Simplifying the Process:
Using Technology to Integrate Event and Program Assessment from Start to Finish
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East Carolina University
ECU Fast Facts

Nearly 29,000 students
More than 5,800 faculty and staff
More than 165,000 living alumni

Ethnic minorities made up 26 percent of undergraduate students, 20 percent of graduate students, 32 percent of medical students, and 33 percent of dental students.

The average final high-school GPA of 2017 incoming Honors College freshmen is 3.8.

Home to 12 colleges and schools including an Honors College and the Graduate School.

Economic Impact
Fiscal Year 2012-2013
$2.8 billion in added state income, or the equivalent of 42,798 jobs.

84 bachelor's, 71 master's, 2 intermediate, 5 professional doctoral, 13 research doctoral degrees, and 82 departmental certificates.

In Fall 2016, 43 percent of all degree-seeking students were enrolled in a STEM or health-care program.
Our Space
Over 100 Events
MAXIMIZE STUDENT SUCCESS
Support excellence, expand opportunity, and celebrate achievement.
IMPACT RESEARCH

Invest in the people, tools, and facilities needed to conduct mission-driven research.
STEWARDSHIP

Keep our commitments while being good stewards of resources entrusted to us.
Event coordinator fills out Event request form

Request is sent to Events & Programs Coordinator (EPC)

EPC enters event into University Events Calendar

Approval email is drafted & sent to Event Coordinator and ALS-Events Listserv

EPC approves request

EPC enters event into ALS internal Calendar

EPC or event coordinator submits building ops set up request form

EPC enters event into Campus25LIVE System

EPC or event coordinator submits building ops set up

EPC meets with Event Coordinator regarding set up

EPC meets with building ops staff regarding set up

Event coordinator fills out Marketing request form

Event is scheduled
From paper to online
Our Commitments

East Carolina University is resolute in honoring the values that have propelled its success over more than a century. As we consider our future, we focus on three commitments that we have identified as critical to our continued growth.

We pledge that ECU will be a national model for Student Success, Public Service, and Regional Transformation. These three tenets are detailed below, outlined by specific goals within each of their parameters.
Administrative Services FY2018 Objectives
July 1, 2017 - June 30, 2018

Create dept/committee objectives with associated measures and timelines

Click on an ALS objective to create and/or edit dept/committee objectives, timelines, and measures.

**(ALS 1) MAXIMIZE STUDENT SUCCESS: Support excellence, expand opportunity, and celebrate achievement.**

In conjunction with other ALS departments, recognize student excellence through the administration and promotion of five award programs (Sparrow, Rhem/Schwarzmann, Bassman, Thompson, FOL Purchase Award).

- **Measure:** Documentation of Admin Services activities.
  - **Timeline:** May 2018
  - **Outcome:**

Increase student awareness about support services that ALS employees can provide.

- **Measure:** Information about ALS employees who offer Safe Zone and/or Green Zone support is visible to students.
  - **Timeline:** November 2017
  - **Outcome:**

**(ALS 2) IMPACT RESEARCH: Invest in the people, tools, and facilities needed to conduct mission-driven research.**

In order to better support teaching and research at ECU, conduct a survey of ECU faculty aimed at assessing current satisfaction with library services and resources and identifying areas for improvement and growth.

- **Measure:** Survey developed, administered, analyzed and results shared. Survey administered in spring 2018; analysis completed by Aug. 15, 2018 and shared with faculty by Oct. 30, 2018.
Development Process
Brainstorm

• What is broken?
• What do we NEED to assess?
• What COULD this application do to help streamline process?
“Sneak Attack” assessment
Tech Wizards
Beta url: http://150.216.68.251:98/

Request Event

Contact info for non-ECU affiliates. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

You have existing, unsubmitted requests:

Unsubmitted Meeting

Make a New Request  View/Clone Submitted Requests
What & When

Fields marked with an asterisk (*) are mandatory.

Official Event Title *

Sponsoring Department(s) *

Coordinator of Event *
Amanda McLellan

Email Address *
mclellan15@ecu.edu

Phone Number *
737-2780

Are you Academic Library Faculty/Staff? *

Event Start Date *

Event Start Time *

Event End Date *

Event End Time *

Setup Time Needed? *

Cleanup Time Needed? *

Save & Continue
Who

Estimated Attendance *

10

Who is your target audience? (select as many as apply)

- Undergraduate Students
- Graduate Students
- Faculty/Staff
- Community Members
- K-12
- Area Educators
- Other (describe below)

Are you planning for this event to be a Passport Event? *

- Yes
- No
- Unsure

http://www.ecu.edu/cs-studentaffairs/crw/Passport-App.cfm

Save & Continue  Cancel Request
Why

Event Description *
1-2 sentences describing your event

[Input Field]

What are your goals for this event? *

[Input Field]

Which strategic priority does this event best support? (choose one) *

- **Maximize Student Success**
  Support excellence, expand opportunity, and celebrate achievement

- **Impact Research**
  Invest in the people, tools, and facilities needed to conduct mission-driven research

- **Serve The Public**
  Enhance the quality of life of eastern North Carolinians

- **Stewardship**
  Keep our commitments while being good stewards of resources entrusted to us

How does this event support the chosen strategic priority? *

[Input Field]

If additional strategic priorities will be supported, please describe which ones and how.

[Input Field]

Given the goals above, how will you know if this event has been successful? *

[Input Field]

Save & Continue Cancel Request
How

Setup (choose one) *

- Lecture/Presentation
- Reception
- Luncheon/Dinner
- Meeting
- Other

Will you be serving food/beverages? *  Yes  No

Logistical Needs (choose all that apply)

- Welcome table
- Food/drink tables
- Microphone
- Powerpoint/other presentation
- Movie/film
- Other (specify below)

Additional Setup Needs

Save & Continue  Cancel Request
Marketing

As an ALS sponsored program, your event will be listed on the University Calendar, and if applicable, a Facebook event will be linked to that calendar posting.

Have you scheduled consultation with our marketing department? *
- Yes
- No

Do you need assistance with:
- Digital marketing materials designed *
  - Yes
  - No
- Print marketing materials designed *
  - Yes
  - No

Other assistance needed

Submit Request  Cancel Request
## New/Upcoming Events

### New Events

<table>
<thead>
<tr>
<th>Amanda McLellan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Test Lecture</strong></td>
</tr>
<tr>
<td>Monday, November 27, 2017, 4:00 PM - 6:00 PM</td>
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</table>

<table>
<thead>
<tr>
<th>Amanda McLellan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Test Event</strong></td>
</tr>
<tr>
<td>Monday, November 6, 2017, 1:00 PM - 2:00 PM</td>
</tr>
</tbody>
</table>
• Reject or Approve

• Once approved, shortcuts available
Assessment

Assessment

Michael Reece

Approve Meeting
Monday, October 23, 2017, 6:00 AM - 6:00 PM - Event Details
No feedback received

Close Assessment

Assessment

Michael Reece

Upcoming Meeting
Friday, October 20, 2017, 2:00 PM - 3:00 PM - Event Details

Event Feedback

Close Assessment

Assessment

Michael Reece

Assess Meeting
Friday, October 13, 2017, 1:00 PM - 2:00 AM - Event Details
No feedback received

Close Assessment
Future Plans

• Put it in use
• Get more feedback, iterate
• UX
• Incorporate feedback from other institutions using the software
Any questions?
Contact Us

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mclellana15@ecu.edu