

# ***Measuring Success: The Vital Role of Assessment in Student Affairs***

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## Learning Outcomes:

- Practical knowledge of assessment in Student Affairs
- How to engage all levels of the organization in assessment
- How to create (and embrace) a culture of assessment in Student Affairs

# About Holyoke Community College (HCC)



- Located in the city of Holyoke in western Massachusetts
- One of 15 public two-year associate degree-granting community colleges
- Oldest community college in Massachusetts, established in 1946
- Hispanic Serving Institution (HSI) since 2016

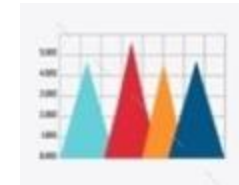
# About Holyoke Community College (HCC)



Headcount = 3,706

## Top 5 Degree Programs

- Liberal Arts & Sciences
- Foundations of Health
- Business
- Psychology
- Criminal Justice



- ❑ 67% part-time
- ❑ 66% female
- ❑ 47% students of color
- ❑ 37% age 25 and older
- ❑ 33% Hispanic

# About Student Affairs at HCC

- Admissions & New Student Programming
- Adult Learner Success Center
- Advising
- ALANA Men of Color Mentorship
- Athletics (NJCAA)
- Career Services
- CORE
- Counseling (behavioral health)
- Disability & Deaf Services
- Dual Enrollment & Early College
- El Centro
- Financial Aid
- Pathways (Selective College Transfer Support Program)
- Placement Testing
- Student Ambassador & Mentorship Program
- Student Engagement (Clubs and Activities)
- Student Records
- Thrive Center for Basic Needs
- Transfer
- TRIO
- Tutoring + Math and Writing Center
- Veteran Services

# Creating a Culture of Assessment in Student Affairs



## Motivating Factors:

### Internal motivation

- Improve service to students
- Inform decision-making
- Advocate for institutional resources

### External motivation

- Accreditation

# New England Commission of Higher Education (NECHE)

**5.8 The institution systematically identifies the characteristics and needs of its student population and then makes provision for responding to them.** The institution's student services are guided by a philosophy that reflects the institution's mission and special character, is circulated widely and reviewed periodically, and provides the basis on which services to students can be evaluated. (See also 8.4)

5.20 Through a program of **regular and systematic evaluation**, the institution assesses the effectiveness of its efforts to achieve an equitable educational experience for all of its students and the **appropriateness and effectiveness of its student services** to advance institutional purposes. Information obtained through this evaluation is used to revise these efforts and services and improve their achievement. (See also 8.4)

8.4 The institution with **stated goals for students' co-curricular learning** systematically assesses their achievement. (See also 5.8, 5.20)

# How is your college evaluating Student Services?



3 minutes



# Creating a Culture of Assessment in Student Affairs



## Challenges

- Background experiences
- Time and commitment

## Leadership & Engagement

- Clear expectations
- Support

# The Beginning...



The First Ever HCC Student Affairs Assessment Day

JUNE 8, 2023

# What have you noticed?

What do you want to know more about?

What impact are you having?

What resources do you need?

How do you know?

# Get Curious!

1. Describe the problem statement or inquiry of work
2. Define / describe / link to your data source
3. What does the data tell you?
4. Describe actions you have taken / are taking / will take based on the data
5. Describe the known or intended impact / outcome of your actions
6. What do you plan to do next?

Clear Expectations

All-Comers Approach

**INCLUSION & PARTICIPATION**

All Areas and Staff Levels

**SUPPORTIVE FEEDBACK**

# To The Room - Get Curious!

1. Identify or define a problem statement or inquiry of work in your own area
2. Identify possible data sources relevant to your problem statement or inquiry

5 minutes

3. Share with a partner
4. Share with the room

5 minutes

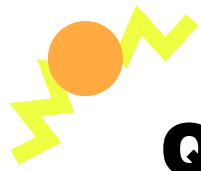
# Example from HCC



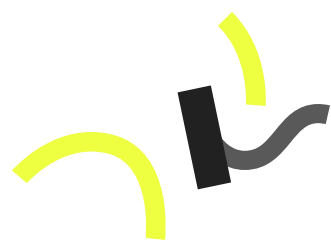


# Student Ambassador Mentorship Program



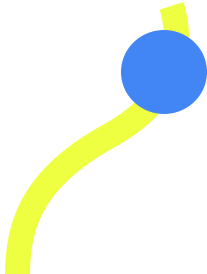
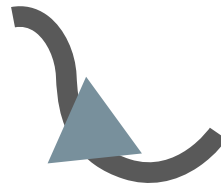


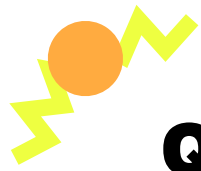
# Quantitative Assessment AY 22-23



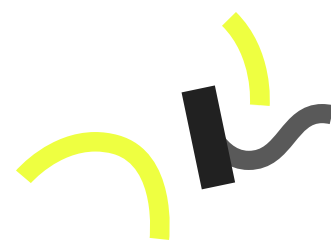
## Sense of belonging for AMBASSADORS

- I feel comfortable at my school: 4.1 to 4.9
- I feel supported at my school: 4.1 to 4.8
- I feel like I am an important member of my school's community: 3.4 to 4.3



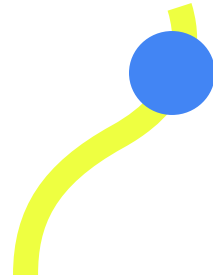


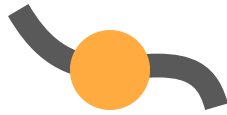
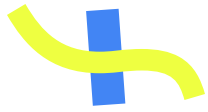
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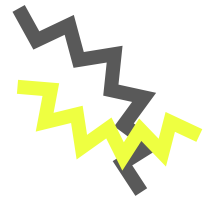
## Academic Self-efficacy AMBASSADORS

- Once I've decided to accomplish something that's important to me, I keep trying to accomplish it, even if it is harder than I thought: **4.2 to 4.8**
- I am confident that I will achieve the goals that I set for myself: **3.9 to 4.7**
- I can learn what is being taught in class this year: **4.1 to 4.6**





**Problem Statement:**  
**We are getting good results, but**  
**is our program model**  
**sustainable?**





# Ambassador is a **BIG JOB**

1

## Students

- Most important job. They must do well in their own academics

2

## Mentors

- Contact Scholars regularly
- Share SAMP Communications
- Respond promptly when Scholars reach out
- Help Scholars Navigate services at HCC

2.1

## Mentors Cont...

- Communicate interactions via MC
- 1:1 Weekly Supervision
- Bi-weekly staff meetings
- Attend SAMP events when possible

3

## Interns

- SO MANY DUTIES





**They only have 15 hours a week**

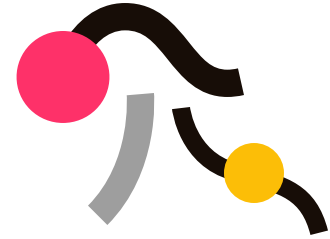


# Our Ambassadors are burning out... Qualitative Data



- Our Ambassadors asked us to stop matching them with Scholars.
  - Ambassadors started to fall behind in their Mentor Collective logging of student interactions.
  - More students than normal started having executive functioning troubles in their internships.
  - Ambassadors started rescheduling or missing supervision meetings because they were overwhelmed.
  - Ambassadors told us this job was too hard to juggle because mentoring is unexpected most of the time.
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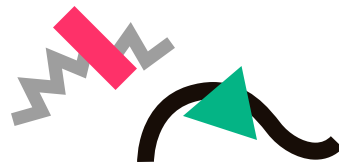
# Cha Cha Cha Changes



- Internships Moved to Summer Only
- Full 15 hours per week during AY dedicated to Mentoring

## Expected Results

- More internship hours overall
- More time dedicated to serving our students
- Increase in number of students served



# What's next?

- 6 “showcase” days built into the standing meeting schedule
- In discussion with other Community Colleges to host a “Conference-Style” Assessment Day





# Next Steps



- CAS Standards
- Student Learning Outcomes
- Pre and post surveys
- SENSE
- CCSSE

# Thank You!

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