DSA Strategic Plan 2023-2027

Assessment Committee Meeting

12/2/24

DSA Strategic Plan: Our Journey to Top 50

New Strategic Initiatives

- Increase Retention of First Time in College (FTIC) students
- Promote increased student credit hours and GPA for FTIC
- Increase the retention rate of Pell-eligible FTIC
- Increased alumni engagement/ giving to DSA
- Increased grants/ donations to DSA
- Lowering costs for economically disadvantaged
- Increased student engagement
- Increased engagement for students at UH Sugar Land and UH Katy campuses
- Engagement with Third Ward

Measurements

Achieving Top 50 Status:

- FTIC retention rates
- FTIC Pell eligible retention rates
- Number of UH Bachelor graduates who donate to DSA
- The number of dollars worth of services provided to students with financial need

Enhancing UH's Strategic Priorities:

- Number of hours of career related experiences by student employees
- Number of students and student hours volunteering in the Third Ward
- Number of faculty/staff and hours providing service/volunteering for DSA department programs
- Number of student-athletes utilizing DSA services each semester
- Dollars raised from grants and donations
- Number of UH bachelor graduates who donate to DSA

Fostering Student Engagement:

- Sense of Belonging rating from students
- Number of unique students served by departments and division
- Percentage of total addressable population served by division
- External ratings of student employees' competencies
- Average GPA of students engaged in DSA programs/ services
- Average completed student credit hours of students engaged in DSA programs/ services

So, What Does This Mean?

We need to do more to:

- Help students stay in enrolled and making progress towards a degree

- Help erase barriers for economically disadvantaged students

- Increase non-SFAC funds

- Reach students who have not previously engaged with DSA

- Give students career relevant experiences

- Connect more students with Houston's Third Ward

How Can Data Help?

- Tell you what's working / not working

- Tell you who you're reaching / not reaching

- Identify sub-populations within your audience

- Tell you if changes you've made are working / not working

What do you have to do to make change?

- Know what you need to measure

- Identify learning outcomes and program outcomes for every service/event

- Measure identified outcomes as part of the program/event/service

- Identify what's working and what needs to improve

- Assess why things aren't working or how they need to improve

- Move resources (time, energy, dollars, etc.) to more effectively meet strategic goals

- Put changes into practice and repeat assessment cycle

Questions?