



IUPUI Office of Community Engagement

# Collecting Community Engagement Data for Assessment and Community Impact

Kristin Norris, IUPUI

Maggie Dalrymple, Indiana State  
University

# Meet Your Presenters!

- Kristin Norris, Ph.D.,  
Director of Assessment, IUPUI Office of  
Community Engagement

“Director of Inquiry”, advance the public mission of institutions, evidence of progress toward campus goals



# Meet Your Presenters!

- Maggie Dalrymple, Ph.D  
Associate Director for Research and  
Analysis, Indiana State University

Works closely with key offices, staff and  
faculty members to support and foster  
student success scholarship and  
engagement



**Impact...at what level?**

# A closer look

## Community

Region

Partner  
Agencies

Topical  
Issue

Community  
Capacity

Population  
Served

Public  
Policy

Project

Agency  
Capacity

Client  
Improvements

## Institution

School

Center or  
Office

Department

Program  
of Study

Program

Course

Course

Project 1

Project 1

Project 2

Project

Project 2



Norris, K. E. & Weiss, H. A. (2017). Assessment of Community Engagement: Moving Beyond Student Learning and Success. *Assessment Update* 29 (2), 11-13.

# Common Campus Goals

1. Student Learning and Success
2. Optimize Enrollment Management
3. Accelerate Research and Creative Activity
4. Strengthen Internationalization Efforts
5. Promote an Inclusive Campus Climate
6. Recruit and Retain Faculty and Staff

**Community  
Engagement is a  
Strategy for Success.**

**How is community  
engagement helping  
to achieve your  
institutions goals?**



# Traditional Tracking

## *The Fabulous Five*

1. Hours
2. Students
3. Faculty
4. Community Partners
5. Courses

Descriptive data . . . tells us *what*



# Current Goal of Tracking, Monitoring, Assessing, & Evaluating

Want to better understand the *how* and the *why*

- HOW and WHY IUPUI achieves our institutional mission and goals THROUGH community engagement
- How IUPUI students, faculty, and staff are working across all parts of campus to address various social issues





# What “counts”?

strengthening our community and/or community partners, community-engage research, economic development, student learning, faculty recruitment and retention, more equitable and accessible institutions, stronger/healthier democracy, active citizens, fundraising/development, alumni engagement, more volunteering, political engagement, recruiting and retaining students, workforce development, strengthening our community and/or community partners, community-engage research, economic development, student learning, faculty recruitment and retention, more equitable and accessible institutions, stronger/healthier democracy, active citizens, fundraising/development, alumni engagement, more volunteering, political engagement, recruiting and retaining students, workforce development, strengthening our community and/or community partners, community-engage research, economic development, student learning, faculty recruitment and retention, more equitable and accessible institutions, stronger/healthier democracy, active citizens, fundraising/development, alumni engagement, more volunteering, political engagement, recruiting and retaining students, workforce development, strengthening our community and/or community partners, community-engage research

**Key Question:** Can you identify a population, community partner, agency, organization, or individual? Does it contribute to improving society?

If yes, **it “counts”**



# Data Collected Related to Community Engagement

## Community

Region

Partner  
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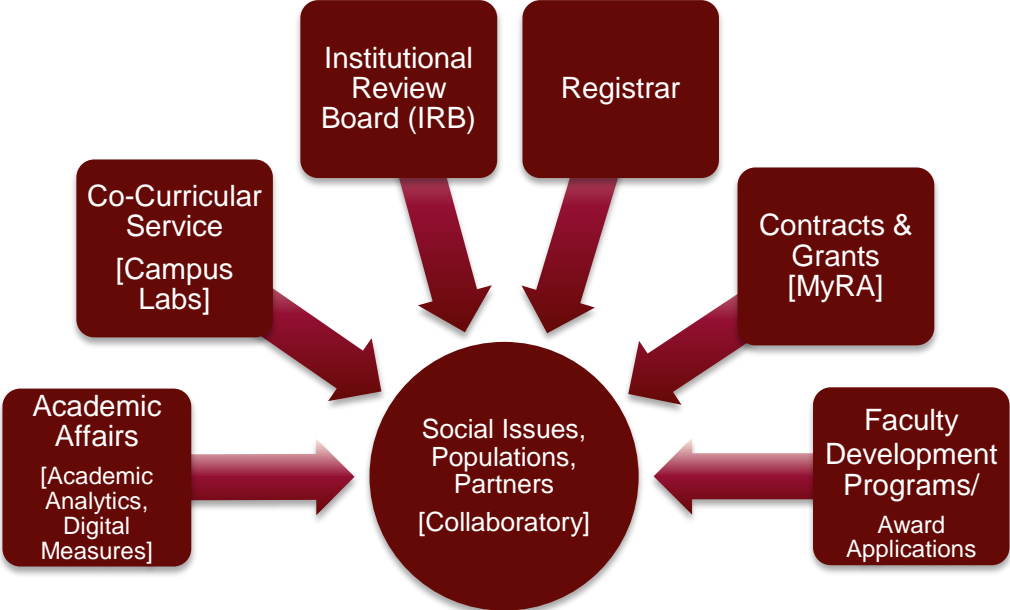
Project

Project 2


Norris, K. E. & Weiss, H. A. (2017). Assessment of Community Engagement: Moving Beyond Student Learning and Success. *Assessment Update* 29 (2), 11-13.





# Leveraging existing sources of data





# The Collaboratory

 ENGAGE IUPUI

[Home](#) [Activities](#) [Search](#)




 ENGAGE IUPUI


**Indiana University-Purdue University Indianapolis**  
Indianapolis, IN

**collaboratory**  
[More Info »](#)

Community Engagement and Public Service Activities [View All Activities »](#)

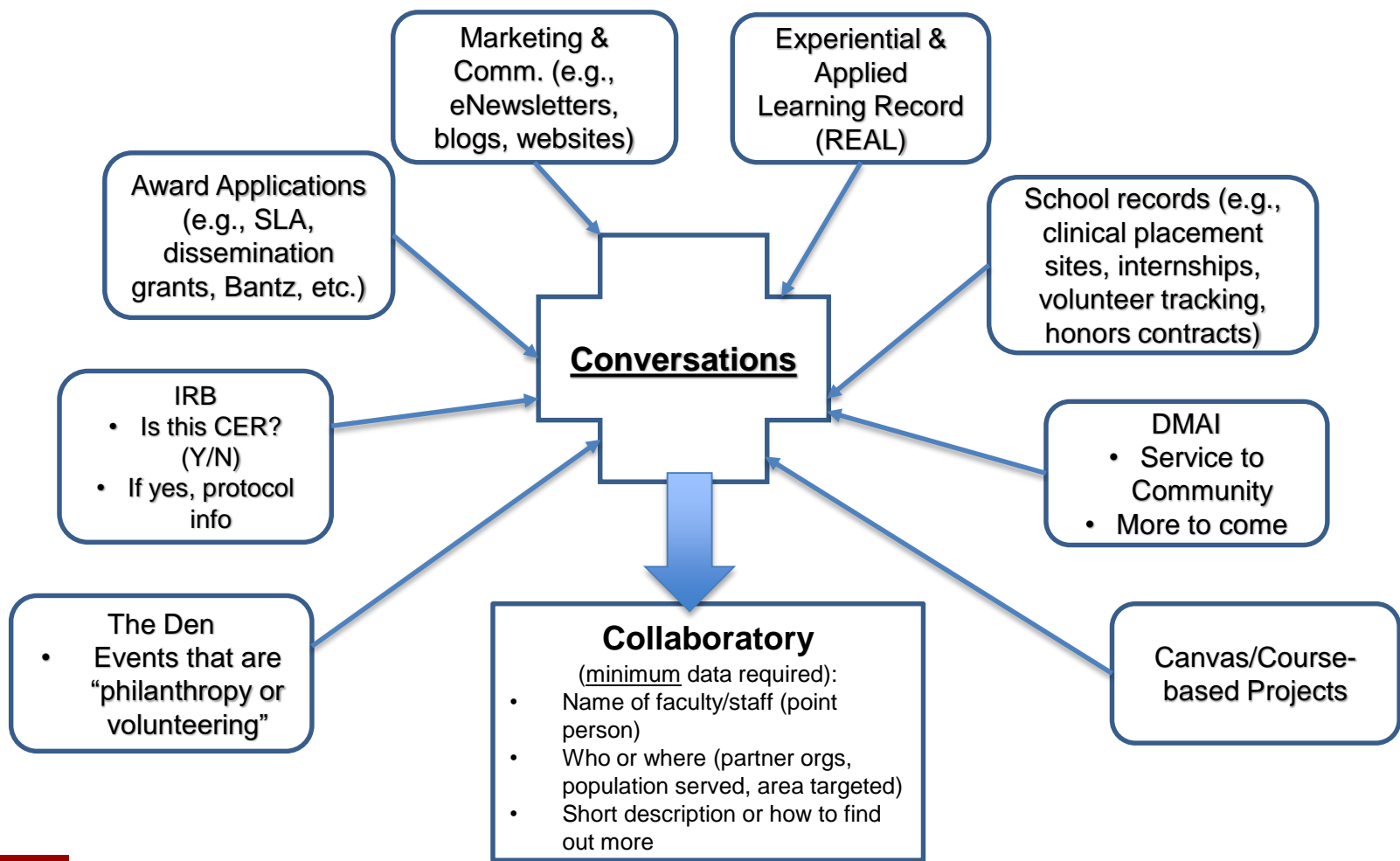


**Juvenile Art Therapy Project**  
Community Engagement Activity

 Lisa Christy

IU School of Medicine students work with individuals currently at the Marion County Juvenile Detention Center to foster creative reflection and expression through the use of art therapy. While doing so, medical students also develop partnerships with the residents, creating a positive and engaging environment for all parties involved.





# Reporting: Relevant and Time Sensitive Information

Mapping community engagement.

Creating interdisciplinary faculty networks.

External reports, applications, recognitions

- Accreditation
- Grant application/reports
- Carnegie

Fielding ad hoc requests

Internal reports -- available any time:

- Current engagement across campus
- Partnerships
- Student learning outcomes
- High-Impact Teaching Practices
- Research and creative activity
- Connections between faculty, staff, and community collaborators
- Community and Economic Development initiatives
- Funding sources

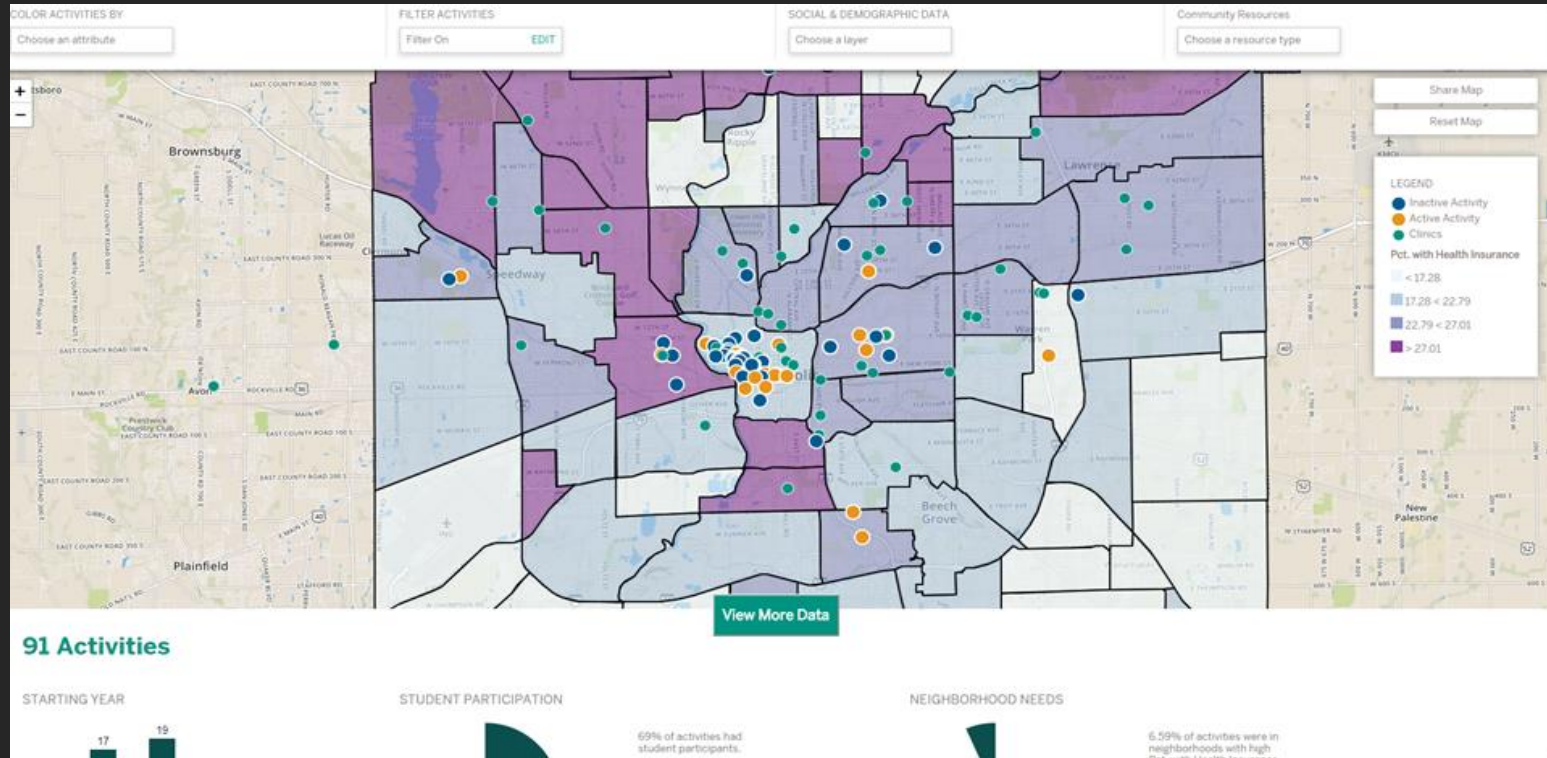


# IUPUI's "Deep Dives" (5 year plan)

- **Year 1 (16-17): Curricular and Co-curricular Engagement**
  - Numbers, courses, students, partners, hours; Barriers and support for co-curricular engagement
- **Year 2 (17-18): Faculty Experiences with Community Engaged Research**
  - Process, challenges, opportunities utilized, documentation, promotion and tenure
- **Year 3 (18-19): Campus/Community Partnerships**
  - Mutually-beneficial, reciprocal, sustainable outcomes
- **Year 4 (19-20): Engaged Pathways**
  - High-impact practices, impact of engaged learning (alumni), political engagement
- **Year 5 (20-21): Community & Economic Development**



# Mapping Community Engagement





# Lessons Learned

1. Tool(s) to collect data (home-grown, vended product, leveraging several systems and processes); Start with a needs analysis
2. Generating Buy-in---Leveraging campus-level initiatives, long-term planning (that aligns with Carnegie), alignment with campus strategic plan (metrics); Key: DATA LIAISONS
3. Tensions: informed decision-making vs communications/marketing





IUPUI

FULFILLING *the* PROMISE



# Collecting Community Engagement Data for Assessment and Community Impact

ICHE Faculty Leadership  
Conference 2019

Maggie Dalrymple  
Indiana State University

Kristin Norris  
Indiana University Purdue  
University at Indianapolis

# Engagement at ISU

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- Internal and external interest
- Student participation and community engagement in activities and events
  - Co-curricular and Extra-curricular



# What do we capture?

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- Participation in activities and events
  - Student activities
  - Community engagement
  - Professional development
- Organization memberships
- Study abroad/Faculty-led trips
- Curricular engagement (course-based)



# How do we capture Student Engagement?

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- Via ID card swipes
  - Event/program attendance
- Unit Excel files
  - Sign-in sheets
  - Study Abroad/faculty led trips
- Downloads from other software systems
  - Organization memberships - ISU Treehouse



Uploaded by units to Banner SIS via batch interface

# How do we organize Student Engagement data?

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- Student Activities
  - System (e.g. Student Affairs or University Engagement)
    - Activity (e.g. Student Engagement)
      - Purpose (e.g. Social Responsibility or Career Prep)
        - Detail (e.g. Career Center Workshop)
- Student organization memberships
  - Organization category (e.g. Social Fraternity & Sorority)
    - Organization (e.g. Alpha Chi Omega)

# How do we capture Curricular Engagement?

As part of building the schedule of classes, the academic departments record the number of engagement hours by category per student in BANNER for each course section

The screenshot displays the Oracle Fusion Middleware Forms Services interface for a syllabus form. The main window is titled 'Section Syllabus SSASYLB 8.5.8 (PROD)'. The form includes fields for 'Term' (201601), 'CRN' (11842), 'Subject' (CRIM), 'Course' (385), and 'Course Title' (Intro Criminalistics). The 'Required Materials and Technical Requirements' tab is active. A 'Supplemental Data' dialog box is open, showing a table for recording engagement hours by category. The table has a dropdown menu set to '= Required' and a grid with columns for category and hours. The 'ELA-Community Based Srvc Learning' row has the value '36' entered. Other categories include ELB-Intern/Pract/Clinical Exp/FidW, ELC-Student Teaching, ELD-Consultation, ELE-Student Research, and ELE Hours.

Category	Hours
ELA-Community Based Srvc Learning	36
ELB-Intern/Pract/Clinical Exp/FidW	
ELC-Student Teaching	
ELD-Consultation	
ELE-Student Research	
ELE Hours	



# How do we organize Curricular Engagement data?

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- A. Community Based Service Learning
- B. Internship, Practicum, Clinical Experience, and Fieldwork
- C. Student Teaching
- D. Consultation
- E. Student Research
- F. Arts Performance/Exhibition
- G. Laboratory/Studio
- H. Study Abroad
- I. SENCER
- J. Writing Intensive



# What do we do with it?

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- Activity summary reports (Blue Reports)
  - Student Participation (activities/events)
  - Organization memberships
  - Study Abroad/Faculty-Led trips
- Department-based operational reports
- Curricular engagement summaries

# Blue Reports



STUDENT SUCCESS

Key Metrics Retention & Graduation Return Rates Success Rates (First-time Full-time Bachelors Degree Seekers) CoCurricular Activity

Participation Summary DSA Participation by Class DSA Key Metrics by Unit DSA Participation Level Rec Center Participation Level Membership Trends Study Abroad

Term

To display (and export if desired) a specific participation category, right click on the activity group row label (the medium blue sub-heading), select Member Selection and then choose Focus and Descendants

**Participation counts** CURRENT, SNAPSHOT, ENROLLED, PARTICIPATION PRESENT, FALL 2017, ALL ACTIVITY GROUPS

	Distinct Students	Participation Count
<b>All Participation Activities</b>	8,337	136875
College of Business Event	1,763	4766
Business Concepts- Meis Center	645	908
Problem Solving- Ethical Dimensions - Meis Center	121	121
Problem Solving- Technology, Tools, Techniques - Meis Center	430	1402
Professional Skills - Meis Student Development Center	22	22
Professional Skills- Communication - Meis Center	526	859
Professional Skills- Workplace Expectations - Meis Center	1,328	1454
<b>FRESHHIT</b>	333	333
FreshHIT Event Participation	333	333
<b>RECCSI</b>	6,560	100195
Recreation Center Attendance	6,560	100195
<b>STDYABROAD</b>	17	17
Study Abroad Program	17	17
<b>STJAFFAIRS</b>	5,139	20597
Student Engagement Participation	5,139	20597
<b>UNIVENGAGE</b>	5,258	10967
Student Engagement Participation	5,258	10967



**Rec Ctr Attendance** CURRENT, RECCSI, ENROLLED

	Distinct Students	Participation Count
Fall 2015	7,392	117405
Spring 2016	6,451	112846
Summer I 2016	762	5848
Fall 2016	6,885	106443
Spring 2017	6,004	102938
Summer 2017	777	5915
Fall 2017	6,560	100195
Spring 2018	5,748	95185
Summer 2018	593	5331
Fall 2018	5,211	44856



# Participation Summaries

System  
Activity  
Purpose  
Detail

	Distinct Students	Participation Count
<b>UNIVENGAGE</b>	5,258	10967
Student Engagement Participation	5,258	10967
Arts and Entertainment	764	816
Bobby Unser	86	86
Erik Qualman	543	543
Mark Nizer	95	95
Rick Atkinson	46	46
Sense and Sensibility	46	46
Career Preparedness	1,938	2917
Career Center Workshop	965	1253
Career Center Workshop: Intro to Cover Letter Writing	5	5
Etiquette Dinner	164	168
ISU Career Fair	1,259	1303
Networking Event	182	188
Community Engagement	981	1135
SNS	198	208
Stop and Serve	253	319
Student Involvement Fair	608	608
Political Engagement	252	379
Congress to Campus	103	103
Constitution Day	89	89
Pizza and Politics	151	187
Professional Development	152	154
Employer Field Trip	116	117
Employer Information Session	37	37
Service and Volunteerism	2,143	2240
Fall Donaghy Day 2017	1,933	1933
LV - Garden AWB	8	8
LV - Horses AWB	10	10
Ohio AFB	8	8
SNS	197	221
SNS (Pickert)	30	30

## Student Affairs and University Engagement Categories:

Arts and Entertainment  
 Career Preparedness  
 Community Engagement  
 Civility and Respect  
 Diversity and Inclusion  
 Educational Development  
 Global Internationalization  
 Health and Wellness  
 Leadership Development  
 Organizational Management  
 Political Engagement  
 Pride and Traditions  
 Professional Development  
 Service and Volunteerism  
 Social Engagement  
 Social Responsibility  
 Sport and Recreation  
 Sycamore Athletics

# Professional Development Program

- Incorporates student professional development into course curriculum
  - Business Concepts
  - Global Awareness
  - Problem solving
  - Professional Skills
- Faculty are asked to participate and require attendance at events
- Coll of Bus Development Center generates reports for faculty

	Distinct Students	Participation Count
All Participation Activities	1,644	3458
College of Business Event	1,644	3458
Business Concepts- Meis Center	533	676
Alumni Panel	55	55
Conexus Indiana Presentation	38	38
Entrepreneurs: Not Usually Business Majors	39	39
Graduate School 101	82	82
Insurance Professional Panel	14	14
Leader in Action Series: Kim O. Smith	56	56
Lessons From the Trenches: Starting Your Career Strong	65	65
My Plan	107	107
Non-Profit: Employment with an Impact	17	17
Sales Professional Panel	73	73
Scott College of Business Program Fair	54	54
SMIF Conference Session 1	26	26
SMIF Conference Session 7	6	6
What Can an MBA Do For You?	27	27
Why Do You Do What you Do? an Overview of Temperament Theory	9	9
Young Alumni Sales Panel	8	8
Global Awareness - Meis Student Development Center	39	41
Problem Solving- Ethical Dimensions - Meis Center	56	56
Problem Solving- Technology, Tools, Techniques - Meis Center	56	57
Professional Skills - Meis Student Development Center	27	27
Professional Skills- Communication - Meis Center	816	1285
Professional Skills- Workplace Expectations - Meis Center	1,082	1286

# Professional Development Program

Available Dimensions: FacName, PurpCode, PurpDescCode, FunctionCode, EventStartDate, EventAMPM, EventStartTime, CrseDept, SubjCrse, ClassificationCo, TransferStuden

Columns: EventDesc

Course	EventDesc	F16 Profes. in the Workplace 3	F16 Public Speaking Anxiety 1	F16 Public Speaking Anxiety 2	F16 Public Speaking Anxiety 3	F16 SCOB Alumni Panel 1	F16 SCOB Alumni Panel 2
StudentName	Course	Count	Count	Count	Count	Count	Count
StudentID		Value	Value	Value	Value	Value	Value
+	MKTG 301.001-CRN 53852	0	1	0	6	0	0
+	MKTG 301.301-CRN 52160	0	0	0	0	0	0
+	MKTG 312.301-CRN 51503	0	4	2	1	0	0
+	MKTG 332.001-CRN 51494	4	9	2	2	1	2
+	MKTG 333.001-CRN 52109	1	3	2	1	1	0
+	MKTG 333.301-CRN 51599	0	3	2	0	0	0
+	MKTG 334.301-CRN 52102	1	4	3	1	1	0
+	MKTG 338.401-CRN 50565	3	9	0	3	1	2
+	MKTG 344.002-CRN 51024	0	27	1	0	0	1
+	MKTG 344.401-CRN 52366	1	0	21	3	0	0
+	MKTG 353.001-CRN 51819	2	4	3	0	0	1
+	MKTG 439.301-CRN 54035	0	0	0	0	0	1
+	MKTG 439.303-CRN 54405	0	1	1	0	0	0
+	MKTG 443.301-CRN 51993	1	7	7	0	1	1
Total by COLUMNS		15	80	49	18	5	9

# Division of Student Affairs Assessment

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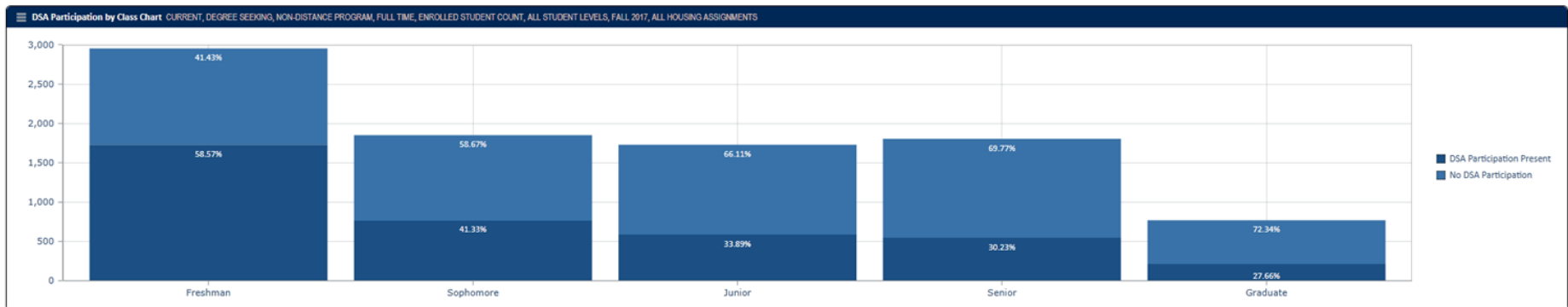
- New dimensions
  - DSA Unit (based on activity prefix)
    - Example: Campus Recreation (OCR: RecFest)
  - DSA Participation Indicator
- Designing reports
  - Determining metrics
    - Retention next term
    - Average GPA

# Division of Student Affairs Participation by Class

Term: Fall 2017  
Student Level: All Student Levels  
Housing Assignment: All Housing Assignments

DSA Key Metrics by Class CURRENT, DEGREE SEEKING, NON-DISTANCE PROGRAM, FULL TIME, ALL STUDENT LEVELS, FALL 2017, ALL HOUSING ASSIGNMENTS

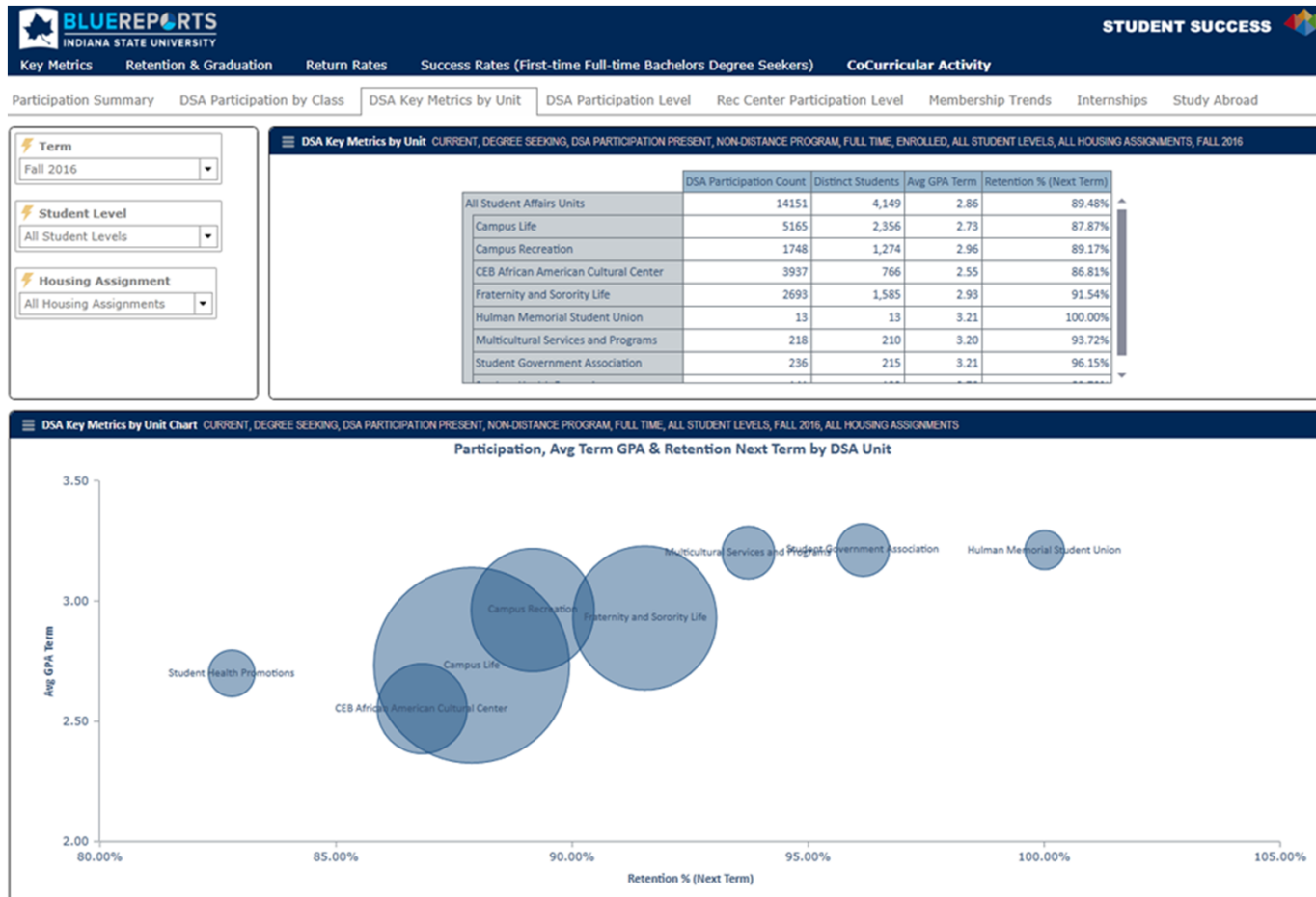
All Student Affairs Participation Inds	DSA Participation Present			No DSA Participation		
	Enrolled Student Count	Avg GPA Term	Retention % (Next Term)	Enrolled Student Count	Avg GPA Term	Retention % (Next Term)
All Classes	9,105	2.92	90.65%	3,838	2.83	89.93%
Freshman	2,952	2.56	81.33%	1,729	2.54	82.48%
Sophomore	1,851	2.85	92.54%	765	2.91	94.64%
Junior	1,729	2.98	95.84%	586	2.94	95.90%
Senior	1,803	3.21	96.90%	545	3.24	97.57%
Graduate	770	3.65	97.73%	213	3.63	99.53%





# Division of Student Affairs

## Key Metrics by Unit



# Division of Student Affairs Participation Levels

**BLUEREPORTS**  
INDIANA STATE UNIVERSITY

STUDENT SUCCESS

Key Metrics   Retention & Graduation   Return Rates   Success Rates (First-time Full-time Bachelors Degree Seekers)   CoCurricular Activity

Participation Summary   DSA Participation by Class   DSA Key Metrics by Unit   **DSA Participation Level**   Rec Center Participation Level   Membership Trends   Internships   Study Abroad

Term: Fall 2016   Student Level: All Student Levels   Housing Assignment: All Housing Assignments

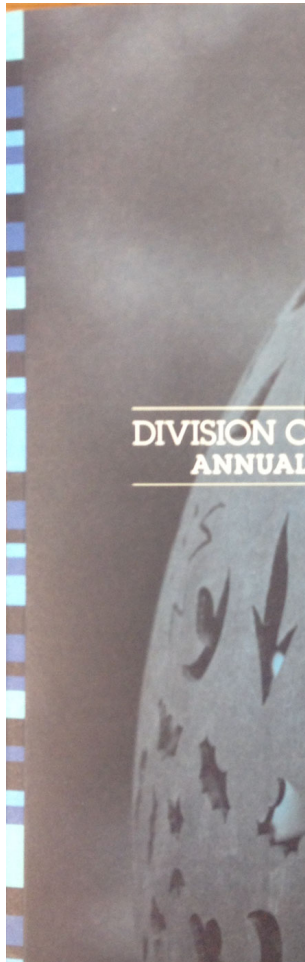
**DSA Participation Level by Unit** CURRENT, DEGREE SEEKING, NON-DISTANCE PROGRAM, FULL TIME, ENROLLED STUDENT COUNT, ALL STUDENT LEVELS, FALL 2016, ALL HOUSING ASSIGNMENTS

	DSA Participation Present				
	1-5 DSA Participation	6-10 DSA Participations	11-12 DSA Participations	13 or more DSA Participations	
All Student Affairs Units	4,149	3,582	382	38	147
Campus Life	2,356	1,869	321	35	131
Campus Recreation	1,274	1,026	192	17	39
CEB African American Cultural Center	766	412	181	32	141
Fraternity and Sorority Life	1,585	1,346	182	15	42
Hulman Memorial Student Union	13	11	1		1
Multicultural Services and Programs	210	164	25	3	18
Student Government Association	215	170	38	5	2
Student Health Promotions	122	74	25	3	20

**DSA Unit Avg GPA by Participation Level** CURRENT, DEGREE SEEKING, NON-DISTANCE PROGRAM, FULL TIME, AVG GPA TERM, ALL STUDENT LEVELS, FALL 2016, ALL HOUSING ASSIGNMENTS

	DSA Participation Present				
	1-5 DSA Participation	6-10 DSA Participations	11-12 DSA Participations	13 or more DSA Participations	
All Student Affairs Units	2.87	2.89	2.79	2.84	2.71
Campus Life	2.75	2.76	2.72	2.81	2.68
Campus Recreation	2.97	2.97	2.97	3.17	2.91
CEB African American Cultural Center	2.57	2.57	2.46	2.73	2.69
Fraternity and Sorority Life	2.94	2.94	2.97	2.76	2.87
Hulman Memorial Student Union	3.21	3.26	3.20		2.67
Multicultural Services and Programs	3.22	3.33	3.01	2.36	2.59
Student Government Association	3.22	3.21	3.24	3.20	3.36
Student Health Promotions	2.71	2.66	2.76	2.93	2.79

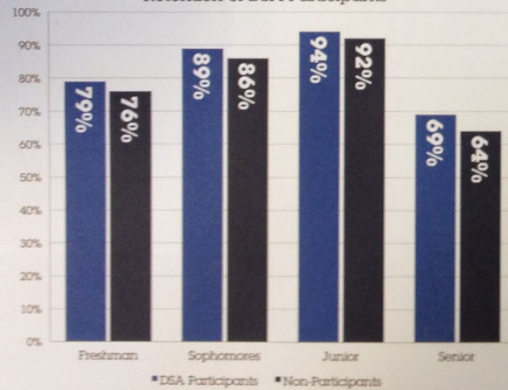
# Student Affairs Annual Report



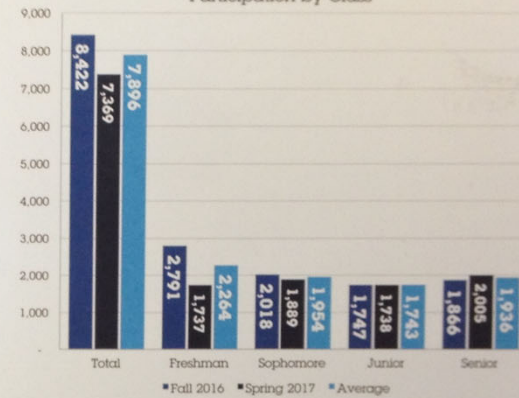
## 2016-17 Quantitative Data

The Division of Student Affairs tracked student participation at programs and events using the ISU Treehouse platform during the 2016-17 academic year. The student's identification numbers were then uploaded into ISU's Student Participation System, where they are aggregated and stored in the Office of Institutional Research's data warehouse. The data is then sorted by ISU's in-house reporting system, Blue Reports. Blue Reports allows researchers and programmers to review quantitative data on student participants and non-participants, reflecting student success and retention. The following graphs provide a snapshot of those quantitative findings from Blue Reports.

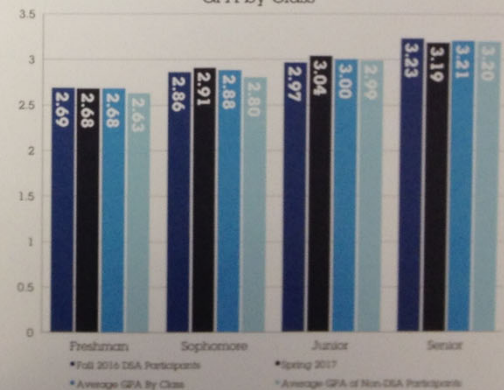
Retention of DSA Participants



Participation by Class



GPA by Class



# Division of Student Affairs Assessment

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- Statistical Analysis

- Initial Analysis

- Chi Square on Retention by classification
    - Correlation by GPA and activity level
    - Regression on GPA and activity level

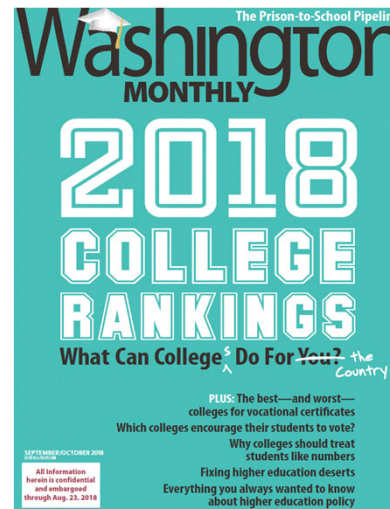
- Next Step

- Random sample
    - 4 equal groups of various level of activity, and a control group
    - Same statistical analysis

# Center for Community Engagement Assessment

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- Quantitative Analysis
  - Washington Monthly
  - President's Honor Roll
  - Campus Compact annual reviews
  - Strategic Plan initiatives



# Center for Community Engagement

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## Surveys and Feedback

### What went well?

- What growth has been produced by students and faculty for the partner and for learning outcomes/research?
- How can we grow or add on to the content?

### What went wrong?

- Which community partner is not producing for students and faculty?
- What area of content are we missing?

# Lessons Learned

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- Data consistency and accuracy
  - Decentralized capture/uploads
  - Personnel turnover
- Unit software system transitions
- Responsibility & Partnering
- What do we mean by Impact?



# Lessons Learned

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- Tool(s) to collect data (home-grown, vended product, leveraging several systems and processes); Start with a needs analysis
- Generating Buy-in---Leveraging campus-level initiatives, long-term planning (that aligns with Carnegie), alignment with campus strategic plan (metrics); Key: DATA LIAISONS
- Tensions: informed decision-making vs communications/marketing





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