

2018-2019 Assessment Final Report

Department: Student Involvement & Leadership Center

Student Organization Training Report

Introduction

Assessment Project Description

Student Organization Training is an opportunity for student leaders within student organizations to attend various training sessions and gain skills to enhance their student organization. The event is a 3-hour afternoon session covering three core subject areas and includes support from campus partners. Topics covered include: marketing strategies, how to best utilize Rock Chalk Central, making room reservations and space requests, how to order catering through KU Dining, applying for Pepsi Funding, applying for Student Senate funding, and applying for Diversity, Equity, and Inclusion funding. This event is free and is open to all students on the KU campus who are in a student organization, would like to start a student organization, or who are looking for ways to become involved. Our assessment project aims to measure student learning that was garnered from attending the training. The results will help us edit and update the program by identifying components that student leaders find to be the most helpful, and also identifying important skills training that might be missing from the current training curriculum.

Service/Program Student Learning Outcome(s)

Students participating in the Student Organization Training will be able to...

- Locate and apply the policies and procedures for successful student organization registration, marketing strategies, room and space reservations, and catering requests (SILC Learning Outcome #1, #2, #3)
- Identify how to use Rock Chalk Central to publicize and track attendance at events, manage membership rosters, store shared documents, hold group elections, utilize email and text messaging features, build forms (for group applications, scholarships, surveys and awards), and link to social media (SILC Learning Outcome #1, #2, #3)

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- Identify possible funding opportunities available on campus to support student organizations (SILC Learning Outcome #1, #2, #3)
- Develop professional and leadership skills (such as event planning, scheduling, logistics, event programming, implementation, promotion, execution, etc.) that can be transferred to their professional experiences beyond KU (SILC Learning Outcome #1, #3, and #4)
- Articulate several campus partners that can assist student organizations (SILC Learning Outcome #1, #2, #3, #4)

Population/Sample:

The 72 students who attended Student Organization Training on Oct. 5th. Of the 72 attendees, 30 students completed the post-survey.

Assessment Method(s):

Students completed a post-training survey at the end of the event. It was available online via Qualtrics and in paper form. There were 22 questions broken-down into four sections that asked students to rate their level of agreement with each of the statements using a 5-point scale: strongly disagree, somewhat disagree, neither agree nor disagree, somewhat agree, and strongly agree. There was also a space to collect any additional feedback the participants wanted to share. A copy of the survey tool is attached.

Summary of Key Findings/Results

Overall, the results were overwhelmingly positive, and demonstrated that students did indeed agree that they learned and we achieved the desired learning outcomes. As a result of the training, 80% of respondents could identify KU resources available to assist their organization during the planning process, and 100% of respondents agreed that they had a better understanding of marketing strategies they could use to advertise their groups and events. However, at least one respondent did not think they could make catering requests through KU Dining and did not feel like they had a better understanding of the annual student group registration process. Those are learning

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outcomes we would like to see at 100% agreement, so there is certainly room for improvement with the training session.

With an average response of 4.83, 100% of respondents agreed that they were more aware of fundraising sources for their organization as a result of the training. However, over 16% of respondents did not feel capable of using Rock Chalk Central to track attendance at events, and 10% did not feel capable of using Rock Chalk Central to store shared documents. Therefore, that section of the training session needs to be reworked to increase the level of clarification on these topics. Overall, all respondents agreed that Student Organization Training should happen again next year, and that they would recommend the training to incoming officers.

Conclusions

Impact of Assessment

Through this assessment we were able to determine that the training remains useful to student organizations and we were able to identify parts of the training that need the most improvement. This assessment identified that we particularly need to focus on articulating the usefulness of the Rock Chalk Central platform and making that more accessible to students. And we have learned it is also important to try and make sure all the participants understand the content before moving on to the next topic whenever possible.

Lessons Learned

Hosting the post-survey online was successful and will be done again next year. There was an attempt to create a pre-survey when students RSVP'd to the event, but due to the number of walk-ins who had not completed the survey, and a glitch that made the pre-survey unavailable when folks arrived, this did not allow for the pre-survey to be usable. This can be remedied for next year by using this assessment to help formulate the pre-survey questions, and making sure the technology necessary to complete the pre-survey is available for those who RSVP and those who show up as a walk-in. Having both a pre- and post-survey could make a future assessment more robust.

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There also appears to have been a slight error in the creation of the Qualtrics survey, where the last four questions were accidentally placed on a 15-point scale. While the results are still usable, it would make sense to make sure the survey results are more uniform for next year.

Lastly, we shall look for ways to make the training more accessible, possibly shorter if possible, and work to retain more participants until the very end of the training. Having more participants at the end of the training to complete surveys will help gather better results.