



Office of the Provost
and Vice President for Academic Affairs

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DATE: June 27, 2013
TO: Jody Cofer
LGBT Programming
CC: Don Robertson
FROM: University Assessment Committee
SUBJECT: **2012-13 Nonacademic Program Assessment Report Feedback**

Thank you for submitting your completed assessment report; we appreciate all the time and thought you have put into developing your assessment report.

The University Assessment Committee has reviewed and approved your 2012-13 assessment report, and offers the following feedback.

- Thank you for reporting detailed assessment results, as well as explanations and interpretations of the results.
- Thank you for summarizing the significant changes that have been made to improve student satisfaction with LGBT programming.
- The committee recognizes the extensive time and thought involved in developing an excellent assessment plan, and congratulates you for your outstanding efforts!

The University Assessment Committee and the Office of Institutional Assessment will be happy to provide help and resources as you conduct your 2013-14 assessments. Please let us know what we can do to support your important efforts. You can reach us by phone at 809-3441 or by email at msu.assessment@murraystate.edu.

University Assessment Committee Membership
David Allen, Frederic Dietz, Dwayne Driskill, Ashley Ireland,
Susan Muller, Ian Norris, Carl Prestfeldt, Catherine Sivills,
Kelley Wezner, Chair
Lori Roe, UAC Support

Assessment Report

Academic Year: 2012-2013
Department/Unit: LGBT Programming
College/Division: Student Affairs
Contact Person(s): Jody Cofer
Submission Date: 5/29/13

Unit mission:

LGBT Programming provides support for the lesbian, gay, bisexual, transgender (LGBT) and ally student community through services and educational programming. This support fosters a stronger campus environment that is open and inclusive for all people in support of Murray State's mission to prepare our graduates to succeed in a diverse and interdependent world.

Outcomes:

1. The LGBT and ally student community will be satisfied with support services and programming offered by LGBT Programming. *This quantitative outcome will be assessed during the 2012-2013 academic year.*
2. The faculty and staff ally community will be better prepared through training and access to resources to address issues that frequently confront LGBT and ally students. *This quantitative and qualitative outcome will be assessed during the 2013-2014 academic year.*
3. The LGBT and ally student community will be better prepared for success during their educational, career, and personal life. *This quantitative and qualitative outcome will be assessed during the 2014-2015 academic year.*

Assessments for the 2012-2013 Academic Year:

Assessment 1 (Outcome 1): The LGBT and ally student community will be satisfied with the services and programs offered.

Assessment Instrument/Data Source	Timeline	Data Collection	Target Population
Program administration/data tracking	Ongoing (following each program)	Number of programs and Satisfaction Levels	Student participants

Through participation in LGBT Programming organized or supported programs, students gain knowledge concerning their identities and abilities to better integrate with other communities. We will measure the number of programs organized by LGBT Programming and the satisfaction level.

Our target for this area is:

- As this is a new program, there is no formal history of accomplishment from which to build a percentage increase. The target is to organize 3 programs per semester with the increase of 1 per semester for the subsequent year.
- A survey will be utilized and produce a 75% positive return on services and programs offered. This survey will be distributed to the LGBT and ally student community to track satisfaction on the breadth of topics covered, frequency of such, and overall satisfaction received from LGBT Programming.

Assessment 2 (Outcome 1): The number of participants in LGBT-related student organizations will increase.

Assessment Instrument/Data Source	Timeline	Data Collection	Target Population
Program administration/data tracking	Annually	Participation Rates	All student participants

Student organizations can play an important role in a student’s life. At Murray State, we have an active structure of student organizations, including two LGBT-related organizations: MSU Alliance and *Eracer*. MSU Alliance serves as the primary LGBT organization with a mission that includes advocacy and education programming. The other organization, *Eracer*, operates as a confidential peer support group for issues relating to gender identity and/or expression. The LGBT Program Coordinator and the LGBT Programming Advisory Committee Chairperson serve as the Advisor and Associate Advisor, respectively, to these organizations. We will measure participation rates for each organization.

Our Targets for this area are:

- 10% annual growth in MSU Alliance participation
- 5% annual growth in *Eracer* participation

Location: The Office of LGBT Programming
Jody Cofer, LGBT Programming Coordinator
226b Wells Hall – 270-809-5040

Dissemination/discussion:

Analysis of the findings is reviewed by the LGBT Program Coordinator. Then, the findings are shared with the LGBT Programming Advisory Committee for their review and feedback. Findings will ultimately be shared with the Associate Vice President of Student Affairs and the Vice President of Student Affairs.

Results:

For Assessment 1 (Outcome 1), all targets were met.

Targets were set to organize at least 3 programs per semester during the 2012-2013 year. Programs organized include, but are not limited to:

1. FALL: Conversation and Dessert with Gautam Raghavan
2. FALL: Pray the Gay Away
3. FALL: Suicide Prevention Skills for Everyday People
4. SPRING: Out in Front
5. SPRING: Put a Ring On It: A Marriage Equality Forum
6. SPRING: Celebrate & Support a Fair KY

A satisfaction survey was posted on Facebook, shared with MSU Alliance, and distributed through email using a variety of LGBT and ally faculty/staff in early May, 2013. The target was to produce a 75% positive return on services and programs. The survey was completed by 74 individuals and showed an overall satisfaction rate of 77%.

The full survey results are included as Appendix I. However, a summary of highlights is listed below:

1. Survey completed by mostly full-time students identifying across the gender and sexuality spectrum. The largest concentration of survey participants indicated senior status.
2. Need to strengthen MSU Alliance's membership while recognizing general satisfaction with Alliance's activities and events
3. Need to strategize about how we market Stonewall Scholars in the future
4. General satisfaction with LGBT Programming's activities and events, with the exception of the international-related program that should be reconceived if duplicated
5. While LGBT Programming is "somewhat visible," the need exists to do more marketing and public awareness work among the student body
6. Students feel the Safe Zone Project is making a positive impact on campus
7. Students have an overall satisfaction with LGBT Programming
8. Potential educational, advocacy, and social programming in the future: sexual and gender identities, Pride Week working with non-LGBT organizations, and gender neutral policies and practices

For Assessment 2 (Outcome 1), targets were not met yet data tracking and assessment did occur. Assessment 2 was to track the participation rates in two LGBT-specific student organizations, MSU Alliance and *Eracer*. The targets were to see a 10% growth rate for MSU Alliance and 5% growth rate for *Eracer*.

For MSU Alliance, it is difficult to report on this target for several reasons. Until this year, record keeping has not been one of the organizations strongest abilities and for any specific semester, membership records may or may not be accurate. Unfortunately, this is true for most student ran organizations. More structure this year was placed on tracking membership and attendance. Given membership requirements defined by the organization to include paying dues and participating in a set number of activities, many more students are trending towards participating in Alliance's activities, but not actually becoming a member. This is visible from the satisfaction survey results. Also, given this is the first year of reporting, it is difficult to conclude what the percentage of change is given there is no accurate base to compare against. In preparing the 2012-2013 Assessment Plan outcomes, we did not indicate whether we would be tracking Alliance member participation rates or overall participation

rates. For all of these reasons, a listing of overall participation data is included for programs and activities organized by MSU Alliance.

1. Closet-to-Campus Move-In Team - 40
2. MSU Alliance's Welcome Back Party - 75
3. Homecoming Activities - 50
4. MSU Alliance's Fall Drag Show Glamour - 300
5. MSU Alliance's Spring Drag Show Fame - 350
6. Live Homosexual Acts – 35
7. Safer Sex Information Tables - 75

For *Eracer*, the group has been dormant for most of 2012-2013. This group operates as a confidential, peer support group only convening when the need arises. This group does not organize programs and activities for the public. Several (3-4) items arose this year by new students seeking the services of the organization and they were placed into contact when the *Eracer* officers for support. The membership of this group remains less than 10.

Use of results:

Responding to the findings of the LGBT Programming satisfaction survey:

1. Need to strengthen MSU Alliance's membership while recognizing general satisfaction with Alliance's activities and events

A discussion regarding the membership growth and better awareness among the student body was placed on the agenda for the 2013-2014 MSU Alliance officers retreat for late July. In addition to a very target effort to focus on membership during the retreat, MSU Alliance and LGBT Programming split the expense to send the 2013-2014 MSU Alliance President to "Camp Pride" in mid July. At this LGBT/ally leadership camp, skills and approaches to membership development will be explored by experienced counselors and heads of other organizations.

2. Need to strategize about how we market Stonewall Scholars in the future

Dr. Adair, who serves as the facilitator for Stonewall Scholars, and the LGBT Programming Coordinator have met regarding Stonewall Scholars. A review was done to identify new materials to incorporate into the group's curriculum as resources permit. A discussion regarding the creation of a marketing plan/theme for the group was established.

3. General satisfaction with LGBT Programming's activities and events, with the exception of the international-related program that should be reconceived if duplicated

Following the unsuccessful attempt to do an LGBT program during International Education Week, it was decided to hold on duplicating this program until an opportunity arise that will likely result in a better outcome.

4. While LGBT Programming is "somewhat visible," the need exists to do more marketing and public awareness work among the student body

Recognizing the survey results calling for more visibility, the program's budget for 2013-2014 was allocated in such a way to designate funds for marketing efforts to include newspaper and social media advertising, distribution of promotional items bearing the LGBT Programming name/MSU logo, and the assistance of a student intern was secured for fall 2013 to work on this issue. Highlighter/pens were ordered to use as a promotional item to distribute through the summer and into the fall semester. A goal was developed to do at least 2 programs during the 2013-2014 with residential colleges other than Richmond and Regents College, where a majority of LGBT related programs organized through LGBT Programming and MSU Alliance have occurred. The LGBT Programming Coordinator will continue to serve on University bodies and attend as many functions as possible to discuss the program and raise awareness.

5. Students feel the Safe Zone Project is making a positive impact on campus

Recognizing the impact this program plays across campus and the desire to see it continue to grow, we have decided to continue the participant training opportunities in 2013-2014 and expand on them. This year, two trainings were held (1 fall /1 spring). In 2013-2014, there will be the same type training on a standard level offered, but at least one semester will feature what we are calling a "2.0" version for the more comfortable and experienced participants that are interested. It was decided as well that student staff (i.e. residential advisors) will be allowed to participate in the Safe Zone Project during 2013-2014 after taking part in a mandatory training. This was developed following repeated requests from student staff across the institution. These changes will result in the following trainings being offered in 2013-2014:

Fall

- *Standard*
- *Student-Oriented*
- *2.0 (potential)*

Spring

- *Standard*
- *Student-Oriented*
- *2.0 (potential)*

6. Students have an overall satisfaction with LGBT Programming

While the target was met, we would like to see the satisfaction rate climb. An effort to fully stock the LGBT Programming Advisory Board to include a representative from the Student Government Association (SGA) was explored. During 2012-2013, SGA did not take advantage of naming a representative. An individual was identified in May to serve in 2013-2014 to further build bridges with SGA and other campus bodies.

7. Potential educational, advocacy, and social programming in the future: sexual and gender identities, Pride Week working with non-LGBT organizations, and gender neutral policies and practices

Some programming for 2013-2014 has already been developed and more will be planned during the summer. One example of a program already planned is Conversation and Dessert with Jeff Graham on Domestic HIV/AIDS (during September). An example of a program yet to be

explored, but of interest is the development of a Pride Week as a survey participant suggested. Gender neutral policies and practices have been discussed among the LGBT Programming Coordinator, the Director of Housing/Residence Life, and the Vice President of Student Affairs and will continue to be explored.

As for MSU Alliance and *Eracer*, a discussion was had with the 2013-2014 MSU Alliance President regarding the importance of membership growth as a top priority for the organizations success and viability going forward. The issue was placed as a priority item for discussion at the officer retreat in late July. A 10% growth for MSU Alliance will carry forward as an outcome for the organization in 2013-2014. *Eracer* will remain a registered student organization and stand ready to assist students as a confidential peer support group for students seeking to address gender identity and/or expression issues.

Appendix I:

LGBT Programming – Student Satisfaction Survey 2012-2013

Are you currently enrolled as a student?

Yes, as a part-time student	4 (5.4%)
Yes, as a full-time student	66 (89%)
Yes, I am enrolled as a student but not described by the above options	4 (5.4%)
No, I am not currently enrolled as a student	0

How do you self-identify?

Lesbian	20 (27%)
Gay	19 (26%)
Bisexual	7 (9%)
Transgender	2 (3%)
Straight	7 (9%)
Other*	19 (26%)

**= 8 entries of pansexual, 3 entries of queer, and 8 blank*

What is your classification?

Freshman	11 (15%)
Sophomore	12 (16%)
Junior	12 (16%)
Senior	31 (42%)
Graduate Student	8 (11%)

Are you a member of MSU Alliance?

Yes	11 (15%)
No	20 (27%)
No, but I participate in MSU Alliance activities and programs on a regular basis	43 (58%)

For the MSU Alliance programs that you participated in, please rate your satisfaction with the programs.

*=Collaborative Program with LGBT Programming

	<u>Very Dissatisfied</u>	<u>Satisfied</u>	<u>Very Satisfied</u>	<u>N/A</u>
Closet-to-Campus Move-In Team (August 2012)	4 (5%)	8 (11%)	16 (22%)	46 (62%)
MSU Alliance's Welcome Back Party (September 2012)	4 (5%)	4 (5%)	16 (22%)	50 (68%)
Homecoming Activities*: Parade and Tent City (October 2012)	0	23 (31%)	24 (32%)	27 (37%)
MSU Alliance's Fall Drag Show Glamour (November 2012)	4 (5%)	8 (11%)	39 (53%)	23 (31%)
MSU Alliance's Spring Drag Show Fame (March 2013)	4 (5%)	8 (11%)	47 (64%)	15 (20%)
Live Homosexual Acts (April 2013)	10 (14%)	9 (12%)	8 (11%)	47 (64%)
Safer Sex Information Tables (Throughout Year)	4 (5%)	19 (26%)	16 (22%)	35 (47%)

Do you have any suggestions to improve the offerings of MSU Alliance?

Make meeting times more well known. Also, more presence outside of meetings (make it more known as to who is a member, that way people with questions will know who to ask).

Do something to gain more members

I would like to see the meetings held at a time when I could attend them. I don't drive so 9 p.m. or even 8 p.m. is to late for me to walk to campus from where I live.

Not really

The Live Homosexual Acts program was very discrete (in a bad way). There was no information about anything, and I still have no idea what it even was. My girlfriend and I Wanted to go but we didn't know what it was.

I would like to see a better planning for the advocacy related events. Events such as Day of Silence and Live Homosexual Acts have a lot of potential, but have been mediocre for the last few years.

No, but you are doing well.

Perhaps if the activities were not so late at night or in the middle of the school week they would be more accessible.

Better communication amongst members. More bonding opportunities, especially to incorporate the newer members.

More activities to get people more involved socially within the LGBT community, in order to promote a better sense of unity within Alliance. I feel sometimes cliques are formed within the Alliance, which isn't good for new members, because it can cause them to feel intimidated by the veteran members.

Are you a member of MSU's LGBT book club, Stonewall Scholars?

Yes	1 (1%)
No, but I am aware of the group's existence	37 (50%)
No, but I would like to know more about the group	19 (26%)
No, I am not interested	17 (23%)

Do you have any suggestions to improve the offerings of Stonewall Scholars?

Not part of the group

Better variety of books. Also, this club seems to give off an elitist attitude. Maybe if it seemed more welcoming, more people would be interested.

I felt that Stonewall Scholars was not advertised heavily this year as compared to in the past. I suggest pushing this more academic involvement more heavily. I also suggest extending an invitation to Murray State's faculty/staff, or developing a separate group just for them if there is enough interest.

For the following programs that you participated in, please rate your satisfaction with each.

*=Collaborative Program with MSU Alliance - ^=Collaborative Program with Gender and Diversity Studies Program

	<u>Very Dissatisfied</u>	<u>Satisfied</u>	<u>Very Satisfied</u>	<u>N/A</u>
Conversation and Dessert with Gautam Raghavan (September 2012)	0	18 (24%)	13 (18%)	43 (58%)
Professors Talk Sex IV^ (October 2012)	4 (5%)	8 (11%)	0	62 (84%)
Hate Isn't Sexy^ (October 2012)	4 (5%)	4 (5%)	4 (5%)	62 (84%)
Pray the Gay Away* (November 2012)	0	5 (7%)	22 (29%)	47 (64%)
Suicide Prevention Skills for Everyday People* (November 2012)	0	12 (16%)	16 (22%)	46 (62%)
Queering Customs (November 2012)	2 (3%)	1 (1%)	0	71 (96%)
Out in Front: Leadership Conference at Vanderbilt University (February 2013)	0	1 (1%)	5 (7%)	68 (92%)
Put a Ring on It: A Marriage Equality Forum (March 2013)	0	4 (5%)	33 (45%)	37 (50%)
Celebrate & Support a Fair KY* (April 2013)	0	0	9 (12%)	65 (88%)

How would you rate the visibility of LGBT Programming?

Highly Visible	8 (11%)
Somewhat Visible	47 (64%)
Hardly Seen	19 (25%)

Do you think the Safe Zone Project has made a positive impact on campus?

Absolutely	43 (58%)
Somewhat	16 (22%)
No	7 (9%)
Unsure	8 (11%)

How would you rate your overall satisfaction with LGBT Programming at Murray State University?

Extremely Satisfied	10 (14%)
Satisfied	47 (63%)
Dissatisfied	8 (11%)
Very Dissatisfied	0
Uncertain	9 (12%)

What programming topics do you think would be important to cover in future activities?

Pansexuality and gender fluidity

Pride week with MSU Alliance to help - Could cover many topics that week. Small events that week with each sexual orientation, race, national origin, different majors. Work with the Residential Colleges, Greek groups, SGA and CAB to make the campus inclusive in those areas - and with any other willing group. Something with Alumni and out extended campus'. Maybe even something with other universities and high schools.

Workforce discrimination, Colored LGBT perspectives, Log Cabin Republican perspectives, Gays in Greek Life

Should try to host a national conference of some sort for LGBT. Leadership or similar.

Understanding the different identities

What policy or procedure topics do you think would be important for LGBT programming to address in the future?

Not sure...

Bathrooms, name changes, Gender Identity and/or Expression in the non-discrimination policy.

I don't know when events are happening or where. Make your presence more known and events that are happening a bigger deal.

n/a

Gender neutral bathrooms, trans and gender queer, name policies for gender queer and trans students