribute to these changes.

As an administrative support unit in the Division of Student Affairs the Office of Web Development and Process sought to develop an assessment plan during the 2011-2012 academic year that captured data on key processes and initiatives. As a support unit to other offices in the division, outcomes and measures were identified that focused on the delivery of project based services and requests for resources that would help facilitate staff members use of web platforms for communication.

During the 2012-2013 assessment cycle the office maintained the outcomes and measures from the previous assessment cycle, but also focused energy on ensuring data was collected to establish two years data from which they could benchmark. Results from the 2012-2013 assessment cycle indicated increased use of and requests project and assistance with access to resources.

Based on a review of the data from the two prior cycles, for the 2013-2014 academic year staff determined the need to gather additional data associated with project based services. Staff members were particularly interested in gathering feedback from end users on their experience and interaction with staff, functionality of web-based applications, and the degree to which the end product met the service and expectations of the client.

When viewed it total it became clear that increasing requests, additional support needs, and users dependence on web-based application and technology over the past few years that the staff needed access to additional resources and expertise to continue to advance web processes and the use of technology for the division. Recognition of this need prompted conversations that lead Student Affairs to move Web Development and Processes staff to the Center of Instructional Technology where developers can benefit from access to additional resources and have access to additional staff with professional expertise in web development and web-based application development.

Mission / Purpose

As the department of Web Development and Processes it is our mission to aid the departments of Student Affairs in becoming more effective and efficient through our constant research and advancements in the areas of online processes and other web technologies.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

**OthOtcm 1: Increase SA Office Update of Sites**

Increase the number of offices in the division of Student Affairs who have the ability to update their office websites

**Related Measures**

**M 1: Use of Contribute**

The number of departments that requested to have Contribute installed and began to use it has increased.

**Source of Evidence:** Activity volume

**Target:**

No target set for this cycle.

**M 2: Use of Utility Suite**

The number of Departments that are using the Student Affairs Utility Suite to update their site.

**Source of Evidence:** Activity volume

**Target:**

Target not set for this annual cycle

**OthOtcm 2: Increase use Online Processes for Student Affairs**

Increase the number of Student Affairs Registration and Application Processes that are handled online.

**Related Measures**

**M 3: Number of new Online Processes**

An increase in the number of new online processes for the Division of Student Affairs.

**Source of Evidence:** Benchmarking

**Target:**

No Target

**M 4: Improvements to Online Processes**
Increase the number of Departments that are reviewing their online processes.
Source of Evidence: Efficiency
   Target: WPD meets with Student Affairs Departments to make updates and corrections to existing online processes to achieve the desired outcome as relates to efficiency and effectiveness.

M 6: Increase the number of online applications within Student Affairs
The more online applications created within Student Affairs to more efficient out departments can be.
Source of Evidence: Efficiency
   Target: WDP has developed an online request form to aid Department heads in making request for

OthOtm 3: Increase the use of technology in Student Affairs
Implement modern technology within the departments of Student Affairs by increasing it's use.

Related Measures
M 1: Use of Contribute
The number of departments that requested to have Contribute installed and began to use it has increased.
Source of Evidence: Activity volume
   Target: The use of contribute will increase to 75% of the content managers division wide.

M 5: Review new technology to be used in Student Affairs
WDP works with Student Affairs departments to review new technology being introduced to ensure that all needs are being met.
Source of Evidence: Administrative measure - other
   Target: No target Reported

OthOtm 4: Increase efficiency in application processes
Increase efficiency in current applications and new online processes as they are developed.

Related Measures
M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.
Source of Evidence: Efficiency
   Target: Data was not collected for this measure due to competing priorities.

M 6: Increase the number of online applications within Student Affairs
The more online applications created within Student Affairs to more efficient out departments can be.
Source of Evidence: Efficiency
   Target: Data was not collected for this measure due to competing priorities.

OthOtm 5: Increase the use of data collected in Online Processes
Work with department heads to increase their knowledge of what data can be collected and the different ways is can be presented and used.

Related Measures
M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.
Source of Evidence: Efficiency
   Target: Data was not collected for this measure due to competing priorities.

M 7: Consults involving use of data points collected on applications.
Consults involving use of data points collected on applications. Consults with each Department head concerning how each data point would be reported in their admin system and how it benefits the application review process.
Source of Evidence: Activity volume
   Target: Not reported in this cycle.

OthOtm 6: Increases Quality
Web Development and Online processes will increase the quality and overall effectiveness of online applications and processes provided to departments.

Related Measures
M 8: Visual Appeal
Web Development and Processes will launch an assessment survey to measure the end users experience as it relates to attainment of five operational outcomes set for each web-developed application/process.
Source of Evidence: Evaluations
   Target: No Target Set
Finding (2013-2014) - Target: Not Reported This Cycle
In the fall of 2013 the Office of Web Development and Processes created a web-based feedback form to allow faculty/staff and students who were using systems and applications developed by the office to provide feedback on key project outcomes. Results: A total of nine staff and student staff members provided feedback on four of the twelve project types. End users were asked to provide feedback using the following scale on five key project outcomes: 5 = Excellent, 3 = Fair, 1 = Needs Improvement. Mean scores for each of the five project outcome were calculated to obtain aggregate data from all feedback submissions. Visual Appealing Mean Score = 4.0.

M 9: Ease of Use
In the fall of 2013 the Office of Web Development and Processes will launch an assessment survey to measure the end users experience as it relates to attainment of five operational outcomes set for each web-developed application/process. Ease of Use
Source of Evidence: Evaluations
Target: No Target Set
Finding (2013-2014) - Target: Not Reported This Cycle
End users were asked to provide feedback using the following scale on five project outcomes: 5 = Excellent, 3 = Fair, 1 = Needs Improvement. Mean scores for each of the five project outcome were calculated to obtain aggregate data from all feedback submissions. Ease of Use Mean Score 4.44 from the nine staff and student staff members who provided feedback were encouraging. Results from additional measures on the survey associated with this outcome will help round out the unit understanding of the quality of product staff members are producing.

M 10: Functionality
In the fall of 2013 the Office of Web Development and Processes will launch an assessment survey to measure the end users experience as it relates to attainment of five operational outcomes set for each web-developed application/process. Of particular interest to staff is functionality.
Source of Evidence: Evaluations
Target: No Target Set
Finding (2013-2014) - Target: Not Reported This Cycle
In the fall of 2013 the Office of Web Development and Processes created a web-based feedback form to allow faculty/staff and students who were using systems and applications developed by the office to provide feedback on key project outcomes. Results: A total of nine staff and student staff members provided feedback on four of the twelve project types. End users were asked to provide feedback using the following scale on five key project outcomes: 5 = Excellent, 3 = Fair, 1 = Needs Improvement. Mean scores for each of the five project outcome were calculated to obtain aggregate data from all feedback submissions. Functionality Mean Score = 4.33.

M 11: Intuitive Work Flow
In the fall of 2013 the Office of Web Development and Processes will launch an assessment survey to measure the end users experience as it relates to attainment of five operational outcomes set for each web-developed application/process. Intuitive Work Flow
Source of Evidence: Evaluations
Target: No Target Set
Finding (2013-2014) - Target: Not Reported This Cycle
In the fall of 2013 the Office of Web Development and Processes created a web-based feedback form to allow faculty/staff and students who were using systems and applications developed by the office to provide feedback on key project outcomes. Results: A total of nine staff and student staff members provided feedback on four of the twelve project types. End users were asked to provide feedback using the following scale on five key project outcomes: 5 = Excellent, 3 = Fair, 1 = Needs Improvement. Mean scores for each of the five project outcome were calculated to obtain aggregate data from all feedback submissions. Work Flow Mean Scores were found to have an average rating of 4.33.

M 12: Expectations Met
In the fall of 2013 the Office of Web Development and Processes will launch an assessment survey to measure the end users experience as it relates to attainment of five operational outcomes set for each web-developed application/process. Mean Score on measure for Expectations Met.
Source of Evidence: Evaluations
Target: No Target Set
Finding (2013-2014) - Target: Not Reported This Cycle
In the fall of 2013 the Office of Web Development and Processes created a web-based feedback form to allow faculty/staff and students who were using systems and applications developed by the office to provide feedback on key project outcomes. Results: A total of nine staff and student staff members provided feedback on four of the twelve project types. End users were asked to provide feedback using the following scale on five key project outcomes: 5 = Excellent, 3 = Fair, 1 = Needs Improvement.

Mean scores for each of the five project outcome were calculated to obtain aggregate data from all feedback submissions. Visual Appealing Mean Score = 4.0; Ease of Use Mean Score 4.44; Functionality Mean Score = 4.33; Expectations Met = 4.22. Interpretation: End users rated Ease of use, functionality and work flow highest when providing feedback on interfacing with developed systems. Overall end users indicated that the final project met expectations. The one area receiving the lowest mean score, Visual Appealing indicates an area for improvement. Additional data will be collected from end users in the spring 2014 semester to help the team produce better User Interfaces and make the necessary adjustments to ensure a better User Experience.
capture information on data associated with the continued and increased use of technology in the division.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Implementation Description:** 1. Review and inventory current technology in use by the division. 2. Review the outcome to determine if this captures the necessary operational information. 3. Update measures in the 2013-14 assessment plan. 4. Ensure that data is tracked on these items to report at the end of the assessment cycle.  
**Responsible Person/Group:** WDP  
**Additional Resources:** Communication with offices currently using third party software.
**Mission / Purpose**

As the department of Web Development and Processes it is our mission to aid the departments of Student Affairs in becoming more effective and efficient through our constant research and advancements in the areas of online processes and other web technologies.

**Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

**OthOtcm 1: Increase SA Office Update of Sites**

Increase the number of offices in the division of Student Affairs who have the ability to update their office websites

**Related Measures**

**M 1: Use of Contribute**

The number of departments that requested to have Contribute installed and began to use it has increased.

**Target:**

No target set for this cycle.

**Finding (2012-2013) - Target: Not Reported This Cycle**

During the 2012-13 academic year staff members of WDP worked with content managers to provide Contribute to update content in a timely fashion on their sites. This year we installed Contribute onto 8 machines.

Providing this software to these content managers allowed them to update their own content in a more timely manner.

**M 2: Use of Utility Suite**

The number of Departments that are using the Student Affairs Utility Suite to update their site.

**Target:**

No target set for this annual cycle

**Finding (2012-2013) - Target: Not Reported This Cycle**

Content Managers use the Student Affairs Utility Suite to create calendar events, announcements and photo galleries for their websites. This year there was a 63% increase in submissions (Up to 680 from 430 in 2012).

This increase indicates that content managers across the division has began to use the utility suite to advertise their programs and events through their websites.

**OthOtcm 2: Increase use Online Processes for Student Affairs**

Increase the number of Student Affairs Registration and Application Processes that are handled online.

**Related Measures**

**M 3: Number of new Online Processes**

An increase in the number of new online processes for the Division of Student Affairs.

**Target:**

No Target

**Finding (2012-2013) - Target: Not Reported This Cycle**

WDP has worked closely with each department to evaluate the use of online processes. (Online Processes - Application and interview processes that are submitted and evaluated on line. Removing as much of the previous paper process as possible.) The use of these online processes help to save time and paper on the part of the department, while making it easier for students to submit applications as well. These online processes have streamlined application review and reduced selection time as well as increased data that can be used to help offices understand the student population they are serving.

This year WDP created 15 new Online Processes.

**M 4: Improvements to Online Processes**

Increase the number of Departments that are reviewing their online processes.

**Target:**

WPD meets with Student Affairs Departments to make updates and corrections to existing online processes to achieve the desired outcome as relates to efficiency and effectiveness.

**Finding (2012-2013) - Target: Not Reported This Cycle**

Online processes are reused each year by various departments. This year in addition to reviewing we revamped 7 online processes.

This process allows us to insure that departments are using systems that contain the latest technology and
tailored to their individual needs.

**M 6: Increase the number of online applications within Student Affairs**
The more online applications created within Student Affairs to more efficient out departments can be.

Source of Evidence: Efficiency

**Target:**
WDP has developed an online request form to aid Department heads in making request for

**Finding (2012-2013) - Target: Met**
During the 2012-2013 academic year WDP created 15 new online applications within the division. This represents an increase in the number of requests from departments over the 2012-2013 academic year.

**OthOtcm 3: Increase the use of technology in Student Affairs**
Implement modern technology within the departments of Student Affairs by increasing it's use.

**Related Measures**

**M 1: Use of Contribute**
The number of departments that requested to have Contribute installed and began to use it has increased.

Source of Evidence: Activity volume

**Target:**
The use of contribute will increase to 75% of the content managers division wide.

**Finding (2012-2013) - Target: Partially Met**
So far 13 (59% increase) new request for Contribute to be installed has been made. This has allowed for an increase in the number of content managers updated their own websites.

An additional review of increase technology use completed at the conclusion of the assessment cycle indicates the following additional technology is being used by the Student Affairs Staff:

1. Handhelds- iPads, iPad Minis, iPds, Microsoft Surfaces.
2. Third party software updates: HRC Assignments, Collegiate Link, Qualtrix, Fusion

**Related Action Plans (by Established cycle, then alpha):**

**Additional Measures for Technology Use**
*Established in Cycle: 2012-2013*

In reviewing the data collected for the 2012-2013 Cycle it was determined that additional measures can be identified to capture ...

For full information, see the *Details of Action Plans* section of this report.

**M 5: Review new technology to be used in Student Affairs**
WDP works with Student Affairs departments to review new technology being introduced to ensure that all needs are being met.

Source of Evidence: Administrative measure - other

**Target:**
No target Reported

**Finding (2012-2013) - Target: Not Reported This Cycle**
The usage of handle held devices has increased this year. Eight of our new processes use hand held as a major part of facilitated the interview portions.

The use of the handhelds contributed to the streamlining of the process and saved time.

**OthOtcm 4: Increase efficiency in application processes**
Increase efficiency in current applications and new online processes as they are developed.

**Related Measures**

**M 4: Improvements to Online Processes**
Increase the number of Departments that are reviewing their online processes.

Source of Evidence: Efficiency

**Target:**
No target set.

**Finding (2012-2013) - Target: Not Reported This Cycle**
After review of a small sampling of online processes the following was found with regard to increased efficiency in online processes:

1. The number of staff required for the Hall of Fame check-in process reduced by 50% this year.
2. Parent Ambassadors and Avanti team this year used a single joint process. Effectively on complete phase was removed from the process.
3. The freshman forum process historically took 4 staff members 3 days to review all applications and make selections. This process was reduced to one staff member making selections in one afternoon.
4. Career Fair exit surveys usually took weeks to get the results submitted and tallied. This year this information was provided immediately

**M 6: Increase the number of online applications within Student Affairs**
The more online applications created within Student Affairs to more efficient out departments can be.

Source of Evidence: Efficiency
Target:
Data was not collected for this measure due to competing priorities.

Finding (2012-2013) - Target: Not Reported This Cycle
Data was not collected for this measure due to competing priorities.

OthOtcm 5: Increase the use of data collected in Online Processes
Work with department heads to increase their knowledge of what data can be collected and the different ways it can be presented and used.

Related Measures

M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.
Source of Evidence: Efficiency

Finding (2012-2013) - Target: Not Reported This Cycle
Data was not collected for this measure due to competing priorities.

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Additional Measures for Technology Use
In reviewing the data collected for the 2012-2013 Cycle it was determined that additional measures can be identified to capture information on data associated with the continued and increased use of technology in the division.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Use of Contribute | Outcome/Objective: Increase the use of technology in Student Affairs

Implementation Description: 1. Review and inventory current technology in use by the division. 2. Review the outcome to determine if this captures the necessary operational information. 3. Update measures in the 2013-14 assessment plan. 4. Ensure that data is tracked on these items to report at the end of the assessment cycle.

Responsible Person/Group: WDP
Additional Resources: Communication with offices currently using third party software.
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Related Measures

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The number of departments that requested to have Contribute installed and began to use it has increased.
Source of Evidence: Activity volume

Target:
No target set for this cycle.

Finding (2011-2012) - Target: Not Reported This Cycle
The office WDP uses contribute as a web authoring and maintenance tool for Departments.

M 2: Use of Utility Suite
The number of Departments that are using the Student Affairs Utility Suite to update their site.
Source of Evidence: Activity volume

Target:
Target not set for this annual cycle

Finding (2011-2012) - Target: Not Reported This Cycle
WDP has developed a Utility Suite for the Division that allows users to update dynamic content (Calendar events, Announcements, Photos) to their sites.

OthOtcm 2: Increase use Online Processes for Student Affairs
Increase the number of Student Affairs Registration and Application Processes that are handled online.

Related Measures

M 3: Number of new Online Processes
An increase in the number of new online processes for the Division of Student Affairs.
Source of Evidence: Benchmarking

Target:
No Target

Finding (2011-2012) - Target: Not Reported This Cycle
In an effort to increase efficiency within Student Affairs WDP has worked with Departments to move paper application and registration processes to an online format.

M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.
Source of Evidence: Efficiency

Target:
WPD meets with Student Affairs Departments to make updates and corrections to existing online processes to achieve the desired outcome as relates to efficiency and effectiveness.

Finding (2011-2012) - Target: Not Reported This Cycle
Not Reported This Cycle

M 6: Increase the number of online applications within Student Affairs
The more online applications created within Student Affairs to more efficient out departments can be.
Source of Evidence: Efficiency

Target:
WDP has developed an online request form to aid Department heads in making request for

Finding (2011-2012) - Target: Not Reported This Cycle
Not Reported This Cycle

OthOtcm 3: Increase the use of technology in Student Affairs
Implement modern technology within the departments of Student Affairs by increasing it's use.

Related Measures

M 1: Use of Contribute
The number of departments that requested to have Contribute installed and began to use it has increased.

Source of Evidence: Activity volume

M 5: Review new technology to be used in Student Affairs
WDP works with Student Affairs departments to review new technology being introduced to ensure that all needs are being met.

Source of Evidence: Administrative measure - other

Target:
No target Reported

Finding (2011-2012) - Target: Not Reported This Cycle
No Target Reported

OthOtcm 4: Increase efficiency in application processes
Increase efficiency in current applications and new online processes as they are developed.

Related Measures

M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.

Source of Evidence: Efficiency

M 6: Increase the number of online applications within Student Affairs
The more online applications created within Student Affairs to more efficient out departments can be.

Source of Evidence: Efficiency

OthOtcm 5: Increase the use of data collected in Online Processes
Work with department heads to increase their knowledge of what data can be collected and the different ways is can be presented and used.

Related Measures

M 4: Improvements to Online Processes
Increase the number of Departments that are reviewing their online processes.

Source of Evidence: Efficiency