

**Name of Assessment Project:** Principal Member Assessment 2013 - 2014

**Name(s) of Person(s) Responsible for Assessment Project:** Event Coordinator (Darlene Mercado)

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**Other Contacts:**  
**Providing Department:** Center for Student Involvement

**Other Units/Departments Involved in Assessment Project:**

**Program, Service, or Event Related to Assessment Project:** This assessment project is designed to assess the services offered by CSI for student organization principal members. Services include student organization registration, student organization advising, community advisors, the One Stop website and service center, Student Events Insider, Triton Activities Planner, communication and leadership development opportunities and community service initiatives.

**Assessment Project Description:** The primary purpose of the project is to track usage and assess the principal members' satisfaction with their advisors, Triton Activities Planner (TAP), trainings, and community service opportunities. The project also assesses the effectiveness of TAP, and evaluates student needs, specifically with regard to leadership development trainings and workshops.

**Unit/Program Specific Goals and Learning Outcomes:** The primary purpose of the project is to track usage and assess the principal members' satisfaction with their advisors, Triton Activities Planner (TAP), trainings, and community service opportunities. The project also assesses the effectiveness of TAP, and evaluates student needs, specifically with regard to leadership development.

**Relationship to Student Affairs:** Not related to any SALOs

**Learning Outcomes:**  
**Assessment Project Start:** 7/1/2013

**Assessment Project End:** 6/30/2014

**Population/Sample:** 165 student organization principal members participated in the satisfaction assessment survey. Each organization has four to eight principal members responsible for creating events, applying for funds, and other administrative duties. 2360 principal members were invited to take the survey.

**Type of Assessment:** Tracking usage , Needs assessment, Satisfaction study

**Other Assessment Type(s):**  
**Assessment Methods:** Surveys

**Other Assessment Method(s):**

**Data Collection Tools:** This assessment is an online survey through Campus Labs, including questions created by CSI and two questions from the University of California Undergraduate Experience Survey (UCUES). The addition of the UCUES questions allows CSI to compare the principal members' responses to UCSD's total scores. CSI has found that the principal members typically score above UCSD's average for satisfaction with overall UC experience and social experience.

**Data Analysis Methods:** This assessment is an online survey, including questions created by CSI and two questions from the University of California Undergraduate Experience Survey (UCUES). The addition of the UCUES questions allows CSI to compare the principal members' responses to UCSD's total scores. CSI has found that the principal members typically score above UCSD's average for satisfaction with overall UC experience and social experience.

**Presentation of Findings:** The CSI student organization advising staff reviews the results of the assessment and discusses trends and uses the survey data to conduct an annual SWOT analysis at their annual retreat. An entire day is spent reviewing the survey results and discussing the strengths and weaknesses of their programs and services. The survey data is then used to create goals, which are included in staff members' performance appraisals. Data is compared with data from previous years, themes across the survey are identified, and strategic action steps for the coming year are developed.

**Progress:** 100%

**Link Assessment Project in Campus Labs Baseline :**

Name	Source
No items to display.	

**Summary of Findings:** The assessment survey results indicated that principal members of CSI registered student organizations were 90.6% satisfied with student organization advising. Student organization advising had a satisfaction increase rate by two and a 1/2 percentage points. Principal members were 93.2% satisfied with the One Stop Desk services counter. Nearly half of the principal members were more satisfied at 66.88% with their social experience on campus than all UCSD students as found in the University of California Undergraduate Experience Survey (UCUES) at 35.1%.

 Principal Member Survey

**Impact of Assessment:** In addition to using the findings to discuss with the staff about the effectiveness of our services and advising the results are used to guide future trainings for principal members. This information will allow us to inform Triton Activities Planner (TAP)

process. TAP Improvements and future leadership trainings will be made based on feedback provide by this data.

The survey indicated the following areas as being the most beneficial to their organization:

- Assistance provided by the CSI student organization advisors
- Drop-in advising
- In person advising
- The services provided by the One Stop Desk
- On-line services (TAP, onestop.ucsd.edu)

The survey highlighted several reoccurring suggestions by PMs to improve TAP:

- Create pre-made forms for simple events (ie: BBQs on Library Walk)
- Create pre-populated forms for recurring events
- Simplify the TAP
- Improve the user interface of TAP

The survey suggests that PMs would find the following workshops most beneficial:

- Event Planning
- Running an Effective Meeting
- Budgets and Fund Requests
- Member development (recruitment, retention, training, motivation)

After assessing the data and conducting the SWOT analysis on the programs and services provided by our area we have decided to create a TAP improvement committee and launch a principal member series of leadership development workshops and retreats.

**Lessons Learned:** The assessment provides valuable information so an increase of respondents would be beneficial to improving the services provided to principal members.

Next year when administering the 2014-2015 survey to our principal members we will focus on the following areas to increase our response ratings:

- Pre-contact
- Follow-up
- Incentives
- Timing

**Supplemental Information:** The Principal Member Assessment includes two questions from the University of California Undergraduate Experience Survey (UCUES). Information about UCUES can be found here: <http://studentresearch.ucsd.edu/sriweb/Surveys/ucues.htm>