



2019-2020 ANNUAL ASSESSMENT
SUMMARY OF RESULTS

Project (Assessment) Title: Office of Diversity and Multicultural Affairs (ODMA) Utilization

College-wide Strategic Goal: #4 - Achieve Equity in Student Participation and Completion

Assessment Overview: The Office of Diversity and Multicultural Affairs will begin tracking the utilization of its physical space in both the Redwood and South City locations (i.e., Gender and Sexuality Student Resource Center). A self-service tracking mechanism will be implemented to determine the number of students who utilize the space and the reasons why they use the space.

Methodology (Plan/Method): MySuccess has a new module, a self-serve kiosk that can be set-up for students to either swipe-in with their S-card or sign-in with their S-number and choose a reason for visiting ODMA. This new tracking mechanism will not only allow us to determine how many students use the space but also insight into why students use the space. This new information will give us the ability to better assess the services we offer and determine what other services we could/should offer.

Timeline (from original proposal):

- November 2019 – Finalize the list of reasons students will see when signing in to ODMA
- December 2019 – Purchase iPad, test new systems (Kiosk, iPad, swiper, etc.)
- January 2020 – Begin utilizing sign-in system
- February 2020 – Run first monthly report tracking unique visits, unique students, and reasons for visiting

Moving forward run monthly report and compile an annual report in June 2020 comparing unique visits per month

Results/Findings:

Table 1: ODMA Kiosk Check-in and Unduplicated Student Count, December 12, 2019 – March 16, 2020.

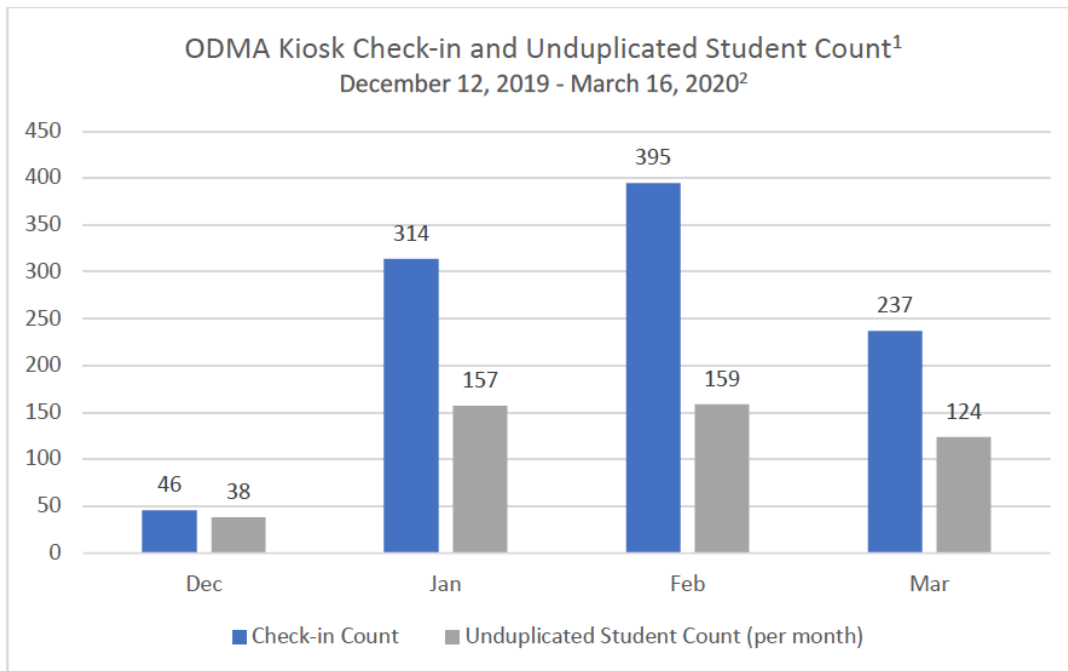


Figure 1

¹ Total unduplicated student count: 338

² Date range includes first and last day of utilization on campus prior to remote learning order due to COVID-19

Utilizing the self-serve kiosk function of MySuccess, ODMA was able to begin tracking usage of its space on December 12, 2019 and ending on March 16, 2020. Figure 1 shows that during this time frame, ODMA served 338 unduplicated students who had a total of 992 check-ins or unique visits. While these numbers provide a snapshot of space usage, several barriers presented themselves throughout the assessment period, which interfered with providing a clearer and fuller picture.

First, given this was a new process for ODMA, not all who entered the space signed in on the self-service kiosk. Those visitors who were not captured either entered from the east side door (shared with the International Center) where there is not a front desk station or check-in system, or entered when there was not a staff member at the front desk to ask them to sign-in, despite signs asking them to do so. Second, the MySuccess self-serve kiosk is not user-friendly for those who do not have an S-number. While a new or prospective student can be input into the system, it is a time-consuming process that many visitors chose to forgo. Third, while there were hopes to install a swiper to make the check-in process more seamless with student cards, the current Blackboard platform the institution utilizes is unfortunately, not compatible with Starfish. Thus, the swiper has not been incorporated and all check-ins are done manually with the keyboard. Finally, with the closing of campus and ODMA in mid-March due to the pandemic, the data is limited to a short period of time. Likewise, with the new process of checking-in, the time frame was one of a transition periods when all were still getting accustomed to the new check-in process.

Table 2: ODMA Kiosk Reason for Appointment (visit).

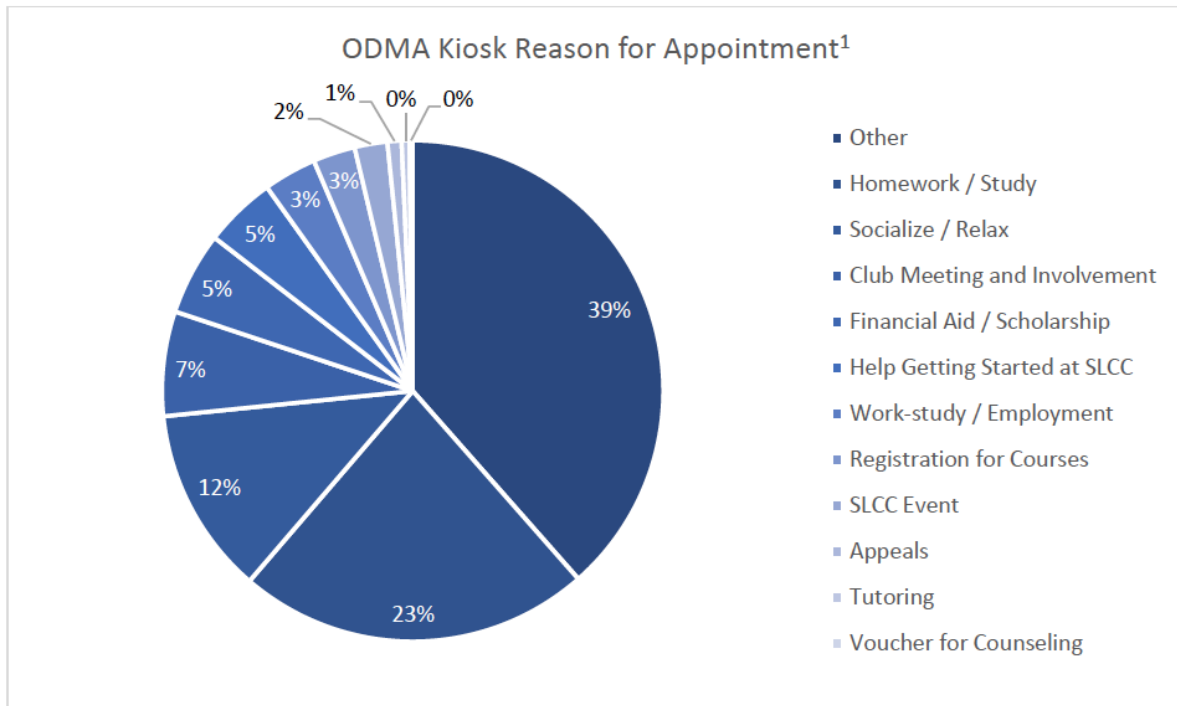


Figure 2
¹ N = 992

Prior to launching the check-in system, the ODMA team created a list of reasons most students visit ODMA. Figure 2 indicates that while *Other* was meant to be as a last option, 39% chose that option. Given the multitude of options, it is surprising and unclear why so many chose *Other*. It is suspected that given the long list, it may have been easier for student to choose that option rather than read through the entire list.

Following the *Other* option, the data indicates that a majority of those visiting ODMA do so for a place to study and/or to socialize and relax, 35%. These data points to the importance of having a safe and designated space for students from historically marginalized backgrounds.

Table 3: ODMA Kiosk Student Utilization by Race/Ethnicity

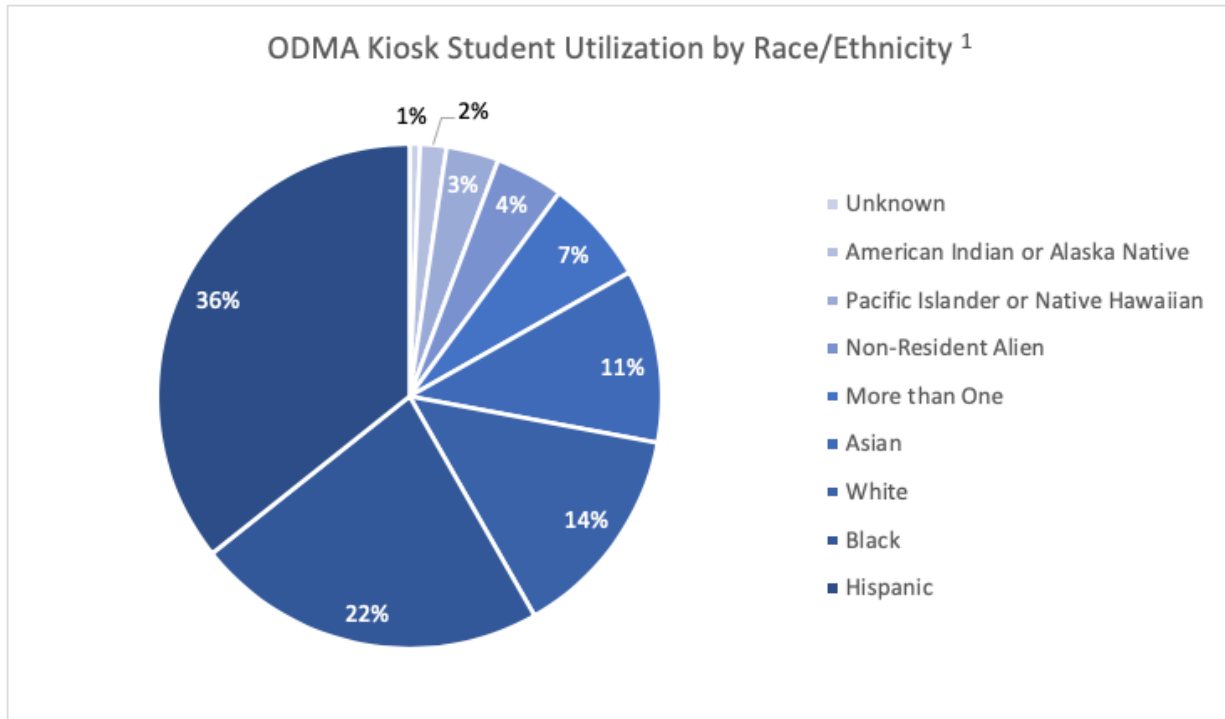


Figure 3

¹ Total unduplicated student count: 297*

* Demographic data available on MySuccess

While Figure 1 indicates ODMA served a total of 338 unduplicated students, race and ethnicity information is only available for 297 of those. This discrepancy comes from prospective students, whom ODMA coordinators also serve. These students are not yet in the Banner or MySuccess systems, thus do not have demographic information attached to them.

Figure 3 indicates that of those who visited ODMA between the assessment time-frame, 36% were Hispanic/Latinx, followed by 22% identifying as Black or African-American, and White at 14% respectively. Given that SLCC does not have an ethnicity marker for those of Middle Eastern heritage, it has been noted that most choose the White ethnicity marker. It is suspected that a large portion of the 14% are of Middle Eastern backgrounds. The remaining 27% includes 11% Asian, 7% More than one, 4% Non-resident, 3% Pacific Islander or Native Hawaiian, 2% American Indian or Alaska Native, and 1% Unknown.

Action Plan (Use of Results/Improvements/Call to Action)

ODMA will continue to use the check-in system to assess space usage and continue to make data informed decisions. The ODMA team will reassess the reasons for visiting the space and attempt to make the check-in process more seamless. Additionally, the team will determine a way to pinpoint the *Other* reasons for visiting. Further, an avenue to use a swiper and have Blackboard communicate with MySuccess will continue to be investigated. This would not only support a more seamless check-in process but will also benefit a more sanitized process given the new COVID-19 guidelines.

Monthly space usage reports will continue to be created which will allow for better informed decisions and an opportunity to spot any patterns, whether positive or negative.

Due to Senior Director of Planning & Implementation by July 1, 2020

Other Notes

The long-term vision for these data includes the ability to compare retention and graduation rates between Student of Color who visit ODMA and utilize its services vs those who have never visited or utilized the space. While this type of assessment would be long term, its results would point to the importance of a space like ODMA and create a clearer link to the office and the retention and graduation rates of those who utilize the space.