

ASSESSMENT MINI-CONFERENCE

THE INTERSECTION BETWEEN ASSESSMENT & MARKETING

JULY 31, 2018

SOUTHWEST RECREATION CENTER

THIS BOOKLET BELONGS TO:

WELCOME

Dear Mini-Conference Attendee,

We are excited to have you join us for the 2018 Assessment Mini-Conference: The Intersection between Assessment and Marketing. Our hope is that this event will provide you with insight into the interconnectedness of marketing and assessment. Through assessment, we aim to “tell a story” of the contributions we make to student success. It is through marketing that we employ strategies that inform the “how” when telling that story.

Today, you will have an opportunity to hear from knowledgeable speakers who are champions for assessment and marketing, and participate in learning sessions that cover topics suited to enhance your understanding of the intersection between the two. Learning sessions are designed for audiences of various levels, so we encourage you to choose a session based on your personal preference: a topic that just seems interesting, is right up your alley, or may challenge your mind.

As we embark on a journey into an era of Higher Education where accountability is becoming increasingly paramount, we want to remind ourselves that telling an accurate and compelling story is a collective responsibility. Let us embrace it as an important and necessary thread that is intricately woven into the fabric of our work. The 2018 Assessment Mini-Conference is simply one way that we are making strides, as a Division, to better tell our story. We encourage you to use this platform as an avenue to learn something new, network with others, and spread excitement about assessment and marketing!

Thank you, and welcome to the 2018 Assessment Mini-Conference!

Sincerely,
Conference Planning Committee

ABOUT ASSESSMENT AT UF STUDENT AFFAIRS

Greetings from the Student Affairs Office of Assessment and Research! Entering our sophomore year as a fully-established office, we are reflecting on our initial efforts and strategizing next steps in support of Student Affairs.

Looking back, we framed the past year by identifying our mission to champion a culture of evidence-based decision making, as well as our vision for a Student Affairs with the capacity and commitment to comprehensively assess its value and research its enrichment of student learning. We also established our values: collaboration, integrity, advocacy, and support. These clearly resonate in the consulting we do with departments, as both non-negotiable minimum standards as well as aspirational components of best practice.

Looking forward, we are focusing on four strategies in the next year and beyond: streamlining our process for managing assessment projects; building a Student Affairs data warehouse; developing competencies articulating the learning outcomes of student involvement; and expanding assessment capacity through expanded educational programming and practicum opportunities, streamlined strategic planning, and the rollout of staff assessment competencies.

Our most important reflection is appreciation. We are impressed with the excellent work around the Division in service to our students, we are grateful for the opportunities we've had to help evidence and further improve your value, and we are honored and excited in anticipation of hearing from you how we can further support your assessment and research efforts.

Sincerely,

Your Student Affairs Office of Assessment and Research staff:



Dr. Shaun Boren



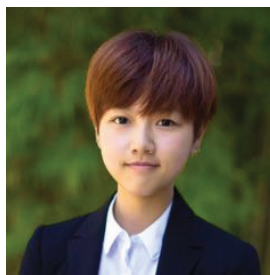
Jerri Berry



Samuel Kennedy



Martha Massie



Ellu Li



Huzeyfe Cakmakci

MINI-CONFERENCE SCHEDULE

6:15 - 7:00	Group Fitness Class <i>Activity Room 3</i>
7:45 - 8:30	Registration <i>Southwest Recreation Center Lobby and Social Lounge</i>
8:00 - 8:30	Breakfast Social <i>Multipurpose Courts 5 & 6</i>
8:30 - 9:00	Opening Session Welcome, Jerri Berry, Assistant Director, Office of Assessment and Research Morning Address, Dr. Dave Parrott, Vice President, Division of Student Affairs <i>Multipurpose Courts 5 & 6</i>
9:15 - 10:05	Breakout Session 1 Message Testing on a College Campus, Joel Axon <i>Activity Room 3</i> Market Analysis 101, Dr. Shaun Boren & Dr. Mike Mitrook <i>The Arena</i>
10:15 - 11:05	Breakout Session 2 From Networks to Communities: Shifting Social Media for College Students, Dan Ypsilanti <i>Activity Room 3</i> Why is Business Booming at the DRC?, Beth Roland & Amanda Pillar <i>The Arena</i>
11:15 - 12:05	Breakout Session 3 Stranger Things: Journey into the Upside-Down of Residential Curriculum, Jacob McAbee <i>Activity Room 3</i> To Influence is to Impact: Assessment and Marketing 101, Huzeyfe Cakmakci & Mickey Howard <i>The Arena</i>
12:15 - 1:30	Lunch Keynote, Jodi Gentry, Vice President, Human Resources Closing Remarks, Dr. Shaun Boren, Director, Office of Assessment and Research <i>Multipurpose Courts 5 & 6</i>
1:40 - 2:00	Southwest Recreation Center Tour <i>Multipurpose Courts 5 & 6</i>

ACKNOWLEDGEMENTS & HOUSEKEEPING INFORMATION

General Facility Policies

1. In accordance with the University's Tobacco-Free policy, the use of any tobacco products is prohibited in and around the recreation and fitness centers.
2. Food is not allowed beyond the access control point in the recreation and fitness centers.
3. The Department of Recreational Sports allows the admittance and use of non-alcoholic beverages in only spill-proof, break-resistant containers within all Recreational Sports facilities.
4. Chewing gum is not allowed in the activity areas.
5. Disorderly conduct, abuse of the facility, equipment, or staff and/or disregard for the recreation and fitness centers' policies will result in immediate dismissal from the facility. Additional sanctions may include: disciplinary action, reimbursement for damages, and/or potential suspension from the facilities and programs.
6. As you are guests of the Recreation Sports facility, you are not to loiter in areas not designated for the mini conference unless you are a member of RecSports.

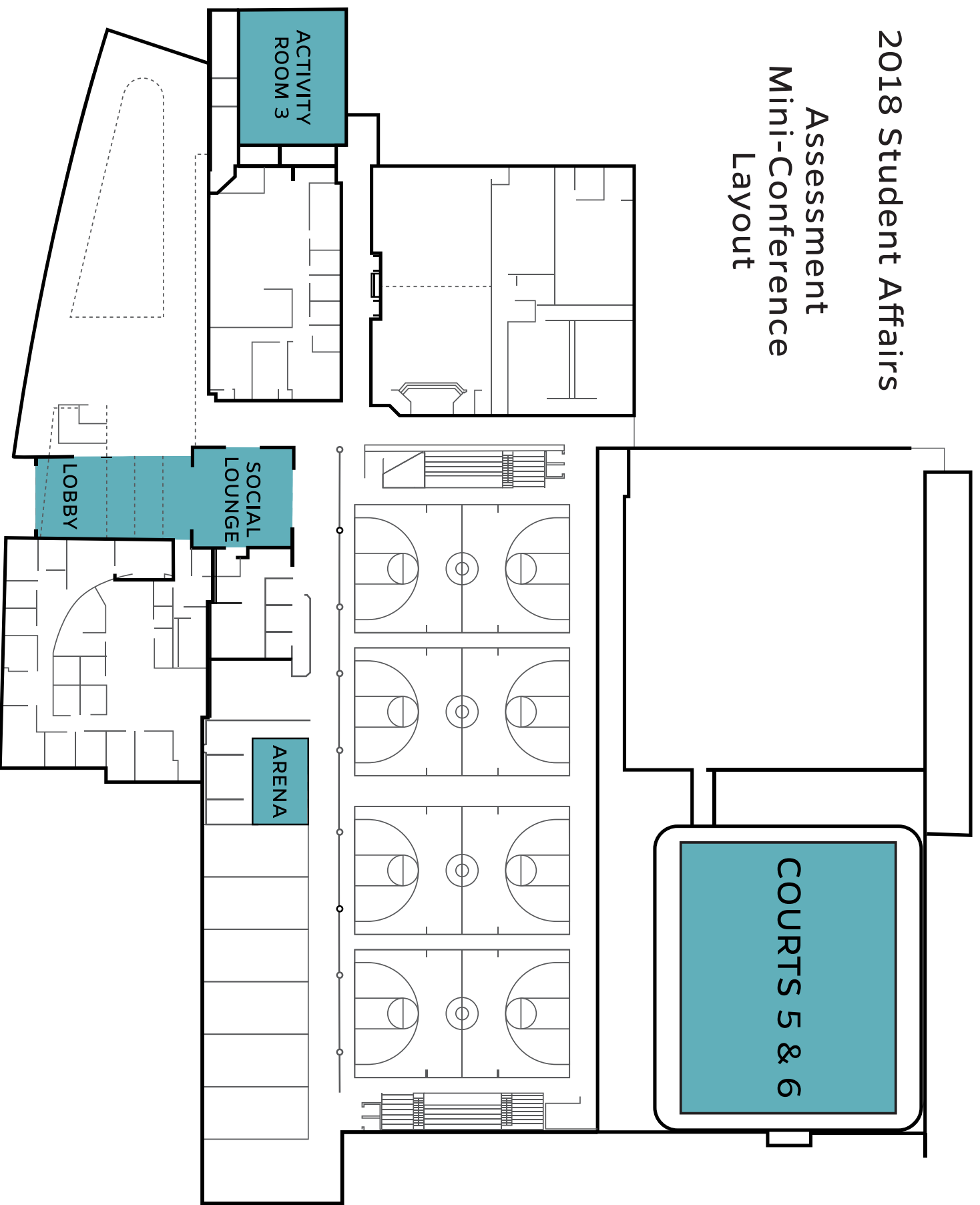
A huge THANK YOU is extended to those who made this mini conference possible!

- Student Affairs Office of Assessment and Research
- Marketing and Strategic Communications
- Department of Recreational Sports
- GatorWell Health Promotion Services
- Dean of Student's Office - New Student and Family Programs
- Office of the Vice President of Student Affairs

All presentation slides and handouts will become available on our website:

assessment.ufsa.ufl.edu/projects/staff-development-trainings/2018-assessment-action-mini-conference/

2018 Student Affairs Assessment Mini-Conference Layout



FEATURED SPEAKERS



Dr. Jodi Gentry, Vice President for Human Resources

As vice president for human resources, Jodi Gentry oversees all human resources operations for faculty and staff at the University of Florida. This involves talent acquisition, benefits, professional development, classification and compensation, labor and employee relations, administrative communication services, and work life.

Through UFHR's strategic commitment, she and her team are working to support preeminence through people by helping to:

- Identify, hire, and retain the best talent
- Develop leaders to manage and lead effectively - in a way that is fair and nondiscriminatory
- Reward faculty and staff both competitively and strategically
- Identify and manage risk responsibly
- Innovate and use technology to achieve operational HR excellence
- Foster an inclusive environment where employees feel welcomed, prepared, and engaged

The Vice President's Office also manages Baby Gator child development centers and the HR Forum—a monthly meeting to keep HR staff throughout campus informed of relevant news and developments.

Gentry has a demonstrated history of supporting performance, accountability and achievement at the university, having recommended, developed and implemented organizational development activities for vice-presidential areas, colleges, departments and divisions over the course of her career at UF. With close to 30 years of human resources experience in higher education, Gentry previously served as assistant vice president for Human Resources, during which time she regularly led change management engagement efforts for high-level institutional initiatives and served as director for strategic initiatives for the Office of the Senior Vice President and Chief Operating Officer. As director of UF Training and Organizational Development, Gentry founded the university's Advanced Leadership for Academics and Professionals program as well as the UF Academy for emerging leaders.

Gentry holds a Master of Arts in Mass Communication with a specialization in public relations from the University of Florida and a bachelor's degree in English from Berea College in Kentucky. She also is a Society of Human Resource Management Senior Certified Professional (SHRM-SCP).



Dr. David W. Parrott, Vice President for Student Affairs

Dr. David W. Parrott is the Vice President for Student Affairs at the University of Florida, where he is responsible for developing and leading effective student services and programs. Departments within Student Affairs include Housing & Residence Education, the Counseling & Wellness Center, Multicultural and Diversity Affairs, GatorWell Health Promotion Services, the Career Resource Center, the Center for Leadership & Service, Student Activities & Involvement, the Dean of Students Office, the J. Wayne Reitz Union, Recreational Sports, the Machen Florida Opportunity Scholars Program, Student Legal Services, and Off Campus Life.

Prior to his arrival at the University of Florida, Dr. Parrott served as the Executive Associate Vice President for Student Affairs and Chief of Staff at Texas A&M University. Additionally, he taught in the Department of Educational Administration there. Dr. Parrott earned his doctorate at the University of Louisville in Educational Psychology with an emphasis in Student Affairs Administration. His dissertation research focus was racial identity development. He holds an M.A. in College Student Personnel and a B.S. in Business Management from Western Kentucky University.

Dr. Parrott was the Associate Dean of Students and later the Assistant Vice President for Student Affairs at Western Michigan University. Before arriving at Western Michigan University, he served in a number of capacities at Western Kentucky University including assistant hall director, hall director, assistant director of housing, director of residence life, assistant to the vice president, and assistant dean of student life.

Dr. Parrott has taught higher education law at Western Kentucky University, Western Michigan University, and Bowling Green State University, and Texas A&M University to both Student Affairs Master's and Higher Education Administration Doctoral students. Dr. Parrott has also consulted extensively in the areas of race relations, conflict management, legal issues, and student conduct policies and processes. He has served on the faculty for the Gehring Academy, the national training academy for student conduct officials, and for the Student Organization Institute, the national training institute for those who supervise or train advisors of student organizations.

Dr. Parrott has served on the Board of Directors for the Association for Student Conduct Administration (ASCA) (formerly ASJA) in the following capacities: Director at large, President-elect, President, and immediate past President. Currently, he also serves as Chairperson for the ASCA Foundation. Additionally, he is active in the National Association of Student Personnel Administrators (NASPA) and has presented numerous times at both NASPA and ASCA. Dr. Parrott is a charter member of ASCA, an honorary member of the Golden Key Honor Society, and was awarded Life Membership in Delta Sigma Pi - the International Business Fraternity. He is the 2013 recipient of ASCA's highest honor, the Donald D. Gehring Award that is given in recognition of sustained exceptional individual contributions to the field of student conduct administration. Also, Dr. Parrott was recognized by the National Orientation Directors Association (NODA) with the 2013 President's Award.

Dr. Parrott is married to Dr. Kelli Peck Parrott, and they have two sons, Jackson (13) and Jason (12). Dr. Parrott enjoys coaching, being a sports spectator, speaking to groups, fishing, shooting target pistols, tinkering with old Jeeps, and doing small projects in his garage.

BREAKOUT SESSION 1

9:15am - 10:05am

Message Testing on a College Campus

Location: Activity Room 3
Session Level: Beginner
Presenter: Joel Axon, Marketing and Communications Specialist, GatorWell Health Promotion Services

Abstract

Having a solid marketing message foundation is essential to positioning your department, product or service for success on a college campus. Message Testing can help your department determine how your efforts will be perceived by students or campus stakeholders and ensure an effective marketing strategy. This presentation will introduce the message testing process and discuss the importance of developing a marketing strategy.

Participants completing this session will take away the following outcomes:

1. Describe the importance of message testing among the college student population.
2. Explain the message testing process.
3. Compare and contrast various message testing methods.
4. Describe how to apply message testing within their department.

Market Analysis 101

Location: The Arena
Session Level: Beginner
Presenters: Dr. Shaun Boren, Director, Student Affairs Office of Assessment and Research
Dr. Mike Mitrook, Assistant Director for Marketing and Assessment, Department of Recreational Sports

Abstract

Marketing is more holistic than advertising, referring more broadly to alignment between services, customers, and other stakeholders. Learn the basics of conducting a market analysis in your area, including how to conduct and apply results of a SWOT using the 5 P's of marketing: product, place, price, promotion, and people.

Participants completing this session will take away the following outcomes:

1. Summarize the process of a SWOT analysis using the 5 P's of marketing.
2. Identify several market segments in your area.
3. Draft several marketing strategies addressing the SWOT and marketing analyses.

BREAKOUT SESSION 2

10:15am - 11:05am

From Networks to Communities: Shifting Social Media for College Students

Location: Activity Room 3
Session Level: Intermediate
Presenter: Dan Ypsilanti, Graphic Designer, Counseling and Wellness Center

Abstract

In this presentation, findings of two current reports about social media usage among young adults will be shared and compared. The first report covers usage of social media among all adults in the US, with information about college-aged students. The second report asks current college students to rank social media platforms they find to be the most detrimental to their mental health. Coincidentally, the platforms deemed the most popular and the most detrimental to a user's mental health are the same. The presenter will explain differences between networks and communities in relation to social media, and ways in which the CWC is working to leverage these networks to create a sense of community through a peer-focused, ground-up approach. The presenter will also share strategies the CWC plans to implement to improve their online presence.

Participants completing this session will take away the following outcomes:

1. Identify the latest trends in social media usage among young adults.
2. Know which social media platforms college students believe are the most detrimental to their mental health.
3. Understand the difference between networks and communities and be able to identify the elements that make up communities.
4. Learn about the Counseling and Wellness Center's current social media strategies, demographics, and ways we want to improve, inspired by the elements of community and shifting demographics in social media use.

Why is Business Booming at the DRC?

Location: The Arena
Session Level: Beginner
Presenters: Beth Roland, Assistant Director and Learning Specialist, Disability Resource Center; Amanda Pillar, Communications Specialist, Student Affairs Marketing & Communications

Abstract

The number of students working with the Disability Resource Center has doubled over 6 years. During this time, the DRC collected annual survey data related to: satisfaction with DRC services, perceived ability to self-advocate, and perception about campus disability inclusion. Analyses of these data failed to provide insights into the increase in student numbers. Therefore, we designed a new qualitative survey to explore drivers of these trends. We will discuss the old and new surveys and how insights from the new survey will be used to design quantitative surveys in the future. We will also discuss how these findings help to inform our marketing and outreach efforts.

Participants completing this session will take away the following outcomes:

1. Learn at least 3 reasons why incorporating qualitative survey questions can enhance student surveys.
2. Brainstorm at least one qualitative question that relates to assessments performed by their department.
3. Learn at least two preliminary findings from the new DRC survey results.

Breakout Session 3

11:15am - 12:05pm

Stranger Things: Journey into the Upside-Down of Residential Curriculum

Location: Activity Room 3
Session Level: Beginner
Presenter: Jacob McAbee, Area Coordinator: Lakeside and Spring Complexes, Housing and Residence Education

Abstract

Housing and Residence Education has recently developed our Residential Engagement and Learning Model that will be rolling out for the 2018-2019 school year. Last year, strategies were implemented to help residential staff transition into beginning with the “WHY” for their programs and how learning outcomes can further the education and engagement of our residential students. Lakeside and Springs Complexes implemented a Transitional Model to help staff learn effectively and ease their transition in this movement towards the “Upside-Down” of residential curriculum. Students, stakeholders, and campus partners wonder where their voice and their fit is in this process. From watching the hit series on Netflix, “Stranger Things,” I can tell you that it’s always best to have a plan and individuals you can lean on when a monster comes to town, in this case Residential Curriculum. Join us for the story on this journey that we have embarked on with the help of our residential staff, marketing, and how we are looking to move forward with assessment of our programs and engagement of our students here at the University of Florida.

Participants completing this session will take away the following outcomes:

1. Provide an example Transitional Residential Engagement and Learning Model with concepts and ideas rooted in the 8 Dimensions of Wellness, student transitional concepts, academic success techniques, and university as well as campus partner missions.
2. Provide strategies to incorporate into a Transitional Residential Engagement and Learning Model to get staff to begin performing tasks associated in a Residential Curriculum.
3. Highlight processes, activities, and resources that can be utilized for educating staff members and stakeholders on how they can develop a mindset and inspire buy-in needed to implement a Residential Curriculum Model.
4. Highlight how assessment is utilized in residential student programming in areas of Active Engagement, Passive Engagement, and Campus-Wide Signature Events.

Location: The Arena
Session Level: Beginner
Presenters: Huzeyfe cakmakci, Graduate Assistant, Student Affairs Office of Assessment and Research; Mickey Howard, Associate Director, Student Affairs Marketing and Communications

Abstract

Influence is a critical concept in student affairs. Professionals are using marketing to encourage behavior and at the same time applying assessment strategies to impact practice. Understanding the connection between these two functions can seem overwhelming or sometimes vague. But if done right, marketing can power desired assessment outcomes and vice versa. This session will review the basic methods to link both worlds. Participants will receive an overview of common assessment including basic stats terminology and marketing methods in higher education as well as gain an understanding of marketing and assessment principles for the 21st-century students.

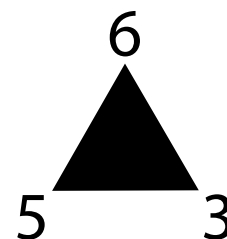
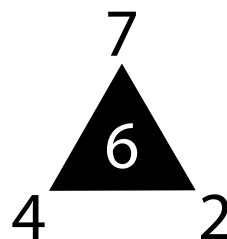
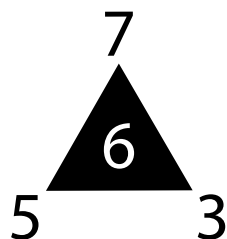
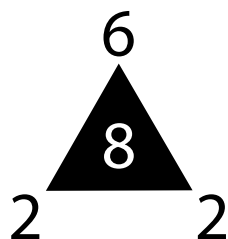
Participants completing this session will take away the following outcomes:

1. Understand the foundational concepts of marketing.
2. Identify several descriptive methods that can be used to summarize data.
3. Learn how assessment and marketing can be an alliance in higher education.

Brain teasers!

Find the Pattern

Which figure should be placed in the empty triangle?



What is the common word?

You will see pairs of words, and your goal is to find a third word that is connected or associated with both of these two words.

For example, the first pair is PIANO and LOCK. The answer is KEY. The word key is connected with both the word piano and the word lock: there are KEYS on a piano and you use a KEY to lock doors. Key is what is called a homograph: a word that has more than one meaning but is always spelled the same.

1. LOCK - PIANO
2. SHIP - CARD
3. TREE - CAR
4. SCHOOL - EYE
5. PILLOW - COURT
6. RIVER - MONEY
7. BED - PAPER
8. ARMY - WATER
9. TENNIS - NOISE
10. SMOKER - PLUMBER

Common Word Answers:
1. KEY, 2. DECK, 3. TRUNK, 4. PUPIL, 5. CASE, 6. BANK, 7. SHEET, 8. TANK, 9. RACKET, 10. PIPE

Find the Pattern Answer:
3

NOTES

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Division of Student Affairs
UNIVERSITY of FLORIDA