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

<table>
<thead>
<tr>
<th>Department:</th>
<th>LBJ Student Center</th>
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<tbody>
<tr>
<td>Assessment Title:</td>
<td>Benchmark Survey (EBI) Student Center</td>
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<tr>
<td>SAAT Liaison:</td>
<td>Lanita Legan</td>
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**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.
Random sample of 3500 students were electronically surveyed during April 2007. Response rate was 733 for 24%. Survey was administered by Educational Benchmarking, Inc. in a partnership with ACUI.

**Distribution:** List groups that will receive reports (oral or written) from this assessment. Include timeline for when presented.
LBJ Student Center staff, LBJSC director, VPSA, Auxiliary Services, summer 2007

**Summary of Findings:** Include executive summary, table and figures, if applicable. What did you learn?
The survey provided the following results, scaled from 1 (low) to 7 (high) with 5.5 and above considered an acceptable rating. The factors measured as follows: Publicizes the student center and promotes campus-5.02 Positive environment-5.66; Student Oriented-5.55; Source of entertainment-5.38; Enhances life and leadership-4.19; Student Center Cleanliness- 5.88; Student Center staff- 5.18; and Overall program effectiveness -5.18.

**Link to Strategic Plan:** List the strategic plan supported by this assessment. Specifically identify the results which relate to strategic initiative(s).
Goal VI. Develop a comprehensive marketing and assessment process that addresses all areas of the Student Center…
Objective E. Assess the efficiency and effectiveness of the Student Center programs, services and staff development.
Strategy 3. Participate in a benchmarking survey to measure programs and service satisfaction and needs with similar institutions.

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

- A. Customers and users of the LBJSC will have an exceptional customer service experience.
- B. Students who participate in LBJSC sponsored programs will be able to articulate how their involvement is connected to their personal growth.

**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.

Marketing and branding the student center is essential for creating a greater identification and branding sense on campus. Leadership and involvement programs need to connect to the student center.
Return completed form to VPSA Office, 980 J.C. Kellam, before the end of the semester in which the assessment was conducted.