Assessment Review/Update Form for Student Affairs
(Check after assessment)

Department: Dean of Students Office, Leadership Institute
Assessment Title: Leadership Institute Conference Overall Conference Feedback Form

SAAT Liaison: Ms. Kathy Weiser

Overview & Response Rate: Provide the methods used to administer the assessment and the timeline. Identify demographics of respondents; include the number mailed or interviewed and the number completed.

A paper survey was provided to all student participants during the 2011 Texas State Leadership Institute Conference. This survey was provided to 224 students (200 from Texas State, and 24 from other participating universities) on Saturday, February 12, 2011 at the end of the conference and was collected from 111 individuals with a response rate of 49.5%.

Distribution: List groups that will receive reports (oral or written) from this assessment. Include timeline for when presented.

This information has been presented to the Leadership Conference Planning Committee, conference presenters and the Dean of Students Office. This data will also be used to market and raise funds for future leadership conferences and other Leadership Institute initiatives.

Summary of Findings: Include executive summary, table and figures, if applicable. What did you learn?

Major findings of the assessments showed that 100% of respondents agreed or strongly agreed that their experience at the conference was positive. 92% of respondents agreed or strongly agreed that the conference was well organized with the exception of registering for breakout sessions. 97% of respondents stated they would attend a future Texas State Leadership Institute Conference with the remaining 3% stating this would not apply (indicating they were graduating seniors).

Assessments also illustrated that students felt the facilities were appropriate (99% agreed/strongly agreed), presenters/panelists were knowledgeable (96% agreed/strongly agreed), and keynote speakers were relevant (90% agreed/strongly agreed) and informative (92% agreed/strongly agreed).

The most inconclusive data was regarding the preference of having the leadership conference be in a one or two-day format. When asked if attendees would prefer a one-day conference, 38% of respondents felt neutral, 40% agreed or strongly agreed, and 21% disagreed or strongly disagreed. However, when asked if the Friday/Saturday (2-day) time frame was suitable for the conference, only 10% neither agreed nor disagreed, 80% agreed (32%) or strongly agreed (48%), and 10% disagreed (no one strongly disagreed). Based on comments by respondents, Leadership Institute staff has devised a plan to address student concerns that is detailed in the action plan.
**Link to Strategic Plan:** List the strategic plan supported by this assessment. Specifically identify the results which relate to strategic initiative(s).

This assessment is helpful to gauge the success of a strategy in the Dean of Students Office Strategic Plan. This strategy was to develop and implement a university-wide leadership conference. The data and feedback provided in this assessment will help us to further develop the conference and improve it for future years.

**Link to Learning Outcomes:** List the learning outcome supported by this assessment. Specifically identify the results which provide evidence of learning.

**Recommendations/Action Plan:** Describe specific actions or programmatic changes you will make resulting from this assessment. Include semester(s) of implementation and proposed follow up assessment.

While 80% of respondents stated the Friday/Saturday (2-day) time frame was suitable for the conference, comments showed that students would prefer the Saturday events to begin and end earlier. By 6 p.m. on Saturday evening, students’ energy and attention were spent. By starting at 9 a.m. and ending by 4:30 or 5 p.m., this issue could be avoided. There should also be dynamic, big name speakers on both Friday and Saturday to energize and inspire students. They felt the breakout sessions should be longer and more interactive. As a result, next year’s conference will have fewer breakout sessions with more time for each session.

The registration process for breakout sessions was also a place to improve for next year. Students asked for the ability to register in advance to avoid long lines and confusion, and also have an opportunity to read a description of each session in advance to make an educated decision on which session to attend. Next year we intend to use technology available to either have students register for sessions online, or use a ranking system where students will identify their top choices and be assigned.

Another area targeted in comments for improvement was the quality and quantity of the food served during the conference and requests for coffee service in the afternoon. Leadership Institute staff will take these suggestions into consideration and make adjustments to improve the quality while still keeping costs low (to provide the conference free to students).

These changes will be implemented during the next conference in the Spring of 2012. We will be more diligent in tracking attendees and guests for assessment purposes and will be updating our feedback form prior to the next conference to get more relevant data.

Return completed form to VPSA Office, 980 J.C. Kellam, before the end of the semester in which the assessment was conducted.