THE STUDENT COOPERATIVE ASSOCIATION, INC.
INDIANA UNIVERSITY OF PENNSYLVANIA

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DEPARTMENT ASSESSMENT PLAN, 2019-2020

Mission

The Student Cooperative Association at Indiana University of Pennsylvania is a non-profit organization owned and operated by a community of activity-fee paying members that provides facilities, activities, and services to enhance the social, cultural, recreational, and learning experience for the university community.

Context

The Student Cooperative Association is committed to providing high-quality programs, services, and facilities to the stakeholders of Indiana University of Pennsylvania, including its students, faculty, staff, alumni, and community members. The Association stands by this commitment by continuously assessing its offerings to ensure programmatic excellence and ever-improving outcomes. This assessment plan outlines, defines, and coordinates all assessment-related activities through the definition of six specific goals (and associated objectives), as well as assessment activities to meet those goals and objectives.

This Assessment Plan comes from an identified need to more efficiently and effectively generate data, based on documents such as the Association's Divisional Business Plan and University Strategic Plan, to help guide the day-to-day operations of the Association and to aid in the formulation of the Association's Annual Report to both the Board of Directors and University leadership. Like any assessment activity, this plan has various limitations, including the creation of data points where no longitudinal data exists, in that we are quantifying what we have not before, and the complexity and depth of the plan. The Association recognizes that this plan is an ambitious one, especially given the Association's coverage across many various functional areas of a typical student affairs division. However, we also recognize the importance of this work, and the directors of the Association are dedicated to its success, having responsibility split up amongst the six of them.

This Assessment Plan exists as a living document, reflecting the need to be adaptable and nimble in the current higher education environment at the University. This document can and will be edited, as needed.

Plan Methodology, Execution, and Use

Overall, the methodology of this plan looks at which assessment and evaluation processes the Association is already engaged, and explores where the Association would like to expand, in both assessment activities and data generation. The plan encompasses various types of assessment, including tracking, satisfaction, needs and preferences, financial stewardship and return on investment, learning outcomes, benchmarking, and professional standards. Assessment types are mapped to individual goals, objectives, and activities, as follows:

	Tracking	Satisfaction	Needs	Stewardship	Learning	Benchmarking	Standards
Goal 1	X						
Goal 2		X	X				
Goal 3	X			X			
Goal 4					X		
Goal 5	X	X	X	X	X		
Goal 6							X
Goal 7						X	

The execution of this plan will be coordinated by the Association's Director of Student Activities and Assessment, under the supervision of the Executive Director. The Association's core leadership team, including the Associate Executive Director / Director of Operations, CFO / Director of Business Services, Director of Student Activities and Assessment, Director of Information Systems, and Director of the Co-op Store, will work with their staffs to ensure that appropriate data is collected through prescribed processes. The plan will begin on August 22, 2019, and will terminate on June 30, 2020.

This plan fills the gap between the Annual Business Plan and the Annual Report, functioning as a gear to help connect the two documents. The Annual Business Plan defines areas of assessment needs, the Departmental Assessment Plan conducts the assessment activities, and the Annual Report incorporates the final evaluative data and outcomes. Each individual assessment activity will generate data, which will help the Association better understand its offerings while making better informed decisions regarding those offerings.

The Director of Student Activities and Assessment will establish a shared folder on the IUP X: drive, a network drive hosted by the University, and request access for the core leadership team. Within this folder, the Director of Student Activities and Assessment will also construct a folder for each area of assessment, which will act as the depository for the core leadership team to submit data. Individual occurrence data (related to issues of the PENN or individual STATIC events) must be submitted within a week following the individual occurrence. The core leadership team must submit monthly data (as prescribed herein) by the first business day immediately following the last day of the month, and must submit semesterly data (as prescribed herein) no more than one week after the last day of final exams for that semester. For example, data for August 2019 will be due on Tuesday, September 3, 2019; data for the Fall 2019 semester will be due on Friday, December 20, 2019.

Upon submission of all prescribed data, the Director of Student Activities and Assessment will update a central document (similar to the Annual Report) to track plan completion by semester.

Reporting

The Director of Student Activities and Assessment will produce a semester overview document to update the core leadership team on the state of the Department Assessment Plan. These documents will be submitted to the Executive Director by Friday, January 10, 2020, for Fall 2019 and Friday, July 3, 2020, for Spring 2020.

This data will also be synthesized and fed into the Association's Annual Report, due to the Office of the Vice President for Student Affairs by mid-June of 2020.

All final documents will be made available to the Association core leadership team, the Association's managers, the Association's Board of Directors, and the University President's Cabinet.

Moving Forward: Closing the Loop

The Association is committed to continuous improvement, and plans to utilize the data and outcomes generated by this Department Assessment Plan to inform decisions and offerings regarding its programs, services, and facilities. Although the Association is constricted by falling enrollment, which yields less student activity fee income, and cannot realistically expand or add offerings at this time, the plan's resultant data and outcomes may help staff reflectively manage resources in different ways as necessary.

The Department Assessment Plan is a one-year document that covers all assessment activities conducted by the Association during the 2019-2020 academic year. Upon its termination with the publication of the final overview document, the plan will then be scrutinized by the Director of Student Activities and Assessment, the Executive Director, and the core leadership team and evaluated for effectiveness and sustainability. Afterwards, the 2019-2020 document will undergo revisions. Once revisions are complete, the 2020-2021 Department Assessment Plan will emerge, and so on.

The Association, utilizing three years of assessment plan data and outcomes, aims to undergo a full program review beginning in the summer of 2020, as the current Association Strategic Plan has expired, and a more comprehensive internal evaluation is necessary (well beyond the scope of a single strategic plan) to fully gauge the effectiveness and impact of the Association. This program review will align to revised and updated CAS standards for various functional areas.

Addendum 1: Assessment Plan Goals, Objectives, and Activities

Goal 1: **The Student Cooperative Association will more accurately track the number of students and other community members that attend, utilize, and visit its programs, services, and facilities.**

    Objective A: Longitudinally track attendance at all programs sponsored through the Association

        Activity 1: Track usage (both overall and unique) statistics of the Group Fitness Program by class per semester

        Activity 2: Track usage (both overall and unique) statistics of the Intramural Program by sport per semester

        Activity 3: Track attendance at every individual event sponsored by STATIC

        Activity 4: Track attendance at STATIC programming by semester and by year, noting percent changes in attendance per year

        Activity 5: Track unique ticket purchasers for each STATIC event

        Activity 6: Track unique attendees at each STATIC program through Icard scanners

    Objective B: Longitudinally track the number of uses of all services sponsored through the Association

        Activity 1: Track usage of the Break Bus service through ticket sales by break and by individual bus

        Activity 2: Track number of payment requests and purchase requisitions submitted to the Association Business Office

        Activity 3: Track daily visitors to the Co-op Store with door-mounted counters

        Activity 4: Track transactions at the Co-op Store by month and by year

        Activity 5: Track transactions at the Co-op Copy Center by month and by year

        Activity 6: Track usage of Student Legal Services by month and by year

        Activity 7: Track the number of newspapers produced, distributed, taken, and remained by issue of The PENN

        Activity 8: Track the number of visits to The PENN's website, as well as number of articles read online

        Activity 9: Track the number of pages of each issue of The PENN

        Activity 10: Track the number of original articles and national articles in each issue of The PENN

        Activity 11: Track the number of promotional or marketing products purchased and distributed to help market the Association

        Activity 12: Track the number of interactions with users during Association marketing events or promotions

        Activity 13: Track the number of followers, interactions, and posts on Facebook, Twitter, and Instagram for all Association entities by semester and by year

    Objective C: Longitudinally track the number of visits to all facilities owned and operated by the Student Cooperative Association

        Activity 1: Track usage (both overall and unique) statistics of the HUB Fitness Center monthly

        Activity 2: Track usage (both overall and unique) statistics of the HUB Gymnasium monthly

Activity 3:	Track visitors to the Co-op Recreational Park monthly using road-based car counters	

Activity 3: Track visitors to the Co-op Recreational Park monthly using road-based car counters

Activity 4: Track visitors to the Hadley Union Building monthly using door-mounted counters

Activity 5: Determine why people are entering the HUB (to patronize which program, service, or facility) through spot-check door interviews

Activity 6: Track usage of the various offerings at the Co-op Recreational Park monthly

Activity 7: Track usage of the various offerings at the Co-op Recreational Park by IUP-affiliated departments, including ROTC, Biology, and Athletics, monthly

Activity 8: Track usage of the HUB Meeting Rooms and other reservable spaces monthly by space

Activity 9: Track usage of the HUB Organizational Table Spaces monthly by space

Activity 10: Track usage of the HUB reservable spaces by private, for-profit vendors

Activity 11: Track reservable space usage of HUB facilities

Activity 12: Track usage of the HUB Computer Lounge monthly

Goal 2: **The Student Cooperative Association will more precisely gather feedback from its student and community constituents regarding satisfaction with its current offerings and needs or preferences for future offerings.**

Objective A: Ensure that students and other community members are satisfied with or by the current programs, services, and facilities of the Association

Activity 1: Conduct satisfaction surveys with users of the following Campus Recreation programs, services, and facilities:
- Intramural program
- Group Fitness program
- HUB Fitness Center
- HUB Gymnasium
- Co-op Recreational Park

Activity 2: Conduct satisfaction surveys with visitors of the Hadley Union Building through use of the Marketing street team and mobile devices

Activity 3: Conduct satisfaction surveys with users of the HUB reservable spaces regarding the room reservation process, room set-ups, and room technology

Activity 4: Conduct satisfaction surveys with visitors of the HUB Front Desk

Activity 5: Conduct satisfaction surveys with ticket buyers of STATIC events at the KCAC Box Office

Activity 6: Conduct satisfaction surveys with users of the Break Bus service

Activity 7: Conduct satisfaction surveys with attendees at all STATIC events

Activity 8: Conduct short pre-event and post-event surveys with attendees at all STATIC events to gather immediate reactions and feedback regarding future operational changes

Activity 9: Conduct satisfaction surveys with STATIC event attendees regarding the effectiveness of advertising and marketing means used with individual events

Activity 10: Require that STATIC Executive Board members complete and submit individual Event Analysis Forms in order to evaluate student leader satisfaction with events

Activity 11: Require that Intramural program interns complete and submit individual sport analyses in order to evaluation student leader satisfaction with each sport offered

Activity 12: Track average event analysis statistics for all STATIC events

Activity 13: Record a narrative of organizational highlights from STATIC programming by semester

Activity 14: Conduct satisfaction surveys with users of the following Business Office services:
- Payment processing system
- Monetary deposit system
- Student Fund Budget request submission system
- Student Fund or Business Office publications and documents
- Student Fund or Business Office website information

Activity 15: Conduct satisfaction surveys with users of the HUB Computer Lounge

Activity 16: Conduct satisfaction surveys with Icard holders regarding the value of their IUP Student Activity Fee

Activity 17: Conduct student customer satisfaction surveys of the Co-op Store through the Customer Interest and Satisfaction Survey

Activity 18: Conduct general customer satisfaction surveys of the Co-op Store with point-of-sale receipt survey links

Activity 19: Conduct alumni customer satisfaction surveys of the Co-op Store online

Activity 20: Conduct satisfaction surveys with users of the Co-op Store website

Activity 21: Conduct satisfaction surveys with customers of the HUB Copy Center regarding customer service, product quality, and pricing

Activity 22: Conduct satisfaction surveys with readers of The PENN regarding its finished product and content

Activity 23: Conduct satisfaction surveys with Icard holders regarding the Association-wide website and any associated websites

Objective B: Ensure that the needs, interests, and preferences of students and other users are understood by the Association, and reflected in its programs, services, and facilities

Activity 1: Conduct needs and preference surveys with Icard holders regarding the following Campus Recreation programs, services, and facilities:
- Intramural program
- Group Fitness program
- HUB Fitness Center
- HUB Gymnasium
- Co-op Recreational Park

Activity 2: Conduct needs and preference surveys with visitors of the Hadley Union Building through use of the Marketing street team and mobile devices

Activity 3: Conduct needs and preference surveys with Icard holders regarding the room reservation process, room set-ups, and room technology

Activity 4: Conduct needs and preference surveys with Icard holders regarding the HUB Front Desk

Activity 5: Conduct needs and preference surveys with Icard holders regarding the Break Bus service

Activity 6:   Conduct interest and preference surveys with Icard holders regarding future event planning with STATIC

Activity 7:   Conduct needs and preference surveys with Icard holders regarding the following Business Office services:
- Payment processing system
- Monetary deposit system
- Student Fund Budget request submission system
- Student Fund or Business Office publications and documents
- Student Fund or Business Office website information

Activity 8:   Conduct needs and preference surveys with Icard holders regarding the HUB Computer Lounge

Activity 9:   Conduct needs and preference surveys with Icard holders regarding their IUP Student Activity Fee

Activity 10:   Track buying trends and customer preferences in purchasing by year and longitudinally

Activity 11:   Conduct interest and preference surveys with students of the Co-op Store through the Customer Interest and Satisfaction Survey

Activity 12:   Conduct interest and preference surveys with general customers of the Co-op Store through point-of-sale receipt survey links

Activity 13:   Conduct interest and preference surveys with alumni of the Co-op Store

Activity 14:   Conduct interest and preference surveys with users of the Co-op Store website

Activity 15:   Conduct knowledge and awareness surveys with first year students during the summer immediately following Orientation programs regarding offerings of the Co-op Store

Activity 16:   Conduct needs and preference surveys with customers of the HUB Copy Center

Activity 17:   Conduct needs and preference surveys with Icard holders regarding the finished product and content of The PENN

Activity 18:   Conduct needs and preference surveys with Icard holders regarding the Association-wide website and any associated websites

Activity 19:   Conduct satisfaction and preference surveys with Icard holders regarding the effectiveness of advertising and marketing methods, noting how students prefer to learn information about the Association

Goal 3:   **The Student Cooperative Association will remain an accountable steward of both natural and financial resources that are entrusted to it.**

Objective A: Monitor the use of natural resources within the programs, services, and facilities of the Student Cooperative Association

Activity 1:   Track monthly power usage by the HUB facilities

Activity 2:   Track monthly water usage by the HUB facilities

Activity 3:   Track monthly steam usage by the HUB facilities

Objective B: Ensure that student-generated dollars are responsibly used in the funding of programs, services, and facilities by the student fund budget

Activity 1:   Determine per person costs associated with the operation and maintenance of the Hadley Union Building facility

Activity 2:   Determine per person costs associated with the following campus recreation programs, services, and facilities:
- Intramural program
- Group Fitness program
- HUB Fitness Center
- HUB Gymnasium
- Co-op Recreational Park

Activity 3:   Track ticket sales statistics (both number of tickets sold and total income generated) for individual STATIC events, noting the difference between Icard and public sales

Activity 4:   Track ticket sales statistics (both number of tickets sold and total income generated) for all STATIC events by semester and by year, noting the difference between Icard and public sales

Activity 5:   Track savings generated for Icard attendees at individual STATIC events

Activity 6:   Track savings generated for Icard attendees at all STATIC events by semester and by year, noting percent changes from the previous year

Activity 7:   Track percent changes in ticket sales statistics (both number of tickets sold and total income generated) for all STATIC events by semester and by year

Activity 8:   Determine per person costs associated with individual STATIC events

Activity 9:   Determine per person costs associated with all STATIC events by semester and by year

Activity 10:   Track individual event expenses and income for each STATIC event

Activity 11:   Analyze STATIC spending by general expenses, payroll and taxes, and individual event costs per semester and per year

Activity 12:   Estimate future individual event expenses and income through use of Event Pro Formas

Activity 13:   Conduct and publish annual audit of all financial and business activities of the Association

Activity 14:   Track usage of the Student Fund Budget through analyses of individual budgets (original allocations versus total expenditures)

Activity 15:   Longitudinally track allocations to individual budget areas from the Student Fund Budget

Activity 16:   Benchmark the IUP Student Activity Fee cost against the thirteen other Pennsylvania State System institutions, accounting for differences in fee structures and multiple fees levied at other institutions that are covered under IUP's one activity fee

Activity 17:   Track Co-op Store sales and profits by month and by year

Activity 18:   Track sales breakdowns in the Co-op Store by area per year

Activity 19:   Track sales versus expenses in individual product areas by area per year in the Co-op Store

Activity 20:   Track shrinkage (loss) statistics in the Co-op Store by month and by year

Activity 21:   Determine payroll percentages in the Co-op Store through on-going staffing assessments

Activity 22:   Track HUB Copy Center sales and profits by month and by year

Activity 23: Determine per person costs associated with use of Student Legal Services, as well as savings for Icard holders versus typical legal fees

Activity 24: Track the number of advertisements sold in each issue of The PENN, noting a count of each type of advertisement per issue

Activity 25: Track (by advertising purchased) the entities purchasing advertisements in The PENN by semester and by year

Activity 26: Track total income derived from advertising sales per issue of The PENN, by semester, and by year

Activity 27: Conduct satisfaction surveys with advertising purchasers regarding the billing processes, sales processes, and end product of each issue of The PENN

Goal 4: **The Student Cooperative Association will help students learn and develop through its programs, services, and facilities.**

Objective A: Offer students opportunities to meet the IUP Student Affairs Learning Outcomes through employment with the Student Cooperative Association

Activity 1: Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas:
- HUB Fitness Center & Gymnasium
- Co-op Recreational Park
- Intramural program
- Group Fitness
- Front Desk
- Set-up Crew
- STATIC Executive Board
- Business Office
- HUB Computer Lounge
- Co-op Store and HUB Copy Center
- The PENN
- Co-op Marketing

Activity 2: Administer mid-term and final student evaluations of all student employees in the following areas:
- HUB Fitness Center & Gymnasium
- Co-op Recreational Park
- Intramural program
- Group Fitness
- Front Desk
- Set-up Crew
- STATIC Executive Board
- Business Office
- HUB Computer Lounge
- Co-op Store and HUB Copy Center
- The PENN
- Co-op Marketing

Activity 3: Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas:
- HUB Fitness Center & Gymnasium
- STATIC Executive Board
- Business Office
- The PENN

- Co-op Marketing

Activity 4: Administer the Group Effectiveness Scale (GES) to the STATIC Executive Board, so that members can reflect and improve upon ways they interact with one another

Activity 5: Administer exit interviews with student employees (that have been employed for longer than one year) to collect feedback, recommendations, and suggestions regarding their experiences in the following areas:
- Front Desk
- Set-up Crew

Activity 6: Require that STATIC Executive Board members complete and submit individual Event Analysis Forms in order to evaluate event and to provide feedback to advisors and future boards

Objective B: Offer students opportunities to meet the IUP Student Affairs Learning Outcomes through involvement with the offerings of the Student Cooperative Association

Activity 1: Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student participants immediately following programs sponsored by:
- Intramural program
- Group Fitness
- STATIC

Activity 2: Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to students utilizing the Co-op Recreational Park through departmental activities, including:
- Biology Department
- IUP Athletics
- ROTC

Activity 3: Incorporate the Student Learning Outcomes Satisfaction Survey (SLOSS) into the various needs and preference surveys of the following:
- HUB Fitness Center
- HUB Gymnasium
- Co-op Recreational Park

Goal 5: **The Student Cooperative Association will support the Division of Student Affairs in the assessment of its Focused Initiatives related to the University Strategic Plan.**

Objective A: Increase students' learning, development, and successful progression to degree attainment by providing experiences that increase positive student learning habits and advance career goals, supporting or implementing TOUR recommendations and UWRPC initiatives, and utilizing other department-specific tactics

Objective B: Enhance students' emotional and physical health, safety, and well-being by providing adequate resources, training, and processes to identify and address students' emotional health, identifying high-risk behaviors and intervening when environments and experiences place students at risk, and utilizing other department-specific tactics

Objective C: Develop each students' capacity to experience, as well as to positively contribute to, a university community where all members are valued and respected and where diverse perspectives are encouraged by supporting and implementing recommendations contained in the IUP Diversity Action Plan, establishing partnerships to plan, coordinate, and share resources to expand programs and services that support diverse student groups, and utilizing other department-specific tactics

Objective D: Increase students' engagement with and connection to the IUP community by creating opportunities for students' self-identification with affinity groups, identifying and addressing barriers to student engagement, providing opportunities for involvement in leadership and community service experiences, and utilizing other department-specific tactics

Objective E: Enhance department and division organizational effectiveness by using assessment results to identify students' needs, gather evidence of program effectiveness, and continuously improve services and offerings to students, investing in cost-effective professional development for staff, faculty, and paraprofessionals, implementing processes to improve inter- and intra-divisional collaboration and communication, and utilizing other department-specific tactics

Goal 6: **The Student Cooperative Association will incorporate standards from various national and state-wide professional organizations in its operation and assessment.**

This is a long-term goal, and the Association does not plan to complete it during the 2019-2020 academic year.

Goal 7: **The Student Cooperative Association will examine the offerings of other privately-held, student union associations at similar peer institutions, and benchmark those offerings against its own programs, services, and facilities.**

This is a long-term goal, and the Association does not plan to complete it during the 2019-2020 academic year.

Addendum 2: Tentative Calendar of Assessment Activities

The core leadership team should follow the following tentative calendar of due dates for the assessment activities:

Due Date	Assessment Activity	Assessment Type
August 22	Launch: Conduct knowledge and awareness surveys with first year students during the summer immediately following Orientation programs regarding offerings of the Co-op Store	Satisfaction / needs
August 22	Launch: Conduct general customer satisfaction, interest, and preference surveys of the Co-op Store with point-of-sale receipt survey links	Satisfaction / needs
August 22	Launch: Street team assessment system to evaluate the following: • HUB visit purpose • HUB condition • Satisfaction • Needs / preferences • Interactions with staff • Front desk helpfulness • Association marketing effectiveness	Satisfaction / needs
August 29	Complete: STATIC Fall 2016 Event Pro Formas	Cost effectiveness
August 29	Complete: Pre-test SLOSS with all incoming student employees	Learning outcomes
August 29	Interview: HUB visitors to determine purpose of visit	Tracking
September 1	August 2016 tracking submission (recurrent each first day of the month) • Payment request and purchase requisition submissions • Co-op Store visitors, transactions and sales, shrink statistics • HUB Copy Center transactions and sales • Student Legal Services users and savings • PENN online visitors • Association social media followers, posts, and interactions • HUB Fitness Center and Gymnasium usage • HUB and Co-op Park visitors • HUB Meeting Room and table space usage • HUB Private vendor usage • HUB Computer Lounge usage • HUB power, water, and steam usage	Tracking
September 19	Complete: Bi-annual PASSHE Student Activity Fee Survey	Benchmarking / cost effectiveness
October 3	September 2016 tracking submission	Tracking
October 17	Interview: HUB visitors to determine purpose of visit	Tracking
November 1	October 2016 tracking submission	Tracking
November 14	Complete: Alumni Satisfaction and Interest Survey for the Co-op Store	Satisfaction / needs
November 14	Complete: Campus Programming Survey for STATIC	Satisfaction / needs
December 1	November 2015 tracking submission	Tracking
December 5	Complete: Thanksgiving Break Bus satisfaction / needs / preference survey	Satisfaction / needs
December 23	Fall 2016 semester tracking submission of the following: • Group Fitness usage (overall v. unique) • Intramurals usage (overall v. unique) • STATIC event attendance • STATIC event ticket sales analysis • STATIC Icard savings statistics • STATIC per person cost average • STATIC budget analysis • STATIC narrative highlights • PENN advertising buyers & generated income • Co-op Store payroll percentage • Association marketing materials created and distributed	Tracking

December 23	Mid-term / semester student employee evaluations due	Learning outcomes
December 23	Complete: Post-test SLOSS with all departing student employees	Learning outcomes
December 23	Focus groups / exit interviews with departing student employees	Satisfaction / needs
December 23	Surveying and focus group interviews of visitors to Association and Co-op Store websites	Satisfaction / needs
December 23	Complete: PENN advertising buyer satisfaction survey	Satisfaction / needs
December 23	Complete: HUB Computer Lounge user satisfaction survey	Satisfaction / needs
December 23	Complete: Business Office user satisfaction survey	Satisfaction / needs
December 23	Complete: PENN satisfaction survey	Satisfaction / needs
December 23	Complete: Satisfaction and SLOSS survey of Fitness Center, Gymnasium, and Park users	Satisfaction / needs / learning outcomes
December 23	Complete: Satisfaction survey of HUB Meeting Room users	Satisfaction / needs
December 23	Complete: Satisfaction survey of HUB Box Office ticket buyers	Satisfaction / needs
January 3	December 2016 tracking submission	Tracking
January 23	Complete: STATIC Spring 2017 Event Pro Formas	Cost effectiveness
January 30	Complete: Pre-test SLOSS with all incoming student employees	Learning outcomes
January 30	Complete: Winter Break Bus satisfaction / needs / preference survey	Satisfaction / needs
February 1	January 2017 tracking submission	Tracking
February 13	Interview: HUB visitors to determine purpose of visit	Tracking
February 27	Complete: Customer Interest and Satisfaction Survey of Co-op Store student shoppers	Satisfaction / needs
March 1	February 2017 tracking submission	Tracking
March 27	Complete: Spring Break Bus satisfaction / needs / preference survey	Satisfaction / needs
April 3	March 2017 tracking submission	Tracking
April 17	Complete: Satisfaction survey of Association business documents	Satisfaction / needs
April 17	Complete: Satisfaction survey of HUB Copy Center users	Satisfaction / needs
April 24	Interview: HUB visitors to determine purpose of visit	Tracking
May 1	April 2017 tracking submission	Tracking
May 12	Final / annual student employee evaluations due	Learning outcomes
May 12	Group Effectiveness Scale given to STATIC Executive Board members	Learning outcomes
May 15	SLOSS sent to departmental users (Biology, ROTC, Athletics) of Co-op Recreational Park	Learning outcomes
May 15	Complete: Post-test SLOSS with all departing student employees	Learning outcomes
May 15	Focus groups / exit interviews with departing student employees	Satisfaction / needs
May 15	Complete: PENN advertising buyer satisfaction survey	Satisfaction / needs
May 15	Complete: Student activity fee satisfaction survey	Satisfaction / needs

May 15	Complete: HUB Computer Lounge user satisfaction survey	Satisfaction / needs
May 15	Complete: Business Office user satisfaction survey	Satisfaction / needs
May 15	Complete: PENN satisfaction survey	Satisfaction / needs
May 15	Complete: Satisfaction and SLOSS survey of Fitness Center, Gymnasium, and Park users	Satisfaction / needs / learning outcomes
May 15	Complete: Satisfaction survey of HUB Meeting Room users	Satisfaction / needs
May 15	Complete: Satisfaction survey of HUB Box Office ticket buyers	Satisfaction / needs
May 30	Spring 2016 semester tracking submission of the following: • Group Fitness usage (overall v. unique) • Intramural usage (overall v. unique) • STATIC event attendance • STATIC event ticket sales analysis • STATIC Icard savings statistics • STATIC per person cost average • STATIC budget analysis • STATIC narrative highlights • PENN advertising buyers & generated income • Co-op Store payroll percentage • Association marketing materials created and distributed	Tracking
June 1	May 2017 tracking submission	Tracking
June 16	June 2017 partial tracking submission	Tracking
June 16	Compile: Monthly tracking statistics for each collection area	Tracking
June 16	2016-2017 tracking submission • Break Bus usage and income (per break, per bus) • Yellow Creek Boat Launch usage, income, and cost analysis • HUB per person operational costs • Campus Recreation per person operational costs • STATIC per person event costs • STATIC ticket sales analyses • STATIC Icard savings • STATIC ticket sales annual percent changes • STATIC overall budget analysis • STATIC overall average event ratings • Co-op Store annual transactions and profits (per department) • Co-op Store annual sales vs. expenses (per department) • Co-op Store annual shrinkage statistics • Student Legal Services per person costs (including Icard savings) • PENN advertising sales and income generated	Tracking / cost effectiveness / learning outcomes / satisfaction / needs
June 16	Student fund budget use analysis (including individual budget areas)	Tracking / cost effectiveness
June 16	Post-graduation employment survey of all former student employees	Learning outcomes
June 16	Tracking of HUB reservable space daily usage (busy vs. slow times)	Tracking
June 30	The Co-op Store will generate customer buying trends from 2015-2016 to 2016-2017	Needs
August 11	The Association will complete its audit of all financial resources	Cost effectiveness

Per Occurrence Assessment Measures:		
Per issue:	The PENN will generate the following data for each issue: • Newspapers produced, distributed, consumed, remained	Tracking / cost effectiveness / learning outcomes

	• Pages per issue • Article analysis (original vs. national) • Advertising analysis (ads sold, which types) • Advertising income generated • Submission time tracking (including any late submittals)	
Per event:	STATIC will generate the following data for each event: • Attendance • Unique ticket purchasers • Unique attendees • Ticket sales income statistics (including Icard vs. public) • Icard savings • Per person costs • Short survey data (pre-post survey) • Event analysis form (including event accounting) • SLOSS • Marketing evaluation	Tracking / cost effectiveness / learning outcomes / satisfaction / needs
Per sport:	Intramural & Group Fitness staff will generate the following data for each sport or class: • Total participants • Unique participants • Total income • Per person costs • Event analysis form • Event accounting • SLOSS	Tracking / cost effectiveness / learning outcomes / satisfaction / needs
Per promotion:	The Association will track its interactions with users during marketing events or promotions	Tracking

Please note that these assessment activity dates are flexible, and may be subject to change

Addendum 3: Assessment Activities by Functional Area

These are the assessment plan activities divided by functional area:

Area	Assessment Activity	Responsible Party
Operations	1.C.4 - Track visitors to the Hadley Union Building monthly using door-mounted counters 1.C.5 - Determine why people are entering the HUB (to patronize which program, service, or facility) through spot-check door interviews 1.C.9 - Track usage of the HUB Meeting Rooms and other reservable spaces monthly by space 1.C.10 - Track usage of the HUB Organizational Table Spaces monthly by space 1.C.11 - Track usage of the HUB reservable spaces by private, for-profit vendors 1.C.12 - Track reservable space usage of HUB facilities 2.A.2 - Conduct satisfaction surveys with visitors of the Hadley Union Building through use of the Marketing street team and mobile devices 2.A.3 - Conduct satisfaction surveys with users of the HUB reservable spaces regarding the room reservation process, room set-ups, and room technology 2.A.4 - Conduct satisfaction surveys with visitors of the HUB Front Desk 2.B.2 - Conduct needs and preference surveys with visitors of the Hadley Union Building through use of the Marketing street team and mobile devices 2.B.3 - Conduct needs and preference surveys with Icard holders regarding the room reservation process, room set-ups, and room technology 2.B.4 - Conduct needs and preference surveys with Icard holders regarding the HUB Front Desk 3.A.1 - Track monthly power usage by the HUB facilities 3.A.2 - Track monthly water usage by the HUB facilities 3.A.3 - Track monthly steam usage by the HUB facilities 3.B.2 - Determine per person costs associated with the operation and maintenance of the Hadley Union Building facility 4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: Front Desk and Set-up Crew 4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: Front Desk and Set-up Crew 4.A.5 - Administer exit interviews with student employees (that have been employed for longer than one year) to collect feedback, recommendations, and suggestions regarding their experiences in the following areas: Front Desk and Set-up Crew 5.B.4 - Track overall attendance at the Hadley Union Building (HUB) and Co-op Park with new people and traffic-counting systems 5.C.3 - Track space reservations and use in the Hadley Union Building (HUB) by organization, with emphasis placed on usage by groups of under-represented student populations 5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study 5.D.2 - Conduct a satisfaction survey of Association emergency preparedness with University and Borough Police, as well as area fire and rescue responders 5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	Mike Carnovale, Carl Pearce, William, Trimblett, and Bob Smith

	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.4 - Conduct surveys with students, staff, and faculty regarding satisfaction with the Hadley Union Building (HUB) physical plant, including offices, meeting rooms, programming spaces, retail spaces, lounges, and campus recreation facilities)	
	5.F.5 - Conduct surveys with students, staff, and faculty regarding suggestions for future physical plant developments, including outdoor green space, new retail space, expanded food service space, and student office spaces	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
	5.F.10 - Conduct surveys with students and staff regarding satisfaction and learning associated with the CPR / First Aid / AED Instructor Training through the American Red Cross	
Campus Recreation	1.A.1 - Track usage (both overall and unique) statistics of the Group Fitness Program by class per semester	Mike Carnovale and Brandyn Ott
	1.A.2 - Track usage (both overall and unique) statistics of the Intramural Program by sport per semester	
	1.C.1 - Track usage (both overall and unique) statistics of the HUB Fitness Center monthly	
	1.C.2 - Track usage (both overall and unique) statistics of the HUB Gymnasium monthly	
	1.C.3 - Track visitors to the Co-op Recreational Park monthly using road-based car counters	
	1.C.6 - Track usage of the various offerings at the Co-op Recreational Park monthly	
	1.C.7 - Track usage of the various offerings at the Co-op Recreational Park by IUP-affiliated departments, including ROTC, Biology, and Athletics, monthly	
	1.C.8 - Track usage of the Yellow Creek Boat Launch facility weekly during operational times	
	2.A.1 - Conduct satisfaction surveys with users of the following Campus Recreation programs, services, and facilities: Intramural program, Group Fitness program, HUB Fitness Center, HUB Gymnasium, and Co-op Recreational Park	
	2.A.11 - Require that Intramural program interns complete and submit individual sport analyses in order to evaluation student leader satisfaction with each sport offered	
	2.B.1 - Conduct needs and preference surveys with Icard holders regarding the following Campus Recreation programs, services, and facilities: Intramural program, Group Fitness program, HUB Fitness Center, HUB Gymnasium, and Co-op Recreational Park	
	3.B.1 - Track income generated from the Yellow Creek Boat Launch facility, and compare that income to seasonal usage statistics to determine per person cost-benefit analysis	
	3.B.3 - Determine per person costs associated with the following campus recreation programs, services, and facilities: Intramural program, Group Fitness program, HUB Fitness Center, HUB Gymnasium, and Co-op Recreational Park	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: HUB Fitness Center & Gymnasium, Co-op Recreational Park, Yellow Creek Boat Launch, Intramural Program, and Group Fitness	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: HUB Fitness Center & Gymnasium, Co-op Recreational Park, Yellow Creek Boat Launch, Intramural Program, and Group Fitness	

	4.A.3 - Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas: HUB Fitness Center & Gymnasium	
	4.B.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student participants immediately following programs sponsored by: Intramural program and Group Fitness	
	4.B.2 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to students utilizing the Co-op Recreational Park through departmental activities, including: Biology Department, IUP Athletics, and ROTC	
	4.B.3 - Incorporate the Student Learning Outcomes Satisfaction Survey (SLOSS) into the various needs and preference surveys of the following: HUB Fitness Center, HUB Gymnasium, and Co-op Recreational Park	
	5.B.2 - Track individual attendance and usage for the various Association-sponsored programs, services, and facilities, with particular emphasis placed on Campus Recreation facilities and programs	
	5.B.3 - Track individual cardiovascular machine usage to help inform future equipment purchases in the HUB Fitness Center and Gymnasium	
	5.B.6 - Track attendance of Punxsutawney students at Intramural programs	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.D.3 - Conduct the SLOSS, as well as mid-term and final evaluations, with all student leaders in Association-sponsored programs, services, and facilities	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.2 - Track the number of social media updates made by Association staff members	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
	5.F.8 - Conduct surveys with students and staff regarding satisfaction and learning associated with the Campus Recreation trip to NIRSA Regional / National Conventions	
	5.F.10 - Conduct surveys with students and staff regarding satisfaction and learning associated with the CPR / First Aid / AED Instructor Training through the American Red Cross	
Student Activities	1.A.3 - Track attendance at every individual event sponsored by STATIC	Zach Clark
	1.A.4 - Track attendance at STATIC programming by semester and by year, noting percent changes in attendance per year	
	1.A.5 - Track unique ticket purchasers for each STATIC event	
	1.A.6 - Track unique attendees at each STATIC program through Icard scanners	
	1.B.1 - Track usage of the Break Bus service through ticket sales by break and by individual bus	
	2.A.6 - Conduct satisfaction surveys with users of the Break Bus service	
	2.A.7 - Conduct satisfaction surveys with attendees at all STATIC events	
	2.A.8 - Conduct short pre-event and post-event surveys with attendees at all STATIC events to gather immediate reactions and feedback regarding future operational changes	
	2.A.9 - Conduct satisfaction surveys with STATIC event attendees regarding the effectiveness of advertising and marketing means used with individual events	

	2.A.10 - Require that STATIC Executive Board members complete and submit individual Event Analysis Forms in order to evaluate student leader satisfaction with events	
	2.A.12 - Track average event analysis statistics for all STATIC events	
	2.A.13 - Record a narrative of organizational highlights from STATIC programming by semester	
	2.B.6 - Conduct needs and preference surveys with Icard holders regarding the Break Bus service	
	2.B.7 - Conduct interest and preference surveys with Icard holders regarding future event planning with STATIC	
	3.B.4 - Track ticket sales statistics (both number of tickets sold and total income generated) for individual STATIC events, noting the difference between Icard and public sales	
	3.B.5 - Track ticket sales statistics (both number of tickets sold and total income generated) for all STATIC events by semester and by year, noting the difference between Icard and public sales	
	3.B.6 - Track savings generated for Icard attendees at individual STATIC events	
	3.B.7 - Track savings generated for Icard attendees at all STATIC events by semester and by year, noting percent changes from the previous year	
	3.B.8 - Track percent changes in ticket sales statistics (both number of tickets sold and total income generated) for all STATIC events by semester and by year	
	3.B.9 - Determine per person costs associated with individual STATIC events	
	3.B.10 - Determine per person costs associated with all STATIC events by semester and by year	
	3.B.11 - Track individual event expenses and income for each STATIC event	
	3.B.12 - Analyze STATIC spending by general expenses, payroll and taxes, and individual event costs per semester and per year	
	3.B.13 - Estimate future individual event expenses and income through use of Event Pro Formas	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: STATIC Executive Board	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: STATIC Executive Board	
	4.A.3 - Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas: STATIC Executive Board	
	4.A.4 - Administer the Group Effectiveness Scale (GES) to the STATIC Executive Board, so that members can reflect and improve upon ways they interact with one another	
	4.A.6 - Require that STATIC Executive Board members complete and submit individual Event Analysis Forms in order to evaluate event and to provide feedback to advisors and future boards	
	4.B.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student participants immediately following programs sponsored by: STATIC	
	5.B.1 - Track individual ticket purchases for both LivelyArts and Association-sponsored events	
	5.B.2 - Track individual attendance and usage for the various Association-sponsored programs, services, and facilities, with particular emphasis placed on STATIC programming	
	5.B.5 - Track attendance of Punxsutawney students at STATIC programs	
	5.B.8 - Conduct a satisfaction survey after the STATIC campus programming and involvement presentation during the Punxsutawney Six O'clock Series presentation	

	5.C.1 - Track collaborative, multicultural programs offered by STATIC	
	5.C.2 - Track, by year since 2009, the number of multicultural programs offered by STATIC	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.D.1 - Track the number of programs requiring emergency management action and planning through the Office of Public Safety and University Police by year	
	5.D.3 - Conduct the SLOSS, as well as mid-term and final evaluations, with all student leaders in Association-sponsored programs, services, and facilities	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.1 - Track the number of calendar updates made by Association staff members	
	5.F.2 - Track the number of social media updates made by Association's staff members	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
	5.F.7 - Conduct surveys with students and staff regarding satisfaction and learning associated with the STATIC trip to NACA Regional / National Conventions	
Business Services	1.B.2 - Track number of payment requests and purchase requisitions submitted to the Association Business Office	Robert Kancik and Suzanne Jeffries
	1.B.6 - Track usage of Student Legal Services by month and by year	
	2.A.5 - Conduct satisfaction surveys with ticket buyers of the HUB Ticket Office	
	2.A.14 - Conduct satisfaction surveys with users of the following Business Office services: Payment processing system, Monetary deposit system, Student Fund Budget request submission system, Student Fund or Business Office publications and documents, and Student Fund or Business Office website information	
	2.A.16 - Conduct satisfaction surveys with Icard holders regarding the value of their IUP Student Activity Fee	
	2.B.5 - Conduct needs and preference surveys with Icard holders regarding the HUB Ticket Office	
	2.B.8 - Conduct needs and preference surveys with Icard holders regarding the following Business Office services: Payment processing system, Monetary deposit system, Student Fund Budget request submission system, Student Fund or Business Office publications and documents, and Student Fund or Business Office website information	
	2.B.10 - Conduct needs and preference surveys with Icard holders regarding their IUP Student Activity Fee	
	3.B.14 - Conduct and publish annual audit of all financial and business activities of the Association	
	3.B.15 - Track usage of the Student Fund Budget through analyses of individual budgets (original allocations versus total expenditures)	
	3.B.16 - Longitudinally track allocations to individual budget areas from the Student Fund Budget	
	3.B.17 - Benchmark the IUP Student Activity Fee cost against the thirteen other Pennsylvania State System institutions, accounting for differences in fee structures and multiple fees levied at other institutions that are covered under IUP's one activity fee	

	3.B.24 - Determine per person costs associated with use of Student Legal Services, as well as savings for Icard holders versus typical legal fees	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: Ticket Office and Business Office	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: Ticket Office and Business Office	
	4.A.3 - Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas: Business Office	
	5.C.4 - Track the amount of funding the Association provides to multicultural organizations	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
Co-op Store	1.B.3 - Track daily visitors to the Co-op Store with door-mounted counters	Tim Sharbaugh, Marcia Bleakney, Scott Manzek, and Carly Krouse
	1.B.4 - Track transactions at the Co-op Store by month and by year	
	1.B.5 - Track transactions at the Co-op Copy Center by month and by year	
	2.A.17 - Conduct student customer satisfaction surveys of the Co-op Store through the Customer Interest and Satisfaction Survey	
	2.A.18 - Conduct general customer satisfaction surveys of the Co-op Store with point-of-sale receipt survey links	
	2.A.19 - Conduct alumni customer satisfaction surveys of the Co-op Store online	
	2.A.20 - Conduct satisfaction surveys with users of the Co-op Store website	
	2.A.21 - Conduct satisfaction surveys with customers of the Co-op Copy Center regarding customer service, product quality, and pricing	
	2.B.11 - Track buying trends and customer preferences in purchasing by year and longitudinally	
	2.B.12 - Conduct interest and preference surveys with students of the Co-op Store through the Customer Interest and Satisfaction Survey	
	2.B.13 - Conduct interest and preference surveys with general customers of the Co-op Store through point-of-sale receipt survey links	
	2.B.14 - Conduct interest and preference surveys with alumni of the Co-op Store	
	2.B.15 - Conduct interest and preference surveys with users of the Co-op Store website	
	2.B.16 - Conduct knowledge and awareness surveys with first year students during the summer immediately following Orientation programs regarding offerings of the Co-op Store	
	2.B.17 - Conduct needs and preference surveys with customers of the Co-op Copy Center	
	3.B.18 - Track Co-op Store sales and profits by month and by year	

	3.B.19 - Track sales breakdowns in the Co-op Store by area per year	
	3.B.20 - Track sales versus expenses in individual product areas by area per year in the Co-op Store	
	3.B.21 - Track shrinkage (loss) statistics in the Co-op Store by month and by year	
	3.B.22 - Determine payroll percentages in the Co-op Store through on-going staffing assessments	
	3.B.23 - Track HUB Copy Center sales and profits by month and by year	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: Co-op Store and Co-op Copy Center	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: Co-op Store and Co-op Copy Center	
	5.A.1 - Track textbook purchases at the Co-op Store of student athletes	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.C.6 - Track nontraditional or atypical aid provided to military-affiliated and veteran students	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.1 - Track the number of calendar updates made by Association staff members	
	5.F.2 - Track the number of social media updates made by Association staff members	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
	5.F.9 - Conduct surveys with students and staff regarding satisfaction and learning associated with the Co-op Store trip to NACS / MACS Conventions	
Information Systems	1.C.13 - Track usage of the HUB Computer Lounge monthly	Melanie Martin and Ben Poporich
	2.A.15 - Conduct satisfaction surveys with users of the HUB Computer Lounge	
	2.A.23 - Conduct satisfaction surveys with Icard holders regarding the Association-wide website and any associated websites	
	2.B.9 - Conduct needs and preference surveys with Icard holders regarding the HUB Computer Lounge	
	2.B.19 - Conduct needs and preference surveys with Icard holders regarding the Association-wide website and any associated websites	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: HUB Computer Lounge	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: HUB Computer Lounge	
	5.B.7 - Conduct focus group qualitative assessments regarding revised Association marketing materials, including pamphlets, posters, social media advertisements, and website	

	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.1 - Track the number of calendar updates made by Association staff members	
	5.F.2 - Track the number of social media updates made by Association staff members	
	5.F.3 - Conduct internal reviews and reevaluate the Association website as needed	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
Student Publications	1.B.7 - Track the number of newspapers produced, distributed, taken, and remained by issue of The PENN	Mo Zukic
	1.B.8 - Track the number of visits to The PENN's website, as well as number of articles read online	
	1.B.9 - Track the number of pages of each issue of The PENN	
	1.B.10 - Track the number of original articles and national articles in each issue of The PENN	
	2.A.22 - Conduct satisfaction surveys with readers of The PENN regarding its finished product and content	
	2.B.18 - Conduct needs and preference surveys with Icard holders regarding the finished product and content of The PENN	
	3.B.25 - Track the number of advertisements sold in each issue of The PENN, noting a count of each type of advertisement per issue	
	3.B.26 - Track (by advertising purchased) the entities purchasing advertisements in The PENN by semester and by year	
	3.B.27 - Track total income derived from advertising sales per issue of The PENN, by semester, and by year	
	3.B.28 - Track submission times of each issue of The PENN to Gazette Printers, noting late submissions by any individual staff member	
	3.B.29 - Conduct satisfaction surveys with advertising purchasers regarding the billing processes, sales processes, and end product of each issue of The PENN	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: The PENN	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: The PENN	
	4.A.3 - Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas: The PENN	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	

	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.2 - Track the number of social media updates made by Association staff members	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	
Marketing	1.B.11 - Track the number of promotional or marketing products purchased and distributed to help market the Association	Mo Zukic
	1.B.12 - Track the number of interactions with users during Association marketing events or promotions	
	1.B.13 - Track the number of followers, interactions, and posts on Facebook, Twitter, and Instagram for all Association entities by semester and by year	
	2.B.20 - Conduct satisfaction and preference surveys with Icard holders regarding the effectiveness of advertising and marketing methods, noting how students prefer to learn information about the Association	
	4.A.1 - Administer the Student Learning Outcomes Satisfaction Survey (SLOSS) to student employees at the beginning of their employment (pre-test), and then administer the SLOSS again to student employees at the end of their employment (post-test) in the following areas: Co-op Marketing Team	
	4.A.2 - Administer mid-term and final student evaluations of all student employees in the following areas: Co-op Marketing Team	
	4.A.3 - Administer a post-graduation survey of former student employees to track job placement in pre-professional fields in the following areas: Co-op Marketing Team	
	5.B.7 - Conduct focus group qualitative assessments regarding revised Association marketing materials, including pamphlets, posters, social media advertisements, and website	
	5.C.5 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, as required by outcomes addressed by the Campus Climate Survey and Middle States Self-Study	
	5.E.1 - Track the number of referrals made by Association staff to University and community support services, by month and by year	
	5.E.2 - Conduct internal reviews and reevaluate Association procedures and trainings for all professional, full-time, part-time, and student staff, regarding support services	
	5.E.3 - Conduct satisfaction surveys related to student concerns regarding Association-sponsored programs, services, and facilities	
	5.E.4 - Generate detailed data reports as requested by the Student Success Collaborative (SSC)	
	5.F.1 - Track the number of calendar updates made by Association staff members	
	5.F.2 - Track the number of social media updates made by Association staff members	
	5.F.6 - Conduct internal reviews and reevaluate Association decision-making strategies and procedures to better incorporate data generated by the assessment plan	

Addendum 4: Assessment Plan Mapping

The Association Department Assessment Plan is mapped to the IUP Strategic Plan, as well as the Student Affairs Division Focused Initiatives, in the following ways:

Assessment Plan Goals and Objectives	IUP Strategic Plan	Student Affairs Division Focused Initiatives
Goal 1: The Student Cooperative Association will more accurately track the number of students and other community members that attend, utilize, and visit its programs, services, and facilities. ———		———
Objective A: Longitudinally track attendance at all programs sponsored through the Association ———	Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 4.3: Promote IUP as a destination for community enrichment ———	4.1: Strengthen and integrate services and programs to promote university citizenship and leadership 6.3: Apply evidence-based decision-making ———
Objective B: Longitudinally track the number of uses of all services sponsored through the Association ———	Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 4.3: Promote IUP as a destination for community enrichment ———	4.1: Strengthen and integrate services and programs to promote university citizenship and leadership 6.3: Apply evidence-based decision-making ———
Objective C: Longitudinally track the number of visits to all facilities owned and operated by the Student Cooperative Association	Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 4.3: Promote IUP as a destination for community enrichment	4.1: Strengthen and integrate services and programs to promote university citizenship and leadership 6.3: Apply evidence-based decision-making
Goal 2: The Student Cooperative Association will more precisely gather feedback from its student and community constituents regarding satisfaction with its current offerings and needs or preferences for future offerings. ———	———	———
Objective A: Ensure that students and other community members are satisfied with or by the current programs, services, and facilities of the Association ———	Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 4.6: Engage alumni to advance IUP ———	6.2: Provide modern facilities and state-of-the-art technology resources 6.3: Apply evidence-based decision-making ———
Objective B: Ensure that the needs, interests, and preferences of students and other users are understood by the Association, and reflected in its programs, services, and facilities	Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 3.7: Ensure that Campus Facilities Master Plan projects are fully funded	6.2: Provide modern facilities and state-of-the-art technology resources 6.3: Apply evidence-based decision-making
Goal 3: The Student Cooperative Association will remain an accountable steward of both natural and financial resources that are entrusted to it.		

____ Objective A: Monitor the use of natural resources within the programs, services, and facilities of the Student Cooperative Association	____ Strategy 3.4: Improve the efficiency of conducting university business	____ 6.2: Provide modern facilities and state-of-the-art technology resources 6.3: Apply evidence-based decision-making
____ Objective B: Ensure that student-generated dollars are responsibly used in the funding of programs, services, and facilities by the student fund budget	____ Strategy 3.2: Align unit funding with institutional priorities and goals Strategy 3.3: Develop innovative models of tuition flexibility Strategy 3.4: Improve the efficiency of conducting university business Strategy 3.7: Ensure that Campus Facilities Master Plan projects are fully funded	____ 6.2: Provide modern facilities and state-of-the-art technology resources 6.3: Apply evidence-based decision-making
Goal 4: The Student Cooperative Association will help students learn and develop through its programs, services, and facilities.		
____ Objective A: Offer students opportunities to meet the IUP Student Affairs Learning Outcomes through employment with the Student Cooperative Association	____ Strategy 1.4: Strengthen IUP's academic value to students Strategy 2.3: Prepare students to work and live in a culturally diverse and global future Strategy 4.6: Engage alumni to advance IUP	____ 1.1: Develop academic support structures, in and outside the classroom, for student athletes 5.1: Strengthen University systems supporting student concerns and fostering student success
____ Objective B: Offer students opportunities to meet the IUP Student Affairs Learning Outcomes through involvement with the offerings of the Student Cooperative Association	____ Strategy 1.4: Strengthen IUP's academic value to students Strategy 2.3: Prepare students to work and live in a culturally diverse and global future	____ 1.1: Develop academic support structures, in and outside the classroom, for student athletes 5.1: Strengthen University systems supporting student concerns and fostering student success
Goal 5: The Student Cooperative Association will support the Division of Student Affairs in the assessment of its Focused Initiatives related to the University Strategic Plan.		
____ Objective A: Increase students' learning, development, and successful progression to degree attainment	____ Strategy 1.4: Strengthen IUP's academic value to students Strategy 2.1: Commit to student success	____ 1.1: Provide academic support structures, in and outside the classroom, including a focus on supporting student athletes
____ Objective B: Enhance students' emotional and physical health, safety, and well-being	____ Strategy 2.1: Commit to student success Strategy 2.2: Focus on access, support, and opportunity for students from traditionally underrepresented and underserved student populations	____ 2.1: Enable student success of new and continuing students, including a focus on supporting Punxsutawney students

	Strategy 2.3: Prepare students to work and live in a culturally diverse and global future	
____	____	____
Objective C: Develop each students' capacity to experience, as well as to positively contribute to, a university community where all members are valued and respected and where diverse perspectives are encouraged	Strategy 2.1: Commit to student success Strategy 2.2: Focus on access, support, and opportunity for students from traditionally underrepresented and underserved student populations Strategy 2.3: Prepare students to work and live in a culturally diverse and global future Strategy 4.2: Advance civility and personal responsibility in the University and community	3.1: Foster a university culture among students that understands, values, and incorporates diverse perspectives
____	____	____
Objective D: Increase students' engagement with and connection to the IUP community	Strategy 1.4: Strengthen IUP's academic value to students Strategy 2.1: Commit to student success Strategy 2.2: Focus on access, support, and opportunity for students from traditionally underrepresented and underserved student populations Strategy 2.3: Prepare students to work and live in a culturally diverse and global future Strategy 4.2: Advance civility and responsibility in the University and community Strategy 4.3: Promote IUP as a destination for community enrichment Strategy 4.6: Engage alumni to advance IUP Strategy 4.7: Reaffirm our commitment to IUP's most important resource, our people	4.1: Develop students' citizenship and leadership skills
____	____	____
Objective E: Enhance department and division organizational effectiveness	Strategy 2.1: Commit to student success Strategy 2.2: Focus on access support, and opportunity for students from traditionally underrepresented and underserved student populations Strategy 2.3: Prepare students to work and live in a culturally diverse and global future Strategy 3.5: Employ best practices with regard to regulatory and legislative mandates Strategy 4.2: Advance civility and personal responsibility in the University and community	5.1: Provide systems and services supporting student needs and concerns

Addendum 5: Division Business Plan, 2019-2020

The Association Department Assessment Plan supports the Division through the sponsorship of programs, services, and facilities that tie directly to its Focused Initiatives, as outlined here:

This document will be included, once finalized.