Assessment Review/Executive Summary for Student Affairs
(Complete after assessment)

Department: Student Health Center
Assessment Title: Parent Postcard Survey
SAAT Liaison: Karen Gordon-Sosby

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.

In January 2009, the SHC mailed all parents of first-year students a letter and flyer with information about SHC services, medical providers and access. In a sample of the letters (500) a Texas State decal was included along with a short postcard to complete. The purpose of the short survey was to determine if the mail out was an effective marketing tool for the SHC. 58 parents completed the survey for a response rate of 12%.

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

SHC Director and Department Heads

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

93% of parents reported that they did learn new information from reading the letter and flyer
97% of parents stated that they would recommend the SHC after reading the letter and flyer

There was an additional space on the card for comments. 29 parents added additional comments. 58% of the comments were positive, 21% were neutral or just asked questions and 21% of the comments (six total) were about a negative SHC experience or information. 34% of parents did mention that they had received information about the SHC through another method (summer orientation, SHC tour, online or Parent Association e-mails).

Link to Strategic Plan: List the strategic plan objective supported by this assessment. Specifically identify the results which relate to strategic initiative(s).

This study was not linked to any specific objective.

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

This study was not linked to any specific outcome.

Revised November 2008
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.

The SHC will continue to focus marketing efforts towards new students and parents. The letter appears to be effective in providing new information and resulting in recommendations to use the SHC. The SHC will do parent letters in future years, as well as continue the summer orientation tours and presentations. The SHC will continue to assess the % of freshmen students that use the SHC to ensure that these efforts are resulting in new students using the SHC.

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