

Q1. 2021 Unit Assessment Plan

Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.

Unit Assessment Plans are due February 28.

Q2. Name of Administrative Unit

Office of Student Life

Q3. Name of the person completing this report. (Last, First)

McCarron, Erin

Q4. Email address of person completing this report.

emccarron@georgian.edu

Q5. To which Cabinet Member does this unit report?

- President
- Provost
- Executive Director for Mission Integration
- Vice President Finance and Administration
- Vice President Institutional Advancement
- Exec. Director of Marketing and Communication
- Vice President for Enrollment & Retention
- Other, (please specify

Dean of Students, Amani Jennings

Q6. This plan is based on the following year type selection:

- Calendar Year (January-December)

- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

Q7. State Goal 1 for your administrative unit.

Incorporate and utilize technology to improve communication with students, improve marketing of events and activities, while increasing student participation at events and activities

Q8. State the Outcomes for Goal 1.

- 1.1
Train CAB to market programs effectively
- 1.2
Utilize social media to increase awareness of events and activities
- 1.3
Plan Student Life activities calendar one year in advance
- 1.4
Brand Student Life events and activities
- 1.5
- 1.6

Q9. State Goal 2 for your administrative unit.

Increase participation in both Emerging Leaders and WILD, while creating a co-curriculum that increases the students leadership and critical thinking skills

Q10. State the Outcomes for Goal 2.

- 2.1
Increase Participation in both WILD and Emerging Leaders by 10%

- 2.2 Create Co-curriculum that focus on leadership development and critical thinking skills
- 2.3
- 2.4
- 2.5
- 2.6

Q11. State Goal 3 for your administrative unit.

Increase presence and activity of clubs and organizations on-campus

Q12. State the Outcomes for Goal 3.

- 3.1 Train clubs and organizations to effectively market their organizations and events
- 3.2 Recruit and train advisors
- 3.3 Work with the Office of Alumni to recruit advisors
- 3.4
- 3.5
- 3.6

Q13. Give the Mission alignment for unit assessment goals. Check all that apply.

Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.

The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.

Goal 1	Goal 2	Goal 3
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.

Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.

Georgian Court provides students with the will to translate concern for social justice into action.

No direct alignment with Mission.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

This question was not displayed to the respondent.

Q16. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)

	Goal 1	Goal 2	Goal 3
2.1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.2 Develop an IT infrastructure that includes a "one campus" communications and services structure that is on par with current higher education industry standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Enhance the physical space available for student engagement throughout campus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive level facilities, leadership programming, academic support & resources consistent with program growth.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Q17. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)

This question was not displayed to the respondent.

Q18. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)

This question was not displayed to the respondent.

Q19. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard IV. Support of the Student Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am not sure which Standard to choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Applies to all Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. What metrics will be used to measure results of Goal 1?

Direct Evidence - efficiency of services, cost analysis, and focus groups Indirect Evidence - Questionnaires/Surveys

Q21. What metrics will be used to measure results of Goal 2?

Direct Evidence - efficiency of services, cost analysis, and focus groups Indirect Evidence - Questionnaires/Surveys

Q22. What metrics will be used to measure results of Goal 3?

Direct Evidence - efficiency of services, cost analysis, and focus groups Indirect Evidence - Questionnaires/Surveys

Q23. What will be the benchmark for successfully meeting Goal 1?

The creation of a clear concise Student Life/CAB Marketing program which includes timelines; Student Satisfaction increase by 10% via Student Activities Survey

Q24. What will be the benchmark for successfully meeting Goal 2?

Creation of co-curriculum program for WILD and EL; increase participation by 10%; usable assessment data to survey critical thinking and leadership development

Q25. What will be the benchmark for successfully meeting Goal 3?

Increase of clubs and organizations by 10%; every organization has 1 engaged advisor

Q26. Name the person(s) responsible for Goal 1.

Erin McCarron

**Q27.
Name the person(s) responsible for Goal 2.**

Erin McCarron

**Q28.
Name the person(s) responsible for Goal 3.**

**Q29.
In which year will Goal 1 be assessed?**

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

**Q30.
In which year will Goal 2 be assessed?**

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1

- Year 2
- Year 3

Q31.

In which year will Goal 3 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q32. Are there any additional comments you would like to add to this report?

Location Data

Location: [\(39.976898193359, -74.160102844238\)](#)

Source: GeoIP Estimation

