



STUDENT AFFAIRS
MINUTES

DATE: 5/4/2021
PURPOSE: A-Team Meeting

1. Welcome – Ice Breaker – Tacos – Hard shell or Soft shell? Moe’s vs Chipotle?

Members	Present	Absent
Abby Langham (A&SP) – soft, Moe’s	X	
Somer Givens (A&SP) – soft, Moe’s	X	
Katherine Fuchs (A&SP)	--	<i>Absent with notice</i>
Amy Mosley (Property Mgmt)	--	<i>Absent with notice</i>
Benard Goins (Greek Life) – soft, Chipotle	X	
Billy Ferris (Media) – burrito, Chipotle	X	
Ivy Sibley (Student Conduct) – GF bowl, Chipotle	X	
Kathryn-Ruth Sasser (Student Center) – soft, Salsaritas	X	
Kristee Treadwell (Student Counseling & Psychological Svcs) – soft, Chipotle or Barbaritos	X	
Lexy Payne (Housing)	--	<i>Absent with notice</i>
Lucy Seagle (Medical Clinic)	--	<i>Absent without notice</i>
Markie Pasternak (HPWS) – soft, Q’doba	X	
Pearson Brown (Student Involvement) – soft, Chipotle	X	
Sarah King (FYE)	--	<i>Absent with notice</i>
Matt Sinclair (Campus Rec) – soft, Chipotle xtra hot sauce	X	
Torey Palmer (P&FP) – soft, Moe’s	X	
William Walker (Campus Dining) – bowl, Chipotle	X	

2. A-Team Meeting Schedule and Microsoft Teams Reminder:

Meeting Schedule for next year – we will resume in person meetings in August 2021!

Date	Start	End	Room
8/03/2021 Tue	3:00 PM	4:00 PM	MSC 2310
9/07/2021 Tue	3:00 PM	4:00 PM	MSC 2222/2223
10/05/2021 Tue	3:00 PM	4:00 PM	MSC 2222/2223
11/02/2021 Tue	3:00 PM	4:00 PM	MSC 2222/2223
12/07/2021 Tue	3:00 PM	4:00 PM	MSC 2222/2223

1/04/2022 Tue	3:00 PM	4:00 PM	MSC 2222/2223
2/01/2022 Tue	3:00 PM	4:00 PM	MSC 2222/2223
3/01/2022 Tue	3:00 PM	4:00 PM	MSC 2222/2223
4/05/2022 Tue	3:00 PM	4:00 PM	MSC 2222/2223
5/03/2022 Tue	3:00 PM	4:00 PM	MSC 2222/2223

3. Assessment Moment at Coffee

- May 2021 – *Parent & Family Programs (Torey Palmer)*
- June 2021 – *Cancelled per Dr. Woodard*
- August 2021 – *First Year Experience (Sarah King)*
- September 2021 – *Greek Life (Benard Goins)*
- October 2021 – *Campus Recreation (tbd)*

4. 2020-2021 A-Team Member Presentations:

10 min each or less: a short presentation about what is going on in your department.

When presenting at A-Team meetings, address any challenges or questions you have and highlight how you use data to inform your decision-making. Note the types of data you collect (headcounts, interactions, usage, types of surveys – home grown and national and what is asked on these instruments, etc). Share what your annual outcomes are and how you strategically chose them and how you use the findings/results of the data collected. Discuss what tools you use to collect, analyze, and share findings.

Also, feel free to speak about any programmatic or operational changes your office made as a result of Covid-19 and how you are collecting data/tracking/measuring success for those adjustments. You could also include any challenges/lessons learned that the group might benefit from hearing. What creative ways have you identified to reach students and collect data during the pandemic?

Meeting Date	Department Name	A-Team Member
5/04/2021	Health Promotion	Markie Pasternak
8/03/2021	Parent & Family Programs	Torey Palmer
9/07/2021	Campus Recreation	tbd

Markie presented on Social Media and Health Promotion

- Analyze messages both quantitatively and qualitatively
- Main platform is Instagram, comes with lots of data tracking features
- Data Metrics to analyze:
 - Engagement
 - Type of Post
 - Post Topic
- Track post topics based on one of the 4 “buckets” of services and/or the 9 dimensions of wellness
- For Engagement, HPWS tracks the Monthly Reach (number of users who see content), likes, shares, saves, profile visits, website clicks, and impressions
- Awareness months (September, April, etc) have a naturally larger engagement

- Able to set goals and track progress towards goals on these factors (engagement, type, topic)
- HPWS created more original content this year and found it got on average more likes than shared content.

5. **SA Spotlight (Monthly Update):**

- The Spotlight publication is posted monthly and archived on our website at: <http://assessment.auburn.edu/resources/findings-reports/>
- Monthly reporting takes place annually from September (for August data) through May (for April data).
- Starting in fall 2021, a new section will be added to the template to capture monthly on-going efforts for diversity, equity, and inclusion (DEI).
- April 2021 data due on Wednesday, May 5th (Happy Cinco!!).
- This is the final submission for this academic year!! Next one due for August data on September 4th.
- Detailed instructions: <https://auburn.box.com/s/mt3rufa90vbp20y0ix6x20bhigr9jw1x>
- Upload to Box (April Template): <https://auburn.box.com/s/0xgd0rr8dczu3ud5l5j66pvk8yyr08sb>
- Remember comparison data
- Remember to include raw figures and %
- **35 words or less** – Please write for publication
- Avoid abbreviations

6. **Assessment Curriculum:** <http://assessment.auburn.edu/assessment-curriculum/>

Click on links below to RSVP to training sessions. May offerings are final sessions of the year for both Tier 1 and Tier 2. Make-up sessions will be offered June/July.

May 19, 2021

• **Tier 1: Foundational**

Effectiveness Reporting	11:00am
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• **Tier 2: Intermediate**

Data Security and Ethics	9:00am
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7. **SA Assessment Award Winner:**

- Votes are in, we have a Winner! Will be announced at the June workshop (*tentatively 6/22*)
- Memo will be prepared and sent to Sr. Leadership to recognize the top 4 departments and announce the winning department
 - SCPS
 - Student Conduct
 - Melton Student Center
 - University Housing

8. **June Workshop** – Date is tentatively June 22. so stay tuned to email for the announcement.

- A-Team member t-shirts will be delivered to each member prior to workshop

- Prior to the workshop on 6/22, each department should have a draft of their 2021-2022 Outcome statements
 1. For each department, 3 outcomes are required, need at least one Learning outcome
 2. Connect these outcomes to SA Strategic Plan Goals/Objectives
 - Workshop tasks/ focus points
 - i. Time to discuss/review annual Outcomes for 2021-2022
 - ii. Identify and discuss SA Strategic Plan KPIs
 1. What types of KPIs will each department have
 - iii. Create a co-curricular map across departments
 - iv. Identify High Impact practices across division
9. **NASPA Consortium Studies:** These were launched on 4/1/2021 to a sample of 5k students each for the Student Unions Consortium and also Project CEO. Closed on 4/23/21 with 9.5% email response rate on Student Unions (301 completes) and 6.3% on Project CEO (224 completes). National benchmark results will be available in late June.
10. **Diversity, Equity, and Inclusion Student Survey:** SoundRocket DEI Student Climate Survey closed on 4/23/21, 12.8% response rate with 3,728 total complete/partially complete responses, will receive results/report sometime in July.
11. **Annual Report:** Open now in [AU Planning](#), (report on activities from May 16, 2020 – May 1, 2021) this will be due on **July 1, 2021**.
- Email with instructions sent to departments and A-Team members on 4/27
 - Please check your access status in AU Planning and let someone in A&SP know if you or another staff member needs to be granted access
 - Link to report instructions <https://auburn.box.com/s/q4vkbh4k8gsf87fupli1sy0rbhrur9aj>
 - Please check your access in AU planning and
12. **Data Confidentiality Form** <https://auburn.box.com/s/m9q60svlwqjifvrp7ffh2u5oa92lu>
- This has been approved by SA and is ready to implement. All A-Team members and individuals with access to student data and demographics projects within Baseline will be asked to sign it as we move forward.
13. **Student Affairs Assessment Calendar:**
- 2020-2021 Academic year calendar template has been created. Please have each department review and make additions by **July 31, 2021**.
 - <https://auburn.box.com/s/lconvq36doh5ek48a3p8knr3r3y5c90h>
14. **Additional Items:**
- **Program Review (PR) Cycle** – due to some position vacancies/fluidity and the SA org chart restructuring, the PR cycle has been slightly adjusted. The departments undergoing PR starting this month for 2021-2022 will be Assessment & Strategic Planning, Auburn Cares, and First Year Experience. (Student Involvement was slated to go but was moved to a later year).