

University of Louisiana at Lafayette

Detailed Assessment Report 2015-2016 Study Abroad

As of: 11/18/2016 10:48 AM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

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

SLO 1: raise visibility and awareness of study abroad opportunities

Raise visibility and awareness of study abroad opportunities to students and faculty

Related Measures

M 1: Printed publicity

quality and quantity of printed publicity materials distributed

Source of Evidence: Administrative measure - other

Target:

Develop a new set of printed publicity materials of professional quality and distribute across campus

Finding (2015-2016) - Target: Met

This was accomplished. We printed 25 posters for each of the four summer programs and posted across campus.

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

increase number of posters

This year we were only able to print 20 posters for each program due to financial constraints. We hope to be able to produce and distribute 30 per program next year. Update: We have decided that increasing print media are no longer an effective way to spend disposable income, and are focusing our efforts on developing social media and other online forms of advertising and communication. We will continue to print 20 posters per program per year.

Established in Cycle: 2013-2014

Implementation Status: Terminated

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Printed publicity | **Outcome/Objective:** raise visibility and awareness of study abroad opportunities

Additional social media exposure

Increase facebook presence by promoting pages and linking to other pages. Develop Twitter presence.

Established in Cycle: 2014-2015

Implementation Status: In-Progress

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Printed publicity | **Outcome/Objective:** raise visibility and awareness of study abroad opportunities

Library Day

In cooperation with Dupre Library, develop a library travel day that will showcase study abroad opportunities. This was accomplished.

Established in Cycle: 2014-2015

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Printed publicity | **Outcome/Objective:** raise visibility and awareness of study abroad opportunities

Participate in International Education Week

Participate in International Education Week in collaboration with Office of International Affairs and University Program Council (we have never been involved). Will disseminate information about foreign travel opportunities, preparation and logistics.

Established in Cycle: 2014-2015

Implementation Status: In-Progress

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Printed publicity | **Outcome/Objective:** raise visibility and awareness of study abroad opportunities

Develop and print large format posters

We have only ever printed 11 X 17 posters. A larger format poster would increase visibility on campus.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Printed publicity | **Outcome/Objective:** raise visibility and awareness of study abroad opportunities

M 2: Administrator Communications

number of communications from administrators to students and faculty about study abroad

Source of Evidence: Activity volume

Target:

increase number of mass emails and other forms of communication by one each year

Finding (2015-2016) - Target: Met

This year five Colleges, Business, Sciences, Liberal Arts, Arts, and Education emailed all their majors about study abroad opportunities at least once this year, with many emailing frequently throughout the year. This year the University also publicized study abroad opportunities several times through its Facebook page. Study Abroad also participated in Cajun Connection/First Year Experience to publicize study abroad.

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

convince other deans and possibly provost to make mass/public statements of value of study abroad to students

Established in Cycle: 2013-2014

Implementation Status: In-Progress

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Administrator Communications |

Outcome/Objective: raise visibility and awareness of study abroad opportunities

Get University College, Nursing and Engineering to email their students

Speak with deans about having University College, Nursing and Engineering to email their students next year.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Administrator Communications |

Outcome/Objective: raise visibility and awareness of study abroad opportunities

SLO 2: Increase student participation in Study Abroad

Raise the number of students participating in study abroad opportunities

Related Measures

M 3: Number of students studying abroad

Increase number of students studying abroad by 5% every year.

Source of Evidence: Activity volume

Target:

We aim to raise the number of students studying abroad by 5% each year.

Historical enrollments:

2013	93
2014	87
2015	81
2016	103

So the target for 2016 is 85. The target for 2017 will be 108 students.

Finding (2015-2016) - Target: Met

Our enrollment for 2016 was 85. We exceeded our target by almost 20% with an enrollment of 103 students.

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

grad assistant recruiting

We have assigned a graduate assistant to study abroad (in addition to one in Business whose duties include study abroad) who is developing a set of recruiting materials. Her main duty will be recruiting students in the Fall 2014.

Established in Cycle: 2013-2014

Implementation Status: In-Progress

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Number of students studying abroad |

Outcome/Objective: Increase student participation in Study Abroad

Ambassador Program development

This year we launched the ambassador program, in which study abroad alumni are engaged to hold workshops, panel discussions, give presentations, visit classes and attend fairs. The first year was very successful, but next year we will find new ways to engage the ambassadors and allow them to communicate their passion for study abroad to potential students.

Established in Cycle: 2014-2015

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Number of students studying abroad |

Outcome/Objective: Increase student participation in Study Abroad

Faculty education about recruiting

We will emphasize earlier and in stronger terms to potential faculty the need for faculty recruiting, and will give them more tools for recruiting.

We will meet with potential faculty earlier than in past years: First meeting in October instead of January. We will notify faculty of opportunities in January instead of March. We will also move the deadline for proposals to March.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Number of students studying abroad |

Outcome/Objective: Increase student participation in Study Abroad

Increase GA involvement in recruitment

We have not had GA's in the past, and are still thinking of new ways to use them in recruiting. This was accomplished; our two GAs are busy all of the time recruiting.

Established in Cycle: 2014-2015

Implementation Status: Finished

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Number of students studying abroad |

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New recruiting plans

Continue Ambassador, GA, Fairs. New this year: Study abroad presentations at Cajun Connection, Culture Shock, Day 2 of Career services fair, new fairs in Burke, Wharton, Mouton.

Established in Cycle: 2015-2016

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Relationships (Measure | Outcome/Objective):**Measure:** Number of students studying abroad |**Outcome/Objective:** Increase student participation in Study Abroad**Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

O/O 3: satisfaction

Increase student participants' satisfaction with study abroad experience

Related Measures**M 4: Student Satisfaction**

Increase satisfaction of participants with their study abroad experience.

Source of Evidence: Client satisfaction survey (student, faculty)

Target:

70% of students will be satisfied or very satisfied with their study abroad experience overall.

Finding (2015-2016) - Target: Met

A summary satisfaction question was inadvertently left off the survey. Overall comments were uniformly positive for all programs, with criticism only for the residence hall in Paris.

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

Design and administer survey instrument to study abroad participants.

Established in Cycle: 2013-2014**Implementation Status:** Finished**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Student Satisfaction | **Outcome/Objective:** satisfaction**encourage student response rate**

Response rates are always a challenge with electronic, email based surveys. We will establish a baseline response rate and work to improve it. In 2016 we were not able to withhold grades to force survey completion, and our response rates went down. We are considering other methods of mandatory compliance such as filling out paper forms together.

Established in Cycle: 2014-2015**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Student Satisfaction | **Outcome/Objective:** satisfaction**Gather and analyze data from Program and Course evaluations**

We will study the results of the new instrument this year and establish a baseline for student satisfaction.

Established in Cycle: 2014-2015

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Student Satisfaction | **Outcome/Objective:** satisfaction

add summary questions to survey

We will add two summary satisfaction questions to the survey for next summer.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Student Satisfaction | **Outcome/Objective:** satisfaction

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

College communications

convince other deans and possibly provost to make mass/public statements of value of study abroad to students

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How were assessment results shared and evaluated within the unit?

Results were shared and discussed within the Study Abroad executive committee on 10/11/2016. All objectives, targets, findings and action plans were discussed in detail, and ideas generated for next year.

Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?

IN this cycle, we increased college communications, increased GA involvement in recruitment, increased faculty education about recruiting; Increased participation in University activities. As a result of these efforts, student participation increase by 20%, a remarkable achievement in a year with much publicity about the danger of traveling in Europe.

What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?

Our recruiting efforts have paid off; we have learned that we need to enforce survey participation, and that we should further expand publicity efforts since they seem to be working. In particular, we will continue to develop social media opportunities. We also increased the diversity of disciplines represented in the study abroad faculty for 2017, and we will continue to strive for further diversity of disciplines among faculty and students. We also realized that we need a better gauge of overall student satisfaction on the survey instrument.