



Channel Islands

CALIFORNIA STATE UNIVERSITY

Division of Student Affairs

DSA Area Name: Assessment and Strategic Operations

Effective Date: March 15, 2015

Procedure Number: ASO-p005.01

Student Affairs Working Procedure on Data Collection

Intent: To ensure a streamlined process for Division of Student Affairs (DSA) data collection and to support the coordination of data collection for the purposes of institutional research.

Background: Programs and services in the DSA which support co-curricular learning are expected to undergo regular assessment and evaluation processes (Comprehensive Program Review based off of the Council for the Advancement of Standards in Higher Education standards) to ensure that students are learning as a result of co-curricular strategies. Therefore, program leads will undertake various qualitative and quantitative assessment and evaluation efforts to assess progress. This procedure has been established to ensure that data collection efforts are in the best interest of students, the DSA, and the University. The procedure outlines factors for consideration, as well as the process for data collection including financial considerations, calendaring, CI Institutional Review Board (IRB) process needs, Institutional Effectiveness (IE) collaboration points, and accountability.

Accountability: Assessment and Strategic Operations (ASO)

Applicability: All DSA staff and administrators

Definition(s):

For the purposes of this procedure (in alignment with CI Policy AA.04.007):

Data Collection: Although this definition is not meant to be exhaustive, typical examples of data collection include: surveys (mail, e-mail, on-line, phone), interviews (focus groups, face-to-face), and observational methods.

Institutional Research: Institutional research is defined broadly as research conducted by University individuals, departments or divisions for the purpose of institutional assessment and improvement, and intended for internal dissemination only.

Institutional Effectiveness: Institutional effectiveness is the systematic, explicit and documented process of measuring performance against mission in all aspects of an institution.

Calendaring: Calendaring is defined as prioritizing and scheduling data collection efforts.

Cycle of Assessment: The DSA utilizes a *Cycle of Assessment* to create assessment measures connected to the University mission and division vision to ensure that DSA co-curricular programs and activities support student learning and development at CI.

Purpose: Programs developed in the DSA have a clearly articulated *purpose statement*. In the student-centered culture in which we operate, this purpose is connected to the learning and development needs of CI students.

Aims: Programs have a set of *aims* or general expected outcomes which, if accomplished, meet a specific need of the program.

Objectives: Programs have a set of *objectives* or specific goal-related expected outcomes which, if accomplished, lead to the success of that goal.

Strategies: Programs have *strategies*, a proven effective array of activities, events and/or interventions that, when properly used, result in a program accomplishing the specific goal-related, expected outcomes (i.e., objectives).

IRB Approval Process: IRB is the reviewing body which oversees research plans to ensure the protection of human subjects.

Attachments:

- 1) Coordination of Data Collection for Purposes of Institutional Research (CI Policy AA.04.007)
- 2) DSA Cycle of Assessment
- 3) DSA CPR Manual (S:\1 DIVISIONWIDE INFORMATION\1 ASSESSMENT\COMPREHENSIVE PROGRAM REVIEW\Fall 2014 CPR Manual)

Procedure: If you are interested in collecting data for assessment and/or evaluation purposes please contact the Director of Student Affairs Assessment, Research and Staff Development (Associate Vice President for Assessment and Strategic Operations as a back-up) *before* collecting data.

DSA Data Collection Process

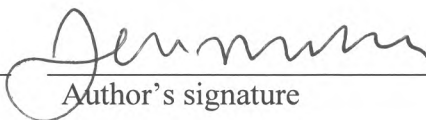
1. Meet with respective area head.
2. Data collection efforts should be part of a holistic assessment plan to support the purpose, aims, objectives, and strategies of a program. These connections should be discussed with the appropriate area head in advance of data collection.
3. Meet with the Director of Student Affairs Assessment, Research and Staff Development (or as a back-up, the AVP for Assessment and Strategic Operations) to review the proposed data collection efforts that support the purpose, aims, objectives, and strategies of your program.
4. Discuss plans for the protection of confidential information about students and employees with the area head and the Director of Student Affairs Assessment, Research and Staff Development. All data collection efforts must plan for confidential collection and storage of data.
5. If needed, submit appropriate IRB and IE paperwork.
6. Submit an IE data collection calendar request (in consultation with the Director of Student Affairs Assessment, Research and Staff Development).

7. Establish a timeline for review of the following (in alignment with IE and IRB review timelines and deadlines):
 - a. Data collection method(s)
 - b. Potential campus partnerships associated with data collection method(s) selected
 - c. Budget
 - d. Student information collection/protection plans
 - e. Data collection timeline
 - f. Messaging plan
 - g. IRB application plan (if applicable)
 - h. Report sharing strategies
8. Regularly update your area head and the Director of Student Affairs Assessment, Research and Staff Development on data collection progress.
9. Meet with the Director of Student Affairs Assessment, Research and Staff Development to discuss report writing strategies when the data collection period is finished.
10. Meet with the Director of Student Affairs Assessment, Research and Staff Development to share final data report with the VPSA Assessment Council, respective area head, DSA, and CI (as appropriate) both in-person and virtually.
11. Review all assessment and evaluation information collected on a yearly basis with your area head to determine associated budgetary needs and specific strategies for continuous improvement.

Data collection is an exciting and rewarding experience. Information collected can inform program improvement and identify opportunities for future development to ensure that students are learning as a result of co-curricular strategies.

Jennifer Miller ✓

Author's name



Author's signature

4/6/15

Date

Approved:

Toni DeBoni

DSA Area Head's name



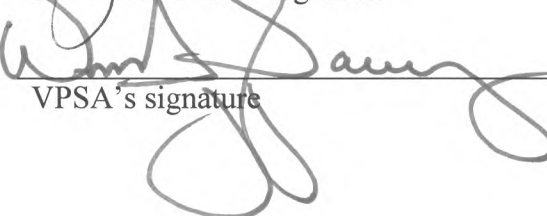
DSA Area Head's signature

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Date

Wm. Gregory Sawyer

VPSA's name



VPSA's signature

4/6/15

Date

Division of Student Affairs Cycle of Assessment

1.
CREATE A PLAN

2.
**SELECT ASSESSMENT
TYPE AND
METHODOLOGY**

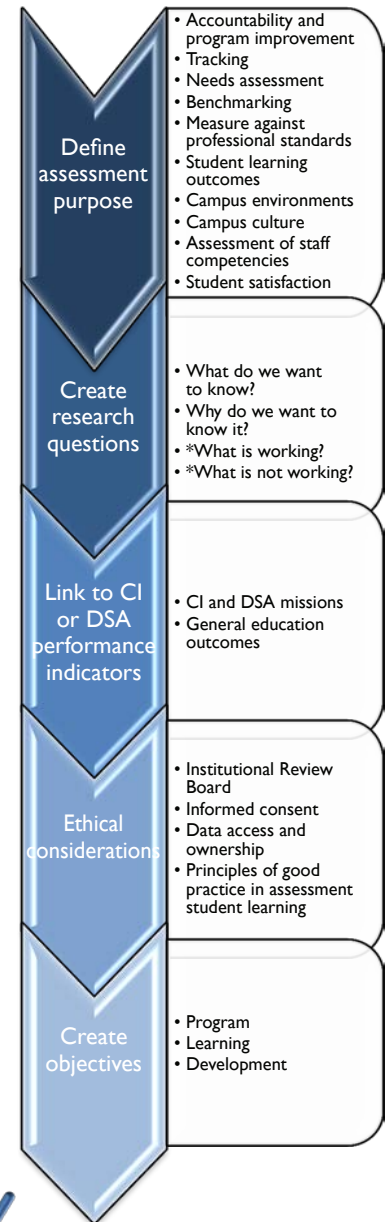
3.
**CREATE ASSESSMENT
MEASURES**

4.
**IMPLEMENT PROGRAM
AND COLLECT DATA**

5.
ANALYZE DATA

6.
**EVALUATE THE
PROGRAM**

7.
REPORT FINDINGS



Determine methodology

- Quantitative
- Qualitative

Determine assessment type

- Formative v. summative
- Indirect v. direct

*Relates to program assessment

Use data to improve program/service

*Identify gap between desired aims and actual outcomes