



DATE: November 4, 2016
TO: Jody Cofer Randall
Unit: LGBT Programming
CC: Mike Young, Don Robertson
FROM: University Assessment Committee
SUBJECT: **2015-16 Nonacademic Program Assessment Report Feedback**

Thank you for submitting your completed assessment report, which has been approved. The University Assessment Committee would like to commend you for the obvious thought you gave to this project and to your assessment process. We wish to share with you the following observations, comments, and suggestions:

- Thank you for a thorough and clear discussion of your assessment results.
- Your use of results is well aligned with your outcomes and assessment findings.
- The committee recognizes the extensive time and thought involved in developing and carrying out an excellent assessment plan, and congratulates you for your outstanding efforts!

The University Assessment Committee and the Office of Institutional Effectiveness will be happy to provide help and resources as you carry out your 2016-17 assessments. Your 2016-17 assessment report will be due September 15, 2017. 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
Frederic Dietz, Leslie Engelson, Jessica Evans,
Sharon Gill, Ashley Ireland, Brian Parr,
Kristan Yates, Peter Weber, Kelley Wezner, Chair

Assessment Report

Academic Year: 2015-2016
Department/Unit: LGBT Programming
College/Division: Student Affairs
Contact Person(s): Jody Cofer Randall
Submission Date: June 30, 2016

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 outcome was assessed during the 2012-2013 academic year and was assessed during 2015-2016.*
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 outcome was assessed during the 2013-2014 academic year and during 2016-2017.*
3. The LGBT and ally student community will be better prepared for success during their educational, career, and personal life. *This outcome was assessed during the 2014-2015 academic year.*

Assessments:

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

- Assessment Measure 1: Through survey instruments administered following five programs throughout the year, as well as a survey administered at the end of the year, satisfaction will be assessed.

Our targets for this assessment are:

- Satisfaction will be assessed for select programs throughout the year. These programs will individually produce an 80% positive return.
 - A. Conversation and Dessert (September)
 - B. Come Together Kentucky (October)
 - C. Safe Zone Project Trainings (3 trainings selected throughout the academic year)
 - An end of year survey instrument will be distributed to a list of program participants collected throughout the year, as well as being posted on social media. This assessment will produce an 85% positive return.
- Assessment Measure 2: The LGBT and ally student community will be satisfied with the services and programs offered.

The needs of the LGBT and ally community change as different issues come to the surface.

Sometimes these issues are driven by internal forces, while other times they follow trends happening statewide or even nationally. The array of programming efforts to address the needs of the LGBT and ally community is vast. For example, members of the university community have indicated for some time a desire to navigate the usage of pronouns better for members of the transgender and gender non-conforming community. In response to this need, a resource document will be compiled and workshop facilitated through our Safe Zone Project will be held during the fall 2015 semester. An example of a need for Murray State's LGBT and ally community rising out of a statewide and national trend pertains to the shifting nature of gender roles in society. In an effort to raise awareness to this and explore how gender impacts everyone, this year's *Conversation and Dessert* program will be themed around better understanding and recognizing the social construct of gender roles.

Our targets for this assessment are:

- The office will diversify its efforts to specifically include programming around the following topics this year: Gender Roles; HIV/AIDS; Microaggressions; Serving Transgender Students; and Serving Queer People of Color. Satisfaction in this effort will be assessed through a general survey instrument distributed at the end of the year through social media and various lists of students who have participated in programs throughout the year. The goal will be for a 60% positive return. This goal is not being set higher for two reasons: 1) it has never been assessed before and 2) the Office operates with very limited resources and staffing support to plan and implement programming.
- Assessment Measure 3: The number of participants in LGBT-related programs will increase. The target for this assessment is:
 - The office will track participation in its programming efforts throughout the academic year and will see a 5% increase (1375 student participants (contains duplication) during 2014-2015).
 - The office will begin to track program participation in a deduplicated fashion. Given this has not been done in the past due to limited staffing capacity, there is no benchmark to target growth from.

Location:

Jody Cofer Randall, Coordinator
Office of LGBT Programming
243 Blackburn Science Building – 270-809-5040

Dissemination/discussion:

The results of these assessment measures will be compiled and reviewed by the LGBT coordinator. In addition, they will be shared with the LGBT Programming Advisory Committee for their review and feedback. Finally, they will be shared with the Associate Vice President for Student Affairs.

Results

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

Assessment Measure 1: A satisfaction survey was administered following five programs throughout the year, as well as a survey administered at the end of the year.

The five individually assessed programs are listed with results. The target was an 80% positive return on satisfaction for each program.

- Conversation and Dessert with Roby Ochs on Loosening the Gender Girdle and Labeling

(Target goal of 80% positive return – Not Met by 25%)

- 86 participants, 33 completed the survey (39% response rate)
- Overall satisfaction – 55% (an additional 27% unsure/neutral)
- Format comparison to last year (interactive versus traditional presentation with Q&A) – 36% preferred interactive format (33% indicate they did not attend in previous reason for comparison)
- Come Together Kentucky *(Target goal of 80% positive return – Achieved by 5%)*
 - 165 participants, 61 completed the survey (37% response rate)
 - Overall satisfaction – 85%
 - Likelihood to participate in CTK again – 95%
 - Likelihood to refer others to future CTK conferences – 98%
 - Keynote presentations met expectations – 93%
 - Registration process efficiency – 88%
 - Conference communications leading up to CTK – 85%
 - Overall satisfaction with workshop offering – 88%
 - Satisfaction with topics covered in caucus sessions – 82%
 - Perceived usefulness for professional development – 65% (80% of respondents perceived participation as useful for personal development)
- Safe Zone Project Trainings
 - White College RCC *(Target goal of 80% positive return – Achieved by 6%)*
 - 15 participants, 7 completed the survey (47% response rate)
 - Overall satisfaction – 86%
 - Better understanding of the Safe Zone Project and what participation means – 100%
 - Understand what being part of the ally community involves – 100%
 - Strength of the allyship section of the training – 86%
 - Being an Ally to Transgender People *(Target goal of 80% positive return – Achieved by 12%)*
 - 19 participants, 13 completed the survey (68% response rate)
 - Overall satisfaction – 92%
 - Better understanding of what it means to be an ally to transgender people and ways to improve the climate for transgender people – 92%
 - Strength of the campus education and the policies and procedures sections of the training – 92%
 - Specific action step or item discussed that participants can take a further look at and invest time and effort on – 55%
 - Navigating Pronouns *(Target goal of 80% positive return – Achieved by 5%)*
 - 22 participants, 12 completed the survey (55% response rate)
 - Overall satisfaction – 85%
 - Better understanding of tips for using pronouns – 92%
 - Strength of experiences by real students section of the training – 92%
 - Resource document developed, circulated, and posted online
- An end of year survey instrument was distributed using social media to program participants from throughout the year. *(Target goal of 85% positive return – Not Met by 5%)*
 - 92 participants (<10% of program participants estimated from all activities through the year)
 - Sexual orientation of respondents
 - 50% Heterosexual/straight
 - 16 % Queer
 - 16% Lesbian

- 8% Bisexual
- 8% Asexual
- 2% Gay
- Gender identity of respondents
 - 50% Woman
 - 33% Non-binary
 - 7% Man
 - 7% Transman
 - 3% Transwoman
- Overall satisfaction – 80% (an additional 7% indicated uncertain)
- Visibility of the office – 67% (34% of respondents indicated the office as hardly seen)
- Adequate awareness and training programs for students, faculty, and staff – 34% (66% of respondents indicate no)

Assessment Measure 2: The LGBT and ally student community will be satisfied with the services and programs offered.

Throughout the year, the Office attempted to diversify its programming and activities beyond has been done in the past. As part of the end of year survey instrument, participants were asked for their satisfaction with our diversity of programming efforts.

- Overall satisfaction - 33% (50% of respondents indicated unsure) (*Target goal of 60% positive return – Not Met by 27%*)

Assessment Measure 3: The number of participants in LGBT-related programs will increase.

- The office tracked over 1,100 participations in our programming efforts. (*The target was a 5% increase – Not Met by >20%*)
 - The time and energy invested in planning and hosting the statewide conference for LGBT and ally students, Come Together Kentucky, consumed the majority of two months during the fall and limited the number of programs offered;
 - The Office was staffed by only one fulltime employee (Coordinator) and this employee was out for several weeks during the fall 2015 semester for a medical procedure leaving the office run by student volunteers;
 - The Coordinator continued to manage the planning and implementation of a statewide program, *Posters-at-the-Capitol*, as part of an agreement with Academic Affairs for the 2015-2016 academic year; and
 - The Office relocated across campus (Wells Hall to Blackburn Science Bldg.) and was “out of normal commission” for nearly a month during the winter.
- The office planned to begin tracking program participation in an unduplicated fashion. Unfortunately, this was not possible due to limited staffing capacity.

Use of Results

Assessment Measure 1:

1. Planning was performed for the 2016-2017 Conversation and Dessert program to improve participant satisfaction while trying to address a topic called for in the survey results and likely to generate more student interest, the experience of LGBT athletes.
2. Plans were made and budget resources allocated for a delegation of Murray State students to participate in the next Come Together Kentucky being held at the University of Louisville

in November.

3. A decision was made to implement a basic level online training platform for the Safe Zone Project, while offering fewer in-person basic trainings and more specialized 2.0 trainings.
4. As a result of many students indicating an unawareness of the Office's programming efforts, advertising was purchased in the Welcome to Campus special edition of *The Murray State News* – available during Summer Orientations and around campus – and the 2016-2017 *Gateway Magazine*.
5. Approvals were received to offer a breakout session for parents during Summer Orientation to raise awareness.
6. A "Dive-In" Movie Night was planned as a kick-off type program for the 2016-2017 academic year that is sponsored by the Office during Great Beginnings, but marketed to all Murray State students further raising awareness and bringing student populations together.
7. Resources were secured from a third party source to fund a project entitled "Creating the T-Net" during the fall semester that will assess the capacity to serve transgender individuals throughout Murray State's service region in three sectors: public safety, mental health, and medical services. As part of the project, professional training opportunities were planned for October and November for the three sectors (i.e. Sgt. Brett Parson of the Washington DC Metropolitan Police Department is the facilitator for the public safety training in late October).

Assessment Measure 2:

1. Plans were made to convene a group of interested queer students of color who have indicated through previous programming efforts that they do not perceive to have the same level of support on-campus as cisgender or LGBT Caucasian students. These plans were made in collaboration with Stephen Keene, Coordinator, AIMS Program, who identifies as a queer person of color.

Assessment Measure 3:

1. After having discussions with members of the LGBT Programming Advisory Board, it was determined that due to capacity limitations it was not realistic to continue to meet a target for program participation growth. A goal of sustaining high program participation at the 1,000 and up level while increasing the quality of programs was more appropriate.
2. Better organization to automate certain functions such as volunteer onboarding and class visits were determined to be goals for opening up work time to track program participation in an unduplicated manner. This is time intensive work to follow every program throughout the year, but development of an automated tracking system for this during the summer will improve efficiency.

Appendix

The Office of LGBT Programming has operated under the same assessment outcomes since its development. It is now time to revise the outcomes and move away from a satisfaction-based model towards learning-based. Program satisfaction will remain an assessed area, but as a measure towards larger outcomes. In the fall, the Office will submit its 2016-2017 assessment plan and include these new outcomes for approval. While the proposed outcomes are not finalized, they tentatively include:

1. Members of the Murray State University community will learn current and accurate information regarding the LGBT community;
2. LGBT community members will receive the support that they need in order to prioritize and persist through their educational and personal life with faculty, staff, and alumni mentoring and advocating for them.

3. LGBT community members will utilize the Office of LGBT Programming as a place of community building, learning, and identify affirmation.