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.

During the 2011-2012 assessment cycle staff at the Ferguson Center continued to monitor key operational outcomes to measure service and program delivery. The Ferguson Center uses Event Management Services (EMS) to measure student', faculty and staff reservation requests of space and use of the facility.

Results: Results from past assessment cycles have shown a steady increase in the number of "unavailable requests" for student organizations, university departments and external group requests. These unavailable requests were found to be in excess of 2,000 hours per cycle and rising at a consistent rate. Growing enrollment and increased traffic as captured by transaction data at the Ferguson Center supported and reinforced the need for additional space to accommodate and serve students.

Changes: In attempt to accommodate the growing demand for more meeting/programming space for students, The Ferguson Center entered into discussions with university about the possibility of adding more programmable space in 2011. The Ferguson broke ground on a 75,000 sq ft renovation/addition project in the Fall of 2012 with an anticipated completion date of Fall 2014. The project will yield 6 additional meeting rooms and an estimated addition of 12,000 sq ft of programmable space.

Impact: Though the impact is yet to be seen; it is predicted that there will be a decrease in the number of "unavailable requests" for student organizations and university departments and external group requests.

Mission / Purpose

The Ferguson Center supports, supplements and complements the overall academic, research, and service mission of the University of Alabama by offering a wide variety of high-quality services, collaborative programming, and leisure time activities.

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

OthOtm 1: Satisfaction with reservation process

Students/faculty/staff will indicate satisfaction with their event planning/room reservation experience at the Ferguson Center Student Union

Connected Document

Ferguson CenterStudent Union Assessment Timetable

Related Measures

M 1: Number of patrons who were satisfied to very satisfied with their overall reservation experience

Number of patrons who indicate they were satisfied with their overall reservation experience

Source of Evidence: Activity volume

Target:
No target set.

M 2: Number of patrons who were satisfied to very satisfied with the professionalism of the event planning staff prior to the event

Number of patrons who indicated they were satisfied with the professionalism of the event planning staff prior to the event

Source of Evidence: Activity volume

Target:
No target set.

M 3: Number of patrons who indicate they were satisfied to very satisfied with room conditions

Number of patrons who indicate they were satisfied with room conditions

Source of Evidence: Activity volume

Target:
No target set.

M 4: Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment

Number of patrons who indicate they were satisfied with audio/visual equipment

Source of Evidence: Activity volume

Target:
No target set.

OthOtm 2: Knowledge of programs/services

Students/faculty/staff will demonstrate knowledge of programs and services offered at the Ferguson Center through
utilization of programs/services. (Operational Outcome)

Connected Document
Ferguson Center Student Union Assessment Timetable

Related Measures

M 5: EMS/Hours
EMS Reservation System Number of Student Organization hours
Source of Evidence: Activity volume
Target: No target set.
Finding (2013-2014) - Target: Not Reported This Cycle
Data available in July

M 6: Micros Transaction Information from Dining/Auxiliary Services
Source of Evidence: Activity volume
Target: No target set.
Finding (2013-2014) - Target: Not Reported This Cycle
2013-2014 Transaction information from the Micros system indicated that there was an average of 28,240 transactions each month at the Starbucks in the Ferguson Center. There was an average of 35,900 transactions each month for the Ferguson Food Court for the fall semester. The new Union Market had an average of 9000 transactions each month. Additionally, The Fresh Food Company had an average of 35,000 transactions with Subway having an average of 12,400 transactions.
Renovation efforts for The Ferguson Center started during the Summer of 2012-2013 academic year. The onset of renovation yielded restrictions to several key entrances to the building and the redirection of the flow of pedestrian traffic from the south side of campus. It was predicted that the restrictions would cause a decrease in the building use, seen in a decline in transactions and a decline in reserved event hours. However, the numbers generated from the Micros transaction information and EMS indicate for the first semester of the 2013-2014 academic year, the Ferguson is on track to exceed the previous academic year's usage average.

M 7: EMS Reservation System Number of university departments and external group hours
Source of Evidence: Activity volume
Target: No target set.
Finding (2013-2014) - Target: Not Reported This Cycle
Preliminary data fot the 2013-2014 assessment cycle indicates there was an average of 10,300 reserved event hours by University Departments and external groups. This number of event hours indicates that the total number of event hours will likely meet and or exceed the number of event hours reserved during the 2012-2013 assessment cycle.

M 8: The number of “unavailable requests” for student organizations and university departments and external group requests
Source of Evidence: Activity volume
Target: No target set.

M 9: Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events
Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events
Source of Evidence: Activity volume
Target: No target set.

M 10: Number of departments and student organizations utilizing the Big Screen Promo service
Number of departments and student organizations utilizing the Big Screen Promo service
Source of Evidence: Activity volume
Target: No target set.

M 11: Number of exhibit requests made for the Ferguson Art Gallery
Number of exhibit requests made for the Ferguson Art Gallery
Source of Evidence: Activity volume
Target: No target set.

Other OTCM 3: Improved Leadership Skills
Participants in Ferguson Center Student Union programs and activities will demonstrate improved leadership skills

Connected Document
OthOtcm 4: Cultural Competence
Participants in leisure activities will demonstrate cultural competence

Related Measures

M 13: International Expressions: Cultural Events Survey
International Expressions: Cultural Events Survey- Students have opportunities to express and experience diverse cultural heritages and interests. 75% of respondents will indicate agreement with the following statement: “As a result of my participation in this event/activity, my understanding of diverse perspectives has changed.”
Source of Evidence: Evaluations
Target:
75% of respondents will indicate agreement with the following statement: “As a result of my participation in this event/activity, my understanding of diverse perspectives has changed.”

M 14: Out on the Town with the Ferg Survey
Out on the Town with the Ferg Survey-Opportunities to participate in off campus excursions that explore Tuscaloosa and surrounding areas. 75% of respondents will indicate agreement with the statement: “As a result of my participation in “Out On the Town with The Ferg” my knowledge of local resources has improved.”
Source of Evidence: Evaluations
Target:
75% of respondents will indicate agreement with the statement: “As a result of my participation in “Out On the Town with The Ferg” my knowledge of local and adjacent cities’ resources has improved.”

M 15: Hot Topics/Book Discussion Survey
Hot Topics/Book Discussion Survey- Moderated discussions with topics ranging from, current events, gender, race and religion. 75% of respondents will be able to indicate agreement with the statement “As a result of participating in “Hot Topics” I have sought out the beliefs/attitudes of people who are different from me.”
Source of Evidence: Evaluations
Target:
75% of respondents will be able to indicate agreement with the statement “As a result of participating in “Hot Topics” I have sought out the beliefs/attitudes of people who are different from me.”

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

Improved survey response rate
Improve the response rate to the surveys for the International Expression series by administering the instrument immediately following each event
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Implementation Description: Develop surveys for the International Expression series. Investigate the use of iPads to administer the survey. Ensure surveys are available and collected for each event.
Responsible Person/Group: Wanda Bishop

Response Improvement for Hot Topics
Improve the response rate to the surveys for the topic series by administering the instrument immediately following each event
Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: High
Implementation Description: Develop surveys for the Hot Topic series Investigate the use of ipads to administer the survey Ensure Surveys are available and collected for each event
Responsible Person/Group: Wanda Bishop
Mission / Purpose
The Ferguson Center supports, supplements and complements the overall academic, research, and service mission of the University of Alabama by offering a wide variety of high-quality services, collaborative programming, and leisure time activities.

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

OthOtcm 1: Satisfaction with reservation process
Students/faculty/staff will indicate satisfaction with their event planning/room reservation experience at the Ferguson Center Student Union

Connected Document
Ferguson Center Student Union Assessment Timetable

Related Measures

M 1: Number of patrons who were satisfied to very satisfied with their overall reservation experience
Number of patrons who indicate they were satisfied to very satisfied with their overall reservation experience
Source of Evidence: Activity volume
Target: No target set.
Finding (2012-2013) - Target: Met
Results Summary: A post event satisfaction survey is sent out to all groups that utilized Ferguson Center Event Services. For the 2012-2013 academic year a total of 29 respondents replied to the survey request. Of the 29 respondents, 2 indicated they were satisfied with the overall reservation process, 27 indicated they were very satisfied. Collectively 100% of the respondents were satisfied to very satisfied with the overall reservation process. Interpretations and Conclusions: Patrons of the Ferguson Center Student Union are satisfied with the overall reservation process.

M 2: Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment
Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment
Source of Evidence: Activity volume
Target: No target set.
Finding (2012-2013) - Target: Met
Results Summary: Of the 20 respondents to the question, 2 indicated that they were satisfied and 16 indicated they were very satisfied with the audio/visual equipment. Interpretations and Conclusions: A combined 90% of respondents were satisfied to very satisfied with audio/visual equipment these numbers indicate that there was an increased level of satisfaction in this area.

M 3: Number of patrons who were satisfied to very satisfied with the professionalism of the event planning staff prior to the event
Number of patrons who indicated they were satisfied to very satisfied with the professionalism of the event planning staff prior to the event
Source of Evidence: Activity volume
Target: No target set.
Finding (2012-2013) - Target: Met
Results Summary: A post event satisfaction survey is sent out to all groups that utilized Ferguson Center Event Services. For the Fall of 2012-2013 academic year a total of 30 respondents replied to the survey request. Of the 30 respondents, 29 provided the following responses: 4 respondents indicated they were satisfied with the professionalism of the event planning staff prior to the event. 23 indicated they were very satisfied. Collectively 93% of the respondents were satisfied to very satisfied with the professionalism of the event planning staff of the Ferguson Center. Interpretations and Conclusions: Most patrons are satisfied with the level of professionalism of the Ferguson Center's event planning staff prior to the event.

M 4: Number of patrons who indicate they were satisfied to very satisfied with room conditions
Number of patrons who indicate they were satisfied to very satisfied with room conditions
Source of Evidence: Activity volume
Target: No target set.
Finding (2012-2013) - Target: Met
Results Summary: Of the 30 respondents, 3 indicated that they were satisfied and 23 indicated that they were very satisfied with the condition of rooms. 90% of respondents were satisfied to very satisfied with room conditions. Interpretations and Conclusions: 90% indicates that most patrons are satisfied with the room conditions of The Ferguson Center.

OthOtcm 2: Knowledge of programs/services
Students/faculty/staff will demonstrate knowledge of programs and services offered at the Ferguson Center through
utilization of programs/services. (Operational Outcome)

Connected Document
Ferguson Center Student Union Assessment Timetable

Related Measures

M 5: EMS/Hours
EMS Reservation System Number of Student Organization hours
Source of Evidence: Activity volume

Target: No target set
Finding (2012-2013) - Target: Met
Result Summary: There was a combined total of 10,655.33 reserved event hours by Registered Student Organizations for Fall 2012 and Spring 2013. This number makes up 36% of total reserved event hours in the Ferguson Center. Interpretations and Conclusions: Even though the numbers indicate a 26% decrease in reserved event hours than the previous academic year; student organizations continue to indicate knowledge of The Ferguson's Center event planning services. The lower numbers could be attributed the temporary loss of reserveable space due to renovations of The Ferguson Center's game room and Starbucks.

M 6: Micros Transaction Information from Dining/Auxiliary Services
Micros Transaction Information from Dining/Auxiliary Services
Source of Evidence: Activity volume

Target: No target set.
Finding (2012-2013) - Target: Met
Result Summary: A sampling from the transaction information from the Micros system indicated that an average of 24,489 patrons visited the Starbucks location each month during the 2012-2013 academic year. An average of 31,442 patrons visited the Fresh Food Company each month with an average of 27,118 patrons visiting the Food Court located in the Ferguson Center each month. Interpretations and Conclusions: Starbucks' 36% increase in usage and the continued utilization of the Ferguson Center's Food Court and Fresh Food Company indicates knowledge of the various food services available in the Ferguson Center.

M 7: EMS Reservation System Number of university departments and external group hours
EMS Reservation System Number of university departments and external group hours
Source of Evidence: Activity volume

Target: No target set.
Finding (2012-2013) - Target: Met
Result Summary: There was a total of 18,845 reserved event hours by University Departments and external groups for Fall 2012 and Spring 2013. Interpretation and Conclusion: This 20% usage increase from last year is a good indicator that University Departments and external groups are knowledgeable of the program and services offered by The Ferguson Center.

M 8: The number of “unavailable requests” for student organizations and university departments and external group requests
The number of “unavailable requests” for student organizations and university departments and external group requests
Source of Evidence: Activity volume

Target: No target set.
Finding (2012-2013) - Target: Met
Result Summary: A total number of 602 "unavailable requests" totaling 2,312 reserved hours were captured in the EMS reservation system. This is a 8% increase of "unavailable requests" from the previous academic year. Interpretations and Conclusions: The steady increasing higher rate of unavailability could be attributed to the increased enrollment at the University and growth in the Student Organizations. The findings indicate that there is need for more large group meeting spaces in The Ferguson Center.

M 9: Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events
Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events
Source of Evidence: Activity volume

Target: No target set.
Finding (2012-2013) - Target: Met
Result Summary: During the academic year of 2012-2013 the Ferguson Center had a total of 200 student to participate in the "On the Town" events hosted throughout the year. There were approximately 5,000 students who participated in The Rising Tide Tailgate in the fall of 2012. Interpretations and Conclusions: The numbers indicate student's knowledge of programs and services. The results indicate a continued growth in the number of students interested in attending events/trips off campus and support the Ferguson Center's role of providing high quality leisure time activities for students.

M 10: Number of departments and student organizations utilizing the Big Screen Promo service
Number of departments and student organizations utilizing the Big Screen Promo service
Source of Evidence: Activity volume

Target: No target set.
Finding (2012-2013) - Target: Met
Results Summary: There were 90 requests made for space on the Big Screen Promo. University departments and student organizations utilize Big Screen Promo 85 times during the 2012-2013 academic year. Interpretations and Conclusions: Once the technical issues were addressed from the previous year, utilization of the Big Screen Promo increased tremendously. The rapid increase in usage by departments and student organizations indicates that they are knowledgeable of the Big Screen Promo services offered by the Ferguson Center Student Union.

**M 11: Number of exhibit requests made for the Ferguson Art Gallery**

Number of exhibit requests made for the Ferguson Art Gallery

Source of Evidence: Activity volume

**Target:**

No target set.

**Finding (2012-2013) - Target: Met**

Results Summary:

For July 1, 2012 - June 2013 11 exhibits were hosted in the Ferguson Center Art Gallery. There were three unavailable requests.

Interpretations and Conclusions:

There was a slight decrease in the number of total applications due to the initial information that the art gallery would be affected by the renovation to the second floor. Based on that information we stopped soliciting applications for Spring 2013 back in Fall 2012. Once we received information that the gallery would remain intact for spring & summer we actively solicited them and collaborated with the Art Department to increase the application pool.

The numbers indicate that students, faculty and staff are aware of Ferguson Center Art Gallery and the services provided.
**OthOtcm 3: Improved Leadership Skills**

Participants in Ferguson Center Student Union programs and activities will demonstrate improved leadership skills

**Related Measures**

**M 13: RHM 385 Event Leadership Practicum Rubrics**
- measures students’ ability to demonstrate leadership concepts learned in class.

**RHM 385 Event Leadership Practicum Rubrics**
- measures students’ ability to demonstrate leadership concepts learned in class. Three focus areas include: practicum hours where students spearhead the planning and execution of various events and programs, group prezi presentation of event(s) from conception to execution, and event/peer evaluation. 50% of students will score 80% or higher on final tally of rubrics points.

**Source of Evidence:** Evaluations

**Target:**
50% of students will score 80% or higher on final tally of rubrics points

**Finding (2012-2013) - Target: Met**

Results Summary: There were 38 students who completed the course. 34 students earned a score of 80% or higher on their final tally of rubrics points. Interpretations and Conclusions: 90% of the class earned a successful passing score which would indicate that they have the ability to demonstrate leadership abilities.

**M 14: RHM 385 Event Leadership Practicum Rubrics**
- measures students’ ability to demonstrate leadership concepts learned in class.

**Source of Evidence:** Benchmarking

**Target:**
50% of students will score 80% or higher on final tally of rubrics points

**Finding (2012-2013) - Target: Met**

Results Summary: There were 38 students who completed the course. 34 students earned a score of 80% or higher on their final tally of rubrics points. Interpretations and Conclusions: 90% of the class earned a successful passing score which would indicate that they have the ability to demonstrate leadership abilities.

**OthOtcm 4: Cultural Competence**

Participants in leisure activities will demonstrate cultural competence

**Related Measures**

**M 15: International Expressions: Cultural Events Survey**
- Students have opportunities to express and experience diverse cultural heritages and interests. 75% of respondents will indicate agreement with the following statement: "As a result
of my participation in this event/activity, my understanding of diverse perspectives has changed."

Source of Evidence: Evaluations

**Target:**
75% of respondents will indicate agreement with the following statement: "As a result of my participation in this event/activity, my understanding of diverse perspectives has changed."

**Finding (2012-2013) - Target: Not Met**

**RESULTS:** There were a total of 2 International Expression events during the academic year of 2012-2013. Each event was followed with a follow-up survey sent out to each participants. There 10 respondents to one survey. Of the 10 respondents 7 (70%) indicated agreement with the target statement. There were 4 respondents to the other survey; of which 2 (50%) indicated agreement with the target statement.

**Interpretations and Conclusions:** The target of 75% agreement was not met on either survey. Efforts to improve response rates definitely need to be considered before any correlations between the event and target failure can be made.

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

**Improved survey response rate**
*Established in Cycle: 2012-2013*

Improve the response rate to the surveys for the International Expression series by administering the instrument immediately following each event...

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

**M 17: Out on the Town with The Ferg Survey**

Out on the Town with The Ferg Survey-Opportunities to participate in off campus excursions that explore Tuscaloosa and surrounding areas. 75% of respondents will indicate agreement with the statement: "As a result of my participation in "Out On The Town with The Ferg" my knowledge of local resources has improved."

Source of Evidence: Evaluations

**Target:**
75% of respondents will indicate agreement with the statement: "As a result of my participation in "Out On the Town with The Ferg" my knowledge of local and adjacent cities' resources has improved."

**Finding (2012-2013) - Target: Met**

**Result Summary:** There were a total of 73 respondants to the "Out On the Town" surveys for the 2012-2013 academic year. Of the 73 respondants 37 indicated agreement with the statement. Of the 73 respondants 37 indicated agreement with the statement. There were 19 respondants that strongly agreed with the statement. Collectively 77% of the respondants were in agreement with the statement.

**Interpretations and Conclusions:** Based on the percentage of respondants that agreed with the statement "Out On the Town" is a sufficient resource to increase students' cultural competence.

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

**Improved survey response rate**
*Established in Cycle: 2012-2013*

Improve the response rate to the surveys for the topic series by administering the instrument immediately following each event...

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

**M 18: Hot Topics/Book Discussion Survey**

Hot Topics/Book Discussion Survey-Moderated discussions with topics ranging from, current events, gender, race and religion. 75% of respondents will be able to indicate agreement with the statement "As a result of participating in "Hot Topics" I have sought out the beliefs/attitudes of people who are different from me."

Source of Evidence: Evaluations

**Target:**
75% of respondents will be able to indicate agreement with the statement "As a result of participating in "Hot Topics" I have sought out the beliefs/attitudes of people who are different from me."

**Finding (2012-2013) - Target: Not Met**

**Result Summary:** There was a total of 4 respondants to the survey. Of the 4 respondants only 1 indicated agreement with the aforementioned statement.

**Interpretations and Conclusions:** There was only a 25% agreement rate. It is inconclusive that if the low rate of agreement can be soley attributed to "Hot Topics" not being a sufficient means of increasing cultural competence or if the survey respondant pool was just too small to make any concrete conclusions. There definitely needs to be some dedicated efforts made toward increasing the response rate of the survey.

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

**Response Improvement for Hot Topics**
*Established in Cycle: 2012-2013*

Improve the response rate to the surveys for the topic series by administering the instrument immediately following each event...

For full information, see the Details of Action Plans section of this report.
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<td>&quot;Measure&quot;: Hot Topics/Book Discussion Survey</td>
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Mission / Purpose

The Ferguson Center supports, supplements and complements the overall academic, research, and service mission of the University of Alabama by offering a wide variety of high-quality services, collaborative programming, and leisure time activities.

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

SLO 2: Improved Leadership Skills

Participants in Ferguson Center Student Union programs and activities will demonstrate improved leadership skills

Connected Document Ferguson Center Student Union Assessment Timetable

Related Measures

M 8: 2E Surveys- Measures the degree to which students will apply presented concepts.

2E Surveys- Measures the degree to which students will apply presented concepts. 75% of respondents will indicate agreement to the statement: “As a result of participating in this 2E event, my leadership skills have improved.”

Source of Evidence: Evaluations

Target: 75% of survey respondents will indicate agreement to the statement: “As a result of participating in this 2E event, my leadership skills have improved.”

Finding (2011-2012) - Target: Not Met

Due to a shift in priorities in our department after the tragic tornado of April 27th, no data was captured for this measure.

M 9: RHM 385 Event Leadership Practicum Rubrics- measures students’ ability to demonstrate leadership concepts learned in class.

RHM 385 Event Leadership Practicum Rubrics- measures students’ ability to demonstrate leadership concepts learned in class. Three focus areas include: practicum hours where students spearhead the planning and execution of various events and programs, group prez presentation of event(s) from conception to execution, and event/peer evaluation. 50% of students will score 80% or higher on final tally of rubrics points.

Source of Evidence: Evaluations

Target: 50% of students will score 80% or higher on final tally of rubrics points

Finding (2011-2012) - Target: Met

Results Summary:

There were 16 students who completed the course. 15 students earned a score of 80 or higher on their final tally of rubrics points.

Interpretations and Conclusions:

94% of the class earned a successful passing score which would indicate that they have the ability to demonstrate leadership abilities.

M 10: RHM 385 Event Leadership Practicum Rubrics

RHM 385 Event Leadership Practicum Rubrics- measures students’ ability to demonstrate leadership concepts learned in class.

Source of Evidence: Benchmarking

Target: 50% of students will score 80% or higher on final tally of rubrics points

Finding (2011-2012) - Target: Met

Results Summary:

There were 16 students who completed the course. 15 students earned a score of 80 or higher on their final tally of rubrics points.

Interpretations and Conclusions:

94% of the class earned a successful passing score which would indicate that they have the improved leadership skills.

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

OthOtcm 1: Knowledge of programs/services

Students/faculty/staff will demonstrate knowledge of programs and services offered at the center through utilization of programs/services. (Operational Outcome)
**Related Measures**

**M 1: EMS/Hours**
EMS Reservation System Number of Student Organization hours

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012) - Target: Met**

**Result Summary:**
There were a total of 11,535.86 reserved event hours by Registered Student Organizations for Fall 2011 and Spring 2012. This number makes up 62% of total reserved event hours in the Ferguson Center.

**Interpretations and Conclusions:**
Student organizations continue to indicate knowledge of The Ferguson's Center event planning services and intention to utilize them on a regular basis.

**M 2: Micros Transaction Information from Dining/Auxiliary Services**
Micros Transaction Information from Dining/Auxiliary Services

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012) - Target: Met**

**Results Summary:**
A sampling from the transaction information from the Micros system indicated that an average of 15,611 patrons visit the Starbucks location each month during the 2011-2012 academic year. An average of 53,759 patrons visited the Fresh Food Company each month with an average of 40,664 patrons visiting the Food Court located in the Ferguson Center each month.

**Interpretations and Conclusions:**
The results indicate knowledge of and a high level of utilization of the various food service locations in the Ferguson Center.

**M 3: EMS Reservation System Number of university departments and external group hours**
EMS Reservation System Number of university departments and external group hours

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012) - Target: Met**

**Result Summary:**
There was a total of 15,064.36 reserved event hours by University Departments and external groups for Fall 2011 and Spring 2012.

**Interpretation and Conclusion:**
This 12.5% usage increase from last year is a good indicator that University Departments and external groups are knowledgeable of the program and services offered by The Ferguson Center.

**M 4: The number of “unavailable requests” for student organizations and university departments and external group requests**
The number of “unavailable requests” for student organizations and university departments and external group requests

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012) - Target: Met**

**Results Summary:**
A total number of 552 "unavailable requests" totaling 2,065.25 reserved hours were captured in the EMS reservation system. This is a 7% increase of "unavailable requests" from the previous academic year.

**Interpretations and Conclusions:**
The higher rate of unavailability could be attributed to the increased enrollment at the University and growth in the Student Organizations. The findings indicate that there is need for more large group meeting spaces in The Ferguson Center.

**M 5: Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events**
Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012) - Target: Met**

**Results Summary:**
During the academic year of 2011-2012 the Ferguson Center hosted 7 "On the Town" events with a total of
280 students participating for the year. There were approximately 1,200 students who participated in The Rising Tide Tailgate in the fall of 2011. Due to the tragic aftermath of the April 27th tornado, no Discovery Series classes were conducted.

**Interpretations and Conclusions:**
The numbers indicate student's knowledge of programs and services. The results indicate a continued growth in the number of students interested in attending events/trips off campus and support the Ferguson Center's role of providing high quality leisure time activities for students.

**M 6: Number of departments and student organizations utilizing the Big Screen Promo service**
Number of departments and student organizations utilizing the Big Screen Promo service

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012)** - Target: Partially Met

**Results Summary:**
There were a total of 58 departments and student organizations that utilized the Big Screen Promotion services in the West Dining Area for the 2011-2012 academic year.

**Interpretations and Conclusions:**
This usage number is down from the first year because there was a period of technical difficulties with our digital signage system. This appeared to have impacted participation in a negative manner.

**M 7: Number of exhibit requests made for the Ferguson Art Gallery**
Number of exhibit requests made for the Ferguson Art Gallery

Source of Evidence: Activity volume

**Target:**
No target set.

**Finding (2011-2012)** - Target: Met

**Results Summary:**
During the 2011-2012 academic year there was a total of 24 applications submitted for the Ferguson Center Art Gallery (7 during the Fall and 17 during the Spring)

**Interpretations and Conclusions:**
The numbers indicate that students, faculty and staff are aware of Ferguson Center Art Gallery and the services provided.

**OthOtcm 3: Cultural Competence**
Participants in leisure activities will demonstrate cultural competence

Connected Document
Ferguson Center Student Union Assessment Timetable

**Related Measures**

**M 11: International Expressions: Cultural Events Survey**
International Expressions: Cultural Events Survey- Students have opportunities to express and experience diverse cultural heritages and interests. 75% of respondents will indicate agreement with the following statement: “As a result of my participation in this event/activity, my understanding of diverse perspectives has changed.”

Source of Evidence: Evaluations

**Target:**
75% of respondents will indicate agreement with the following statement: “As a result of my participation in this event/activity, my understanding of diverse perspectives has changed.”

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

There was no data collected for this measure. The event was retired from the roster of events for the 2011-2012 academic year.

**M 12: Discovery Series Survey**
Discovery Series Survey-Non-credit classes that allow participants to explore hobbies, passions and interests at no to minimal cost. 75% of respondents will indicate agreement to the statement: “As a result of my participation in the “Discovery Series” I have new skill set that I can share with others.”

Source of Evidence: Evaluations

**Target:**
75% of respondents will indicate agreement to the statement: “As a result of my participation in the “Discovery Series” I have new skill set that I can share with others.”

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

Due to the tornado of April 27th 2011, our department had to temporarily redirect priorities to facilitate the University in the recovery process. No Discovery Series sessions were held during the 2011-2012 academic year; therefore, no data was captured for this measure.

**M 13: Out on the Town with the Ferg Survey**
Out on the Town with the Ferg Survey-Opportunities to participate in off campus excursions that explore Tuscaloosa and surrounding areas. 75% of respondents will indicate agreement with the statement: “As a result of my participation in “Out On the Town with The Ferg” my knowledge of local and adjacent cities’ resources has improved.”

Source of Evidence: Evaluations

**Target:**
75% of respondents will indicate agreement with the statement: “As a result of my participation in “Out On the Town with The Ferg” my knowledge of local and adjacent cities’ resources has improved.”
Finding (2011-2012) - Target: Not Met
Due to a re-directing of priorities after the tornado on April 27, 2011 by the department, no surveys were sent out. Therefore, no data was captured for this measure.

M 14: Hot Topics/Book Discussion Survey
Hot Topics/Book Discussion Survey-Moderated discussions with topics ranging from current events, gender, race and religion. 75% of respondents will be able to indicate agreement with the statement “As a result of participating in “Hot Topics” I have sought out the beliefs/attitudes of people who are different from me.”
Source of Evidence: Evaluations
Target:
75% of respondents will be able to indicate agreement with the statement “As a result of participating in “Hot Topics” I have sought out the beliefs/attitudes of people who are different from me.”
Finding (2011-2012) - Target: Not Met
Due to a re-directing of priorities after the tornado on April 27, 2011 by the department, no surveys were sent out. Therefore, no data was captured for this measure.

M 15: Art Gallery Survey
Art Gallery Survey- 75% of respondents will indicate agreement with the statement: “As a result of viewing the exhibit featured in the Ferguson Art Gallery my understanding of art as an expression of culture has changed.”
Source of Evidence: Evaluations
Target:
75% of respondents will indicate agreement with the statement: “As a result of viewing the exhibit featured in the Ferguson Art Gallery my understanding of art as an expression of culture has changed.”
Finding (2011-2012) - Target: Not Met
No data was collected for this measure.

M 16: Crimson Culture Survey
Crimson Culture Survey- Recognizes and celebrates cultural diversity among the UA community and the surrounding Tuscaloosa area. 75% of respondents will indicate agreement with the statement: “After participating in “Crimson Culture”, I have thought about beliefs and attitudes of people who are different from me.”
Source of Evidence: Evaluations
Target:
75% of respondents will indicate agreement with the statement: “After participating in “Crimson Culture”, I have thought about beliefs and attitudes of people who are different from me.”
Finding (2011-2012) - Target: Not Met
There was no data collected for this measure. The event was retired from the roster of events for the 2011-2012 academic year.

OthOtcm 4: Satisfaction with reservation process
Students/faculty/staff will indicate satisfaction with their event planning/room reservation experience at the Ferguson Center Student Union
Connected Document
Ferguson CenterStudent Union Assessment Timetable

Related Measures

M 17: Number of patrons who were satisfied to very satisfied with their overall reservation experience
Number of patrons who indicate they were satisfied to very satisfied with their overall reservation experience
Source of Evidence: Activity volume
Target:
No target set.
Finding (2011-2012) - Target: Met
Results Summary:
A post event satisfaction survey is sent out to all groups that utilized Ferguson Center Event Services. For the Fall of 2011 a total of 50 respondents replied to the survey request. Of the 50 respondents, 44 provided the following responses: 5 respondents indicated they were satisfied with the overall reservation process. 39 indicated they were very satisfied. Collectively 98% of the respondents were satisfied with the overall reservation process.
Interpretations and Conclusions:
Most patrons are satisfied with the overall reservation process.

M 18: Number of patrons who were satisfied to very satisfied with the professionalism of the event planning staff prior to the event
Number of patrons who indicated they were satisfied to very satisfied with the professionalism of the event planning staff prior to the event
Source of Evidence: Activity volume
Target:
No target set.
Finding (2011-2012) - Target: Met
Results Summary:
A post event satisfaction survey is sent out to all groups that utilized Ferguson Center Event Services. For the Fall of 2011 a total of 50 respondents replied to the survey request. Of the 50 respondents, 43 provided the following responses: 5 respondents indicated they were satisfied with the professionalism of the event planning staff prior to the event. 37 indicated they were very satisfied. Collectively 93% of the respondents were satisfied to very satisfied with the professionalism of the event planning staff of the Ferguson Center.
Interpretations and Conclusions:
Most patrons are satisfied with the level of professionalism of the Ferguson Center's event planning staff prior
M 19: Number of patrons who indicate they were satisfied to very satisfied with room conditions
Number of patrons who indicate they were satisfied to very satisfied with room conditions. (80% of respondents)
Source of Evidence: Activity volume
Target: No target set.
Finding (2011-2012) - Target: Met
Results Summary:
Of the 42 respondents, 11 indicated that they were satisfied and 30 indicated that they were very satisfied with the condition of rooms. 93% of respondents were satisfied to very satisfied with room conditions.
Interpretations and Conclusions:
93% indicates that most patrons are satisfied with the room conditions of The Ferguson Center.

M 20: Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment
Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment (80%)
Source of Evidence: Activity volume
Target: No target set.
Finding (2011-2012) - Target: Met
Results Summary:
Of the 43 respondents to the question, 6 indicated that they were satisfied and 29 indicated they were very satisfied with the audio/visual equipment.
Interpretations and Conclusions:
Even though 78% of respondents were satisfied to very satisfied with audio/visual equipment these numbers indicate that there is some room for improvement in this area.

OthOtcm 5: Improved understanding of assessment
Retire this outcome.

Related Measures

M 21: Bi-weekly staff meetings attendance
Bi-weekly staff meetings attendance
Source of Evidence: Administrative measure - other
Target: No target set.
Finding (2011-2012) - Target: Met
Results Summary:
All staff members consistently participated in bi-weekly staff meetings for The Ferguson Center were current assessment measure discussions were a part of the agenda.
Interpretations and Conclusions:
Frequent discussions of assessment measures and devices helps improve the understanding of assessment and the practice of assessing.

M 22: Participation in HR professional development training series
Participation in HR professional development training series
Source of Evidence: Administrative measure - other
Target: No target set.
Finding (2011-2012) - Target: Met
Results Summary:
Ferguson center staff members participated in various professional development training that was offered by Human Resource. Sessions were picked by the individual.
Interpretations and Conclusions:
The various training sessions helped to improve staff's understanding of assessment

M 23: Crucial Conversations Training
Crucial Conversations Training
Source of Evidence: Administrative measure - other
Target: No target set.
Finding (2011-2012) - Target: Met
Results Summary:
Most staff members of the Ferguson Center Student Union have participated in Crucial Conversation training.
Interpretations and Conclusions:
Crucial Conversation Training will help staff facilitate conversations about the importance of assessment as the department moves forward in creating a climate that supports a culture of evidence
Source of Evidence: Administrative measure - other

Target: No target set.

**Finding (2011-2012) - Target: Met**

**Results Summary:**
The Ferguson Center Staff participated in a full day retreat in the Spring of 2012. During the retreat the staff participated in presentation from University Relations, discussions facilitated by Dr. Nelson and Ferguson staff members. The staff also revisited their individual commitment to the Divisional Focus Areas.

**Interpretations and Conclusions:**
Open and dialogue and discussions centered around SA and its role in the University community will help improve the staff's understanding of assessment.
Administrative Office
2011-12 Assessment Plan

Division Name: Student Affairs
Administrative Office Name: Ferguson Center Student Union

I. Department Mission Statement:
The Ferguson Center Supports, supplements and complements the overall academic, research, and service mission of the University of Alabama by offering a wide variety of high-quality services, collaborative programming, and leisure time activities.

II. Expected Outcomes

**Outcome 1.** Students/faculty/staff will demonstrate knowledge of programs and services offered at the center through utilization of programs/services. (Operational Outcome)

| Measure 1.1 | EMS Reservation System Number of Student Organization hours |
| Measure 1.2 | Micros Transaction Information from Dining/Auxiliary Services |
| Measure 1.3 | EMS Reservation System Number of university departments and external group hours |
| Measure 1.4 | The number of “unavailable requests” for student organizations and university departments and external group requests |
| Measure 1.5 | Number of participants in On the Town with the Ferg and Rising Tide Tailgate Events |
| Measure 1.6 | Number of departments and student organizations utilizing the Big Screen Promo service |
| Measure 1.7 | Number of exhibit requests made for the Ferguson Art Gallery |

How would you categorize Outcome 1?

- Administrative Support/Operational Effectiveness outcome [X]
- Educational Support outcome
- Research outcome
- Community Service outcome

This outcome best relates to which UA Strategic Plan Goal and Objective?

Strategic Plan Goal # 3  Objective # 3.9

**Outcome 2.** Participants in Ferguson Center Student Union programs and activities will demonstrate improved leadership skills

| Measure 2.1 | 2E Surveys- Measures the degree to which students will apply presented concepts. 75% of respondents will indicate agreement to the statement: “As a result of participating in this 2E event, my leadership skills have improved.” |
| Measure 2.2 | RHM 385 Event Leadership Practicum Rubrics- measures students’ ability to demonstrate leadership concepts learned in class. Three focus areas include: practicum hours where students spearhead the planning and...
execution of various events and programs, group prezi presentation of event(s) from conception to execution, and event/peer evaluation. 50% of students will score 80% or higher on final tally of rubrics points.

**Measure 2.3** YWLP/YMLP (Young Women/Men Leadership Program) 75% of respondents will indicate agreement with the statement “By serving as a facilitator in the YWLP/YMLP my leadership skills have improved.”

How would you categorize Outcome 2?  
☐ Administrative Support/Operational Effectiveness outcome  
☒ Educational Support outcome  
☐ Research outcome  
☐ Community Service outcome

This outcome best relates to which UA Strategic Plan Goal and Objective?  
Strategic Plan Goal # ☐ Objective # ☐

**Outcome 3.** Participants in leisure activities will demonstrate cultural competence

**Measure 3.1** International Expressions: Cultural Events Survey- Students have opportunities to express and experience diverse cultural heritages and interests. 75% of respondents will indicate agreement with the following statement: “As a result of my participation in this event/activity, my understanding of diverse perspectives has changed.”

**Measure 3.2** Discovery Series Survey-Non-credit classes that allow participants to explore hobbies, passions and interests at no to minimal cost. 75% of respondents will indicate agreement to the statement: “As a result of my participation in the “Discovery Series” I have new skill set that I can share with others.”

**Measure 3.3** Out on the Town with the Ferg Survey-Opportunities to participate in off campus excursions that explore Tuscaloosa and surrounding areas. 75% of respondents will indicate agreement with the statement: “As a result of my participation in “Out on the Town with The Ferg” my knowledge of local resources has improved.”

**Measure 3.4** Hot Topics/Book Discussion Survey-Moderated discussions with topics ranging from, current events, gender, race and religion. 75% of respondents will be able to indicate agreement with the statement “As a result of participating in “Hot Topics” I have sought out the beliefs/attitudes of people who are different from me.”

**Measure 3.5** Art Gallery Survey- 75% of respondents will indicate agreement with the statement: “As a result of viewing the exhibit featured in the Ferguson Art Gallery my understanding of art as an expression of culture has changed.”

**Measure 3.6** Crimson Culture Survey- Recognizes and celebrates cultural diversity among the UA community and the surrounding Tuscaloosa area. 75% of respondents will indicate agreement with the statement: “After participating in “Crimson Culture”, I have thought about beliefs and attitudes of people who are different from me.”

How would you categorize Outcome 3?  
☐ Administrative Support/Operational Effectiveness outcome  
☒ Educational Support outcome  
☐ Research outcome  
☐ Community Service outcome

This outcome best relates to which UA Strategic Plan Goal and Objective?  
Strategic Plan Goal # ☐ Objective # ☐
**Outcome 4.** Students/faculty/staff will indicate satisfaction with their event planning/room reservation experience at the Ferguson Center Student Union

<table>
<thead>
<tr>
<th>Measure 4.1</th>
<th>Number of patrons who indicate they were satisfied to very satisfied with their overall reservation experience</th>
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</thead>
<tbody>
<tr>
<td>Measure 4.2</td>
<td>Number of patrons who indicated they were satisfied to very satisfied with the professionalism of the event planning staff prior to the event</td>
</tr>
<tr>
<td>Measure 4.3</td>
<td>Number of patrons who indicate they were satisfied to very satisfied with room conditions</td>
</tr>
<tr>
<td>Measure 4.4</td>
<td>Number of patrons who indicate they were satisfied to very satisfied with audio/visual equipment</td>
</tr>
</tbody>
</table>

**How would you categorize Outcome 4?**

- [X] Administrative Support/Operational Effectiveness outcome
- [ ] Educational Support outcome
- [ ] Research outcome
- [ ] Community Service outcome

**This outcome best relates to which UA Strategic Plan Goal and Objective?**

Strategic Plan Goal # 1 Objective # 1.6

**Outcome 5.** Professional Staff will engage in training opportunities to improve their understanding of assessment

<table>
<thead>
<tr>
<th>Measure 5.1</th>
<th>Bi-weekly staff meetings attendance</th>
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<tr>
<td>Measure 5.2</td>
<td>Participation in HR professional development training series</td>
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<tr>
<td>Measure 5.3</td>
<td>Crucial Conversations Training</td>
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<tr>
<td>Measure 5.4</td>
<td>Staff retreat</td>
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</tbody>
</table>

**How would you categorize Outcome 5?**

- [X] Administrative Support/Operational Effectiveness outcome
- [X] Educational Support outcome
- [ ] Research outcome
- [ ] Community Service outcome

**This outcome best relates to which UA Strategic Plan Goal and Objective?**

Strategic Plan Goal # 2 Objective # 2.6
### III. Timetable: What Assessment Measures will be Administered When for Each Expected Outcome

<table>
<thead>
<tr>
<th>Outcome #1</th>
<th>Outcome #2</th>
<th>Outcome #3</th>
<th>Outcome #4</th>
<th>Outcome #5</th>
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<tbody>
<tr>
<td>Students/faculty/staff will demonstrate knowledge of programs and services offered at the center through utilization of programs/services. (Operational Outcome)</td>
<td>Participants in Ferguson Center Student Union programs and activities will demonstrate improved leadership skills</td>
<td>Participants in leisure activities will demonstrate cultural competence</td>
<td>Students/faculty/staff will indicate satisfaction with their event planning/room reservation experience at the Ferguson Center Student Union</td>
<td>Professional Staff will engage in training opportunities to improve their understanding of assessment</td>
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<th>September</th>
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<tbody>
<tr>
<td>EMS Reservation Software Weekly</td>
<td>Surveys administered after each event</td>
<td></td>
<td>RHM 385 Event Leadership Practicum Rubrics (Semesterly)</td>
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<td>YWLP/YMLP (Young Women/Men Leadership Program) Survey</td>
<td>The University of Alabama Annual Employee Performance Evaluation</td>
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**Optional Additional Narrative** (Use this space to provide any additional detail concerning the 2011-12 Administrative Office Assessment Plan)