October 3, 2016

Marlene Lowe, Director of Assessment & Evaluation, Chair
Veronica Bejar, Assistant Director, Academic Enrichment Programs
Erica Chambers, HR Manager, Enrollment Management
Chris Glover, Assistant Registrar
John Hughes, Senior Director, Finance, Facilities & Operations
Estefania Lopez, Project Analyst
Amanda Marples, Assistant Director, Marketing & Programs University Centers
Wendy Taylor May, Deputy Director of Athletics
Lindsay Romasanta, Director, Student Success Programs
Emily Trask, Director, Center for Student Involvement
Ben White, Directory, Student Conduct

SUBJECT: Student Affairs Assessment & Evaluation Leadership Workgroup

Dear Colleagues:

Thank you for your commitment to serve as a member of the Assessment & Evaluation Leadership Workgroup. The workgroup will be chaired by Marlene Lowe, Director of Assessment & Evaluation.

Over the last several years, we have made tremendous strides in developing our ability to assess student learning outcomes and processes outcomes. It is now time for us to expand our skill set and begin to develop our evaluation expertise.

The Assessment & Evaluation Leadership Workgroup is charged with developing the division’s expertise in assessment and evaluation, specifically with respect to goals and metrics. The workgroup members will collaborate with their area/unit colleagues to ensure quality data and reports are submitted for the 2016-17 Student Affairs Division Internal Report (to be submitted to the Executive Vice Chancellor in July 2017) and the 2016-17 Student Affairs Division External Report (to be published in November 2017). To accomplish this, we would like workgroup members to:

- Work closely with respective AVCs to identify each area’s goals and metrics;
- Serve as the assessment and evaluation team lead for respective areas;
- Educate respective units on assessment and evaluation methods;
• Identify data sources (e.g., Student Research and Information) appropriate to respective units;
• Ensure data are collected and analyzed, and results are shared with AVCs and respective units;
• Identify and submit additional metrically driven highlights at the end of the academic year; and
• Submit respective area’s metric data and additional highlights to Student Affairs Assessment & Evaluation in June 2017

In order to meet the June and November deadlines, we are proposing the following action timeline:

• **Fall 2016**: The workgroup will expand their assessment and evaluation knowledge through a series of workshops, finalize their areas’ goals and metrics, and share the 2016-17 reporting requirements with their area/units.
• **Winter 2017**: The workgroup will identify data sources and develop a plan to collect data. It will also develop a reporting template for the units.
• **Spring 2017**: The workgroup will ensure data are collected, analyzed, and reports are submitted to Student Affairs Assessment & Evaluation.

You will soon be contacted by Mona Logan regarding your availability for the initial meeting. Thank you for your willingness to lead the division forward and increase our capacity to provide evidence of Student Affairs’ impact on students and the university.

With much appreciation,

Juan C. González  
Vice Chancellor – Student Affairs

Marlene P. Lowe  
Director Assessment & Evaluation