

# Counseling Learning Assessment Report

**Program Name:** Hospitality and Tourism Counseling

**Year Assessed:** 2013-2014

**Date:** September 1, 2014

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## SNAPSHOT

Program SLOs	Timeline	Expected Level of Achievement	Assessment Strategy/ instrument	Results of Program Assessment	Next Steps
<i>SLO 4a: SWiBAT (Student will be able to ) identify resources</i>	Fall 2013 Hospitality & Tourism (HOST) New Student Reception, August 21, 2013.	70 % of the participants will be able to identify resources based on the survey of five (5) questions.  <b>Competent</b> ="Strongly agree" or "Agree" to 3 or more questions  <b>Not Competent</b> ="Disagree," "Strongly disagree," or "Don't know" to 3 or more questions	1 <sup>st</sup> step: at the end of the Welcome Reception participants were asked to complete a survey. Student survey questions enabled students to provide feedback regarding their current feelings and attitudes toward starting their college career at KCC.  Questions #1-5 related to students' understanding of resources: 1. I know who my	The Welcome Reception appears to be a successful means for new and transfer HOST majors to increase understanding of the campus resources available.  Student participants = 35  Competent=35 or 100% of respondents  Not Competent=0 or 0.0% of	The HOST dept. plans to continue to provide New Student Receptions for new, returning (previously non-HOST majors) and transfer students before the start of the fall semesters. The dept. will continue to utilize strategies that seem to be effective, and consider improvements: <ul style="list-style-type: none"><li>• Continue to contact students through postcard, email, and phone</li><li>• Explore "mandatory" participation</li><li>• Continue to include faculty and student</li></ul>

			<p>instructors are</p> <p>2. I know who my counselor is and the help I can receive</p> <p>3. I understand my degree course requirements</p> <p>4. I understand the purpose/utilization of Laulima</p> <p>5. I understand the purpose/utilization of STAR</p> <p>2<sup>nd</sup> step: survey data and methodology was reviewed. Based on survey results students were sorted into two (2) groups: Competent and Not Competent.</p>	<p>respondents</p> <p>Based on survey results, 100% of student we able to identify resources after attending the Welcome Reception</p> <p>Open-ended feedback reflected students finding value in all areas of the program. This exceeded our expectations and provided feedback that the reception is having the positive impact we were hoping for.</p> <p>Data for the 5 questions asked:  1. I know who my instructors are:  <i>20 Strongly agree, 13 Agree and 1 Don't know; 1 blank</i>  2. I know who my counselor is and the help I can receive:  <i>29 Strongly agree, 5 Agree, 1 Don't</i></p>	<p>participation in ice breaker activity to promote interaction</p> <ul style="list-style-type: none"> <li>• Continue to use faculty/student panel to discuss student success strategies</li> <li>• Continue to have STAR as part of the reception program</li> <li>• Continue to update handouts</li> <li>• Explore alternative venues to accommodate larger groups</li> <li>• Explore revision of survey to obtain more/better quality feedback from students.</li> </ul>
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				<i>know</i> 3. I understand my degree course requirements: 23 Strongly agree, 12 Agree 4. I understand the purpose/utilization of Laulima: 24 Strongly agree, 11 Agree 5. I understand the purpose/utilization of STAR: 23 Strongly agree, 12 Agree	
Example: SLO 1b					

## DATA COLLECTION & ANALYSIS

	Guiding Questions	Response
<b>Means of Assessment and Criterion for Success</b>	1. What were the specific assessment tools used?	<i>A survey was used at the end of the fall 2013 Hospitality and Tourism (HOST) New Student Reception to assessment the SWiBAT.</i>
	2. What is the criterion for success? Did you reach it?	<i>Criterion for success is 70% of student respondents will be competent (Competent=“strongly agree” or “agree” to 3 or more questions).</i>  <i>Yes, criterion for success was reached with 100% of respondents competent.</i>

<b>Analysis of Data Collected</b>	<p>3. Summarize the outcomes, means of assessment and criteria for success. Include the program's process for determining who participated in the assessment and the sample size.</p>	<p><i>Based on survey results, 100% of student respondents were competent (Competent= "strongly agree" or "agree" to 3 or more questions) and seemed to increase understanding of resources available after attending the HOST New Student Reception. The Welcome Reception appears to be a successful means for new and transfer HOST majors to increase understanding of the campus resources available. Additional data from the survey validated that students felt more engaged and comfortable in beginning their college experience at KCC. Student comments indicated that having the opportunity to get to know their teachers and fellow classmates as most helpful. In addition, they appreciated learning about their degree requirements, utilization of STAR and laulima, and opportunities to get involved in the SHIMA club</i></p> <p><i>Student invitees were HOST declared majors who were:</i></p> <ol style="list-style-type: none"> <li><i>1. new first time in college</i></li> <li><i>2. returning students who were not HOST majors when they last attended KCC</i></li> <li><i>3. transferring students from other institutions (both in and out of the UH system)</i></li> </ol> <p><i>Student participants: 35</i></p> <p><i>At the end of the Reception all student (35) attendees were asked to complete the HOST New Student Reception Survey. We received 100% participation with 35 completed surveys.</i></p>
	<p>4. What do the data tell us about this process in terms of goals, outcomes, and means of assessment; defined criteria for success; implementation process; and data collection?</p>	<p><i>The HOST New Student Reception was an appropriate intervention to introduce students to available campus resources. The use of a survey was an appropriate means to gather data to assess this SLO. The survey allowed for easy determination for criteria for success and data collection.</i></p>

## NEXT STEPS

Guiding Questions	Response
<p>5. What do the data indicate about program improvement?</p>	<p><i>Based on the survey data and student comments, the HOST dept. remains committed to providing this activity as a means to engage students earlier with the HOST department faculty and staff. We will continue to explore ways to increase student</i></p>

<p>What, if anything, needs to be done at the program level to improve student learning?          What resources are necessary to accomplish this?</p>	<p><i>participation so more students will benefit from the New Student Reception.</i></p> <p><i>The department will explore options to enforce mandatory participation. Should the reception become mandatory we would need to ensure that the necessary resources are available for implementation and collaboration between HOST and other departments/programs across campus takes place. In addition, we will need departmental faculty commitment and participation.</i></p>
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Strategy type	Organizational	Operational	Organizational/ Strategic	Organizational/ Strategic	Assessment- related	Resources Reallocation	Resource Request
<p><b>Based on your “next steps”, what changes might be needed in your unit to complete the cycle for this intervention?</b></p>	<p>Do you need to revise Office Structure within your unit? <i>(See guide for examples)</i></p>	<p>Do you need to revamp administrative procedures within your program? <i>(See guide for examples)</i></p>	<p>Should you modify your relationships with other programs in the unit or college? <i>(See guide for examples)</i></p>	<p>Should you modify your relationships with community partners or other UH system colleges? <i>(See guide for examples)</i></p>	<p>Do you need to update your assessment method to measure your SLO? <i>(See guide for examples)</i></p>	<p>Should you reallocate resources already provided by VCSA, VCAA or Academic Deans? <i>(See guide for examples)</i></p>	<p>Are you requesting new resources? If so, what resources will you request? <i>(See guide for examples)</i></p>
<p>Intervention #1 Continue to contact students through postcard, email, and phone</p>	<p>NA</p>	<p>NA</p>	<p>No, continue to use support from HOST dept. secretary and student help to assist with mail, electronic and phone correspondence.</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>	<p>No, continue to request funding from HOST dept. for printed invitations, postage, and incentives for student participation (e.g. school supplies, textbooks, etc.)</p>
<p>Intervention #2 Explore “mandatory” participation</p>	<p>NA</p>	<p>NA</p>	<p>Possibly, depending on the consequences for not attending (e.g., spring registration hold)</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>	<p>Yes, if additional staffing required to provide after initial reception group or individual</p>

			Will also explore collaborating with FYE.				sessions
Intervention #3 Continue to include faculty and student participation in ice breaker activity to promote interaction	NA	NA	NA	NA	NA	NA	NA
Intervention #4 Continue to use faculty/student panel to discuss student success strategies	NA	NA	NA	NA	NA	NA	NA
Intervention #5 Continue to have STAR as part of the reception program	NA	NA	NA	NA	NA	NA	NA
Intervention #6 Continue to update reception handouts	NA	NA	NA	NA	NA	NA	No, continue to request \$ for paper and printing
Intervention	NA	NA	Yes, would need	NA	NA	NA	NA

#7 Explore alternative venues to accommodate larger groups			to work with Auxiliary Svcs and/or other depts. to investigate and get authorization to utilize other campus spaces.				
Intervention #8 Explore revision of survey to obtain more/better quality feedback from students	NA	NA	NA	NA	Possibly, depending on outcome of necessary changes determined.	NA	NA

## CLOSING THE LOOP

Guiding Questions	Response
6. What improvements have already been made?	<i>In August 2014, the HOST dept. made revisions to the student survey disseminated at the HOST Student Reception in an attempt to gather more specific data regarding the resources students planned to utilize based on the programs and services that described in the New Student Reception. In addition, we reached out to the FYE office to collaborate efforts and incorporate our reception within the New Student Orientation (NSO) Part III that was made mandatory for all new students. This significantly increased our student attendance from 35 in 2013 to 58 in 2014. While this approach reduced the redundancy of content delivered to the students and the amount of time they were required to expected to come to campus (which was also one of our goals), ongoing discussions and earlier planning with FYE needs to continue to improve this model should we continue this collaboration so that needs and expectations for all parties involved are taken into consideration.</i>
7. Will the SLO remain the next academic year? Will the assessment/	<i>No, to develop a more coordinated and comprehensive assessment for this new 3-year cycle, the Business, Legal and Technology; Culinary; and Hospitality (BLTCH) cluster has added two new SLO's to address and assess students' learning</i>

methodology remain the same?	<p><i>connected to the students' educational goals.</i></p> <p><i>PLG 1: Students will identify and implement a plan to achieve their educational goal(s).</i></p> <ul style="list-style-type: none"><li>• <i>SLO 1b: SWiBAT develop an accurate STAR academic plan (AY 14-15)</i></li><li>• <i>SLO 1d: SWiBAT effectively register for courses applicable to their educational goal (AY 15-16)</i></li></ul> <p><i>PLG 4: Students will be aware of campus and/or community resources/policies and engage in activities and services that fulfill their needs and interests.</i></p> <p><i>SLO 4a: SWiBAT identify resources (AY 13-14)"</i></p>
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