

2017-2018 Assessment Cycle VPAF_Auxiliary Operations: Union Business Operations

Mission (due 12/4/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

We provide high-quality, cost-effective services in support of the research, education, and service missions of the University of Louisiana at Lafayette.

The Division is responsible for the University's physical environment and business operations that contribute to providing exceptional experiences for our students, faculty, staff, and visitors.

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

The mission of the UL Lafayette Student Union is to provide convenient, high-quality facilities and efficient services to support the university community's social, cultural, educational and recreational programs and services which, in concert with the institution's educational offerings, develop students' intellectual, emotional, physical and social growth. The Student Union offers a state of the art facility that provides an environment which is designed to encourage interaction among the campus groups, increase a sense of campus community, and expand the avenues through which the University educates its students. We are committed to providing high quality, convenient services and facilities that enhance the daily life of our students, faculty, staff and community.

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

Assessment Plan (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Work to increase off campus room rentals from 3% to 8% of overall room rentals.								
Legends	OO - Outcome/Objective (administrative units);								
Standards/Outcomes									
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Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

Based on last year's data, the Union staff will continue to improve off campus revenue by implementing more aggressive marketing strategies. Also, to help student organizations to improve their event planning skills, the Union staff will develop a powerpoint presentation that can be put on the Union website for all student organizations to access. Lastly, in an effort to improve the customer service on the a/v side of the ballroom, we will work with a multi-media company to reconfigure the audio/visual system in the ballroom. For the three mentioned goals, progress can be shared through reports and the powerpoint presentation.

Results & Improvements (due 9/15/18)

Assessment List Findings for the Assessment Measure level for Work to increase off campus room rentals from 3% to 8% of overall room rentals.

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Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose, respond to the questions below.

1) How were assessment results shared in the program / department?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email (selected)

Presented formally at staff / department / committee meetings

Discussed informally (selected)

Other (explain in text box below)

2) How frequently were assessment results shared?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle) (selected)
Once per cycle
Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head
Dean / Asst. or Assoc. Dean
Departmental assessment committee
Other faculty / staff (selected)

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

The unit learned that more resources or a restructure has to be targeted toward off campus room rentals if that area is to be increased. Also, the unit learned the challenges of working with student organizations to understand event planning for successful student functions.

Attachments (optional)

Upload any documents which support the program / department assessment process.

Summer_2017___Spring_2018_Overall.pdf