Division of Student Affairs
San Francisco State University
Student Outreach Services
Student Learning Outcomes

2010-2011 Assessment Plan

Mission Statement

Student Outreach Services directs the University's recruitment efforts towards enrolling a student body that meets academic requirements and reflects the broad cultural, ethnic, geographic, and socioeconomic characteristics of the San Francisco Bay Area. SOS provides preadmission advising in individual and group settings to prospective students pursuing postsecondary education.

Rationale: Relates to the mission of the University that speaks directly to the bullet point: "attract a highly diverse student body"; relates to mission of Enrollment Management: "strive to provide efficient, accurate, user friendly services that will contribute to the attraction . . . . of a highly diverse student body".

Planning Goals

Goal #1: Help prospective students gain an understanding of the eligibility requirements for admission to SF State.

Goal #2: Help prospective students gain an understanding of the undergraduate application process.

Goal #3: Promote higher education through group and individual preadmission advising.

Goal #4: Actively involve SF State faculty and staff in planning and developing outreach efforts to prospective students.

Student Learning Outcome #1 (Goals #1 & #3)

After participating in an outreach workshop/preadmission advising session during the year, at least 80% of the prospective students will be able to demonstrate a basic understanding of SF State's admission requirements.

Rationale

Ensures that high school and community college students understand the courses they need to complete, the minimum grade point average they need to meet, and standardized test scores they need to earn to pursue a baccalaureate at SF State.

Measures

Developed separate surveys (one for high school students, one for community college students) for distribution at the end of group preadmission advising sessions/presentations. Survey embedded basic admission requirement items among fun fact items regarding SF State. To exhibit a basic understanding of admission requirements, at least 80% of the prospective students must answer all the embedded admission items correctly.

Timeline: Summer 2010, Fall 2010, Spring 2011-distributed survey to visiting groups of high school and community college students at the conclusion of the preadmissions information sessions.
Results
A. N=469 high school students completed survey during AY 10-11; group tour statistics revealed @76% of students were identified in an ethnic category beside “white” or “other”.
B. Based on survey results, @83% of prospective first time college students demonstrated basic understanding of SF State’s admission requirements. See Attachment A. @86% of these students responded correctly to the “fun facts”.
C. N=176 prospective transfer students completed survey during AY 10-11; group tour statistics revealed @76% of these students were identified in an ethnic category beside “white”, “decline to state” or “other”.
D. Based on survey results, @87% of prospective transfer students demonstrated basic understanding of SF State’s admission requirements. See Attachment B. @90% of transfer students responded correctly to the “fun facts”.

Conclusion
At the end of an on-campus outreach presentation, at least 80% of prospective students, many of them categorized as students of color, were able to demonstrate a basic understanding of SF State’s admission requirements.

Student Learning Outcome #2 (Goals #1, #2, #3 & #4)

Eighty percent (80%) of the students participating in the SOS/School of Nursing preadmissions information sessions will demonstrate understanding of the criteria that need to be presented for consideration and admission to the major.

Rationale
Ensures that Nursing applicants understand the minimum eligibility requirements to be admitted to the University, as well as the minimum needed for selection consideration by the Nursing department.

Measures
During Fall 2010, Nursing and SOS representatives jointly presented information at scheduled preadmission group advising sessions held on campus. At the end of each session, a survey was distributed. Survey items included both basic criteria of the major embedded among basic admission criteria to SF State. To exhibit a basic understanding of Nursing criteria plus basic transfer admission criteria, at least 80% of the prospective students in attendance must answer each survey item correctly.

Timeline:
- Summer 2010 – SOS and School of Nursing jointly established a schedule of Preadmissions Information Sessions to be held on campus; both departments jointly developed and finalized survey instrument.
- Fall 2010 – sessions were widely publicized at outreach Transfer Fairs and any workshops/conferences involving community college counselors. Joint survey was distributed at the end of each preadmission information session.

Results
A. N=181 prospective applicants to BSN in Nursing completed survey during Fall 2010.
B. Based on survey results, @94% of students demonstrated basic understanding of SF State’s admission requirements. See Attachment C.
C. Based on survey results, @93% of students demonstrated basic understanding of School of Nursing admission requirements. See Attachment C.

Conclusion
After participating in one of the SOS/School of Nursing preadmissions information sessions, at least 80% of the prospective students answered each survey item correctly, demonstrating an understanding of the criteria that need to be presented for consideration and admission to the University, as well as to the major.