

7.1 Assessment Activities

Date of Study	Name	Why was the Assessment Done?	Population Covered	What was Assessed?	Type of Instrument or Data-Gathering Approach	Response Rates (if Applicable)
Ongoing	Admissions Outreach Assessment	To determine the effectiveness of campus outreach efforts in attracting students and preparing them for higher education.	High school and community college students participating in outreach activities	Achievement levels and college preparedness of students in partner high schools; transfer rates for students in partner community colleges; knowledge and skills outcomes of participants in summer workshops.	Various	
Ongoing	UC-ACCORD/Psychology Department	To identify factors that promote and impede retention of underrepresented students.	Underrepresented and well-represented freshpersons	Social support from family, friends, and the institution, challenges, experiences, mental health, and grades.	surveys and interviews	65% of those sampled
Ongoing; each department is reviewed every six years	Departmental Reviews	To provide formative and summative assessment of instructional and research activities overseen by each academic department.	Academic departments, instructional programs and faculty research focus	Undergraduate and graduate programs, and department faculty intellectual goals.	Institutional data on majors, degrees, enrollments, faculty workload, etc. compiled, and interviews conducted of faculty, students, staff, and academic administrators	
Ongoing	Learning Center Assessment	To determine the effectiveness of tutoring and other instructional support services.	Users of academic support services	Course pass rates of participants compared to non-participants; participants' ratings of tutors and other service providers.	SIS pass rate data; student survey	
Ongoing		Wellness self assessment.	All students and staff	Individuals assess the healthiness of their lifestyles.	On-line, web-based	
Ongoing	Student Housing Survey	To determine student satisfaction with housing and policies for assigning rooms and roommates.	Student consumers of campus housing	Student opinions on overall satisfaction as well as opinions of specific policies and procedures.	Paper survey	
Annual Fall	Survey of New Freshmen	Look for changes or trends in personal characteristics, attitudes, intentions and needs of freshmen class.	New H.S. Matriculants.	Demographics, achievements, choices, opinions and attitudes of new freshmen class.	National CIRP Survey alternates with local survey every other year	60%-80%
Annual Fall	Summer Bridge/Economic Opportunity Program	Assess effectiveness of bridges to the BA Summer Research Institute Program.	EOP Summer Research Fellows.	Summer research fellows' satisfaction with program.	Survey implemented by external evaluator.	98%
Annual Winter	Retention and Graduation Update	Look for evidence of improving or declining trends in educational outcomes.	New H.S. matriculants and junior transfers	Changes in retention and graduation rates over time. Determine percentage of students retained and graduated by cohort and ethnic, sex, college, residence, admit type.	Data obtained from Student Information System (SIS) enrollment files.	n.a.
Annual Spring	Graduating Seniors Survey	To determine students' self assessment of their preparedness for careers.	Graduating seniors	Career plans, grad school plans, job offers, preparedness for careers, assessment of career center services.	Include a detailed set of question on the annual survey of graduating seniors	

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Fall 1999	College Choice Transfer Student Survey	Examine the reasons for the college choices made by UCSC transfer applicants.	Admitted transfer applicants	Financial, social, academic and other motives for choosing UCSC or another college.	Local paper survey	31%
Fall 2000-Winter 2003	Academic Excellence (ACE) Program (which supports entry level and gateway math and science courses.	To assess the effectiveness of the ACE discussion sections toward student's high academic performance which is likely to affect their persistence and success in math and science majors. The goal is to increase the diversity of students earning bachelor's degrees in math and science.	ACE participants are a diverse mix of students in math/science courses who come from all social /economic backgrounds, with a wide range of academic preparation.	ACE compare students' performance (final grades) relative to the class as a whole, as well as by ethnic and educational background	Data is supplied by the registrar's office.	n.a.
Winter 2000, Winter 2001	National Survey of Student Engagement	Discover the extent to which UCSC exhibits characteristics associated with good educational practices.	Freshmen and seniors.	Behaviors and educational experiences that are highly correlated with important learning and developmental outcomes of college.	National paper and web-based survey.	48%, 50%
2000-2001	UCSC All-Alumni Directory Survey	To offer alumni a published book of contactable alumni. The survey also gathers job and related biographical information on alumni.	All UCSC alumni	Alumni were surveyed on how they would like to receive information from the University, what events they would like to attend, attend employment information.	UCSC Alumni Association mailing and Directory mailing	41,622 total updates received
Years 2000-01, 2001-02	College Exit Survey	To determine students reasons for discontinuing their undergraduate educations.	Exiting undergraduate students	Reasons for leaving.	Paper survey	About 30 % of exiting students
Winter 2001	Academic Senate Committee on Educational Policy (CEP) Freshmen Core Course Study	To evaluate the educational effectiveness of core courses at fulfilling course goals.	College provost reports, core course instructors, and students, as well as course syllabuses	Effectiveness of seminar in improving analytical writing, critical reading, and academic collaboration with peers. In addition, success at course in promoting community building and advising, and bridging the gap between high school and college for new freshmen students.	Analysis of course syllabuses, analysis of descriptive and evaluative reports from college provosts, survey of core course instructors, survey of students	67% student response
Summer 2001	Admitted Student Questionnaire Plus	Gain insight into admits' perceptions of UCSC compared with other schools.	New admits intending to enroll at UCSC or another college.	What students want in colleges, how they perceive UCSC and competitor institutions.	National paper survey	26%
Fall 2001	Center for Teaching Excellence - Graduate Student Survey	Learn to what degree graduate students feel prepared to teach.	Graduate students	Current perceived degree of preparation for teaching; satisfaction with current TA training programs; preferences for mode and content of TA training.	Paper survey	30%

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2001	Dean Chemer's Academic Self-efficacy Study	To determine the effects of academic self-efficacy in the first quarter on later academic performance and persistence.	Freshmen	Academic self-efficacy, optimism, academic performance, self-perceived coping ability, personal adjustment, stress, and health.	Paper survey	
Fall & Spring 2001	UC College Preparatory Initiative (UCCP) - Online Experience Survey	Provide a better understanding of the student population we were serving.	Students participating in UCCP	Performed the first survey of UCCP students on their online learning experience and the factors that impacted their participation in UCCP.	Online Survey	200 respondents
Summer 2001	UCCP - Summer AP Institute Evaluation	Performed an evaluation of the UCCP's Advanced Placement Summer Institute for high school teachers.	AP High School Teachers that participated in the Summer Institute	Provide information on the quality of the overall experience and AP training.	Various (subject based workshop surveys, participant survey, presenter survey, workshop observation, participant interviews).	75%
Years 2001-2002	UCCP - West Ed Evaluation of UCCP	West Ed evaluated UCCP in 2 phases.	UCCP	Evaluate UCCP and compare it to other similar programs.	Various	
2001	GLBT Survey	To assess campus climate for gay, lesbian, bisexual and transgender people.	GLBT students and staff at UCSC	Campus receptiveness and support for GLBT community.	Paper survey using snow ball sampling technique	
2001	UCCP	To determine the effectiveness of delivering on-line Advance Placement courses.	California high school students taking UCCP on-line courses	Rates of completion and AP test scores as indicators of success in boosting college preparedness.	Data collection from College Board by WestEd consultants	
Spring 2002, Spring 2003	UC Undergraduate Experience Survey (UCUES)	To improve the undergraduate experience at UC by developing information for policymaking and research.	Undergraduate students	UC Student Academic Engagement; UC Student Civic Engagement, Pedagogy and Instructional Technology, Institutional Academic Policies and Practices.	UC-wide web-based survey.	27%, 35%
Summer 2002	UCCP - Summer AP Institute Evaluation	Performed an evaluation of the UCCP's Advanced Placement Summer Institute for high school teachers.	AP High School Teachers that participated in the Summer Institute	Provide information on the quality of the overall experience and AP training.	Various (subject based workshop surveys, participant survey, presenter survey, workshop observation, participant interviews).	75%

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Fall 2002	UCCP - Academic Support Survey	Determined students' online access, assessed the Online Learning Success Tutorial, and determined optimal times to offer online academic support (e.g., tutoring, mentoring).	Students participating in UCCP	Evaluate the UCCP Learning online preparation tutorial.	Online Survey	
Spring 2002	Campus Service Learning Assessment Instrument	Develop instrument to assess student participation in service organizations.	Community members and students	Task force determined what we needed to know to assess benefits of service learning for agencies and schools.	Survey, Focus Groups	n.a.
Spring 2002		To determine students' predilections for healthy and unhealthy behaviors and lifestyles in order to provide a factual foundation for wellness programs.	All students	Students' rates of participation in health and wellness related activities.	Paper survey	
Spring 2002	Health Center Survey	To determine students' rates of participation in alcohol consumption, drug use, and other risky behaviors.	All students	Potential problem behaviors as the basis for health services program planning.		
Spring 2002	UCCP - Online Tutoring Survey	Perform evaluation of commercial Tutoring services provided by UCCP.	Students participating in UCCP	Characterize and describe students' online course experiences, examine the role of online tutoring services in enhancing students' online learning experiences.	Online Survey	
Spring 2002	Bookstore Satisfaction Survey	To determine satisfaction with the UCSC Bookstore.	Students and other consumers	Satisfaction with products and services.	Paper survey when exiting the store	
2002	SAT Validity Study	Determine the relative predictive validity of SAT I and II and HS GPA among first cohort of UCSC students to have required grades.	UCSC Freshmen	The relative ability of SAT I and II and HS GPA to predict freshman GPA taking into account SES background characteristics and academic discipline.	Student data from SIS	
2002	Analysis of Major Migration Patterns and Graduation Rates by Major	To better understand major migration patterns for enrollment management.	Undergraduates	rates among undergraduates and differential rates of graduation by major	Student data from SIS	
Spring 2003	Graduation Survey	Gain insight into students educational experiences and perceptions, and establish benchmarks.	Graduating seniors	Academic Engagement, Progress Toward Goals, Participation in Research, Internships, and Community Service, Career Plans, Satisfaction.	Web-based survey	40%

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April - July 2003	UC System Wide Survey	Alumni perception survey across all nine UC campuses.	Employed a mix of email/internet and phone survey methods to 6,000 alumni	Surveyed current members, lapsed members, and those who have never been a member and asked them questions about UC system, student experience, and alumni experience.	Email, internet, phone	350 internet and 261 phone
Spring 2003	Alumni Online Community	To offer alumni an interactive web site for reconnect back to campus and networking with fellow alumni. Collect employment information from alumni .	All alumni, 57,000	Collect information and connect with alumni around mentoring, career development and networking, class notes, membership and online directory programs.	Web site	Over 8,000 alumni have registered to use the site
2003	GLBT Survey	To assess campus climate for gay, lesbian, bisexual and transgender people.	GLBT students and staff at UCSC compared to other campuses nationwide	Campus receptiveness and support for GLBT community.	Paper survey using snow ball sampling technique	
Spring 2003	Student Facilities Focus Groups	To determine students' support for construction of new student facilities.	Undergraduate students	Projected levels of support for fee initiatives to support facilities such as student union, auditorium, etc.	Focus groups by consultant Brailsford-Dunleavy	
Spring 2003	Housing and Dining Services Assessment	To capture students' ideas for improving dining services.	All students	Students' patterns of food consumption from on-campus food providers, their satisfaction with food quality and services, and predilections for new meal offerings.	Focus groups and two surveys, all administered by off-campus consultant	
Summer 2003	Center for Teaching Excellence -Instructional Improvement Program Report	To understand how Instructional Improvement projects seek to improve learning.	Instructional Improvement Grants	Approaches to teaching & learning in successful proposals; numbers of proposals in each academic division; numbers of students affected.	Review of documents from successful proposals.	n.a.
Summer 2003	UCCP- Online Teaching & Learning Institute	Performed an evaluation of the UCCP's Online Teaching & Learning Institute for K-12 audience.	K-12 Teachers, Administrators, and technical personnel	Provide information on the quality of the overall experience by the participants.	Various (paper survey and online survey)	75%
2003	Faculty survey on Center for Teaching Excellence	To determine the utilization of and satisfaction with the CTE, and solicit suggestions for improvement of services.	Instructional Faculty	Awareness, use, and satisfaction of CTE programs and services and oversight structure.	Web-based survey	
Annual Fall 2004 (pilot Winter 04)	Writing 1 Assessment Project	To get a snapshot of students' competence in writing at the end of Writing 1	Students enrolled in Writing 1	Levels of competence in completing a complex writing task achieved at the completion of Writing 1.	Criterion-based assessment of essay based on a rubric that measures competence in different writing abilities.	10% (2 essays randomly selected from each Writing 1 section)

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<p>Fall 2004 (survey of campus faculty) Winter 2005 (focus groups examining student writing)</p>	<p>Writing 1 Assessment Project: Campus Attitudes Toward Student Writing</p>	<p>To understand the expectations for student writing abilities of faculty across the campus, learn what disciplinary faculty teach their students about writing, and discover how they read and assess student writing.</p>	<p>Lecturers and ladder faculty</p>	<p>Measures what faculty expect of student writing and whether they teach some or all of the skills needed to succeed in the writing they assign.</p>	<p>(1) survey sent to all faculty, based on a survey conducted by the Intersegmental Committee of Academic Senates of UC, CSU, and Community Colleges; (2) focus groups made up of 2-3 disciplinary faculty and 1-2 Writing Program faculty reading a sample of student writing.</p>	<p>Focus groups: we hope to conduct 5-6 focus groups</p>