

Guidelines for preparing the 2021-22 Longwood University Student Affairs Departmental and WATERMARK Annual Reports

*The Student Affairs Departmental Annual Report includes six sections that reflect SACS-COC institutional requirements as well as other commonly requested key performance indicators. Along with the periodic Formal Program Review process and annual Watermark Online Assessment Report, this information will be used to document Student Affairs' contribution to the University's mission and strategic priorities, Student Affairs' strategic priorities, and Longwood students' learning and success. Please attach your Watermark Online Assessment Report to your Departmental Annual Report and send both to your VPSA copying your AVPSA and Unit head, by **June 30, 2022**.*

WHEN PREPARING YOUR DEPARTMENTAL ANNUAL REPORT...

- Please use language that allows sections within your report to be extracted and read as a “stand alone” document by those possibly external to the campus. Avoid first-person language and acronyms; identify your office repeatedly.
 - Provide brief summaries rather than detailed descriptions; provide numbers and percentages over three-years as evidence of trends or patterns.
 - Other than the first part entitled, “Mission, Vision, Goals, Objectives, and Outcomes,” this Annual Report is intended to complement the Watermark Assessment Report, not duplicate it. Organize your information accordingly to avoid repetition among your submissions.
 - Not all prompts will be relevant to your functional department; your supervisor can help determine what sections can be eliminated.
-

2019-25 INSTITUTIONAL STRATEGIC PRIORITIES

1. Intensifying Enthusiasm across All Enrollment - the University will thrive if students and prospective students at all levels cherish the chance to attend Longwood; academic rigor is fundamentally part of cultivating this enthusiasm, as is affordability via scholarships
2. Innovation in What We Offer - with crafting Civitae as inspiration, Longwood can innovate in its major, graduate, co-curricular, and student-employment offerings, drawing on key strengths such as Hull Springs, the LCVA, Moton, and the Brock Experiences
3. Reflecting the Diversity of America - strong commitment to diversity of background and of intellectual perspective is crucial for our success pedagogically and civically, supported by strong commitment to competitive and equitable faculty and staff compensation
4. Distinction in the Commonwealth and the Nation - communicating Longwood's successes and strengths, qualitative and quantitative, will make one of the fifty-oldest NCAA Division I schools into the household name in Virginia and beyond that it should be
5. A Sense of Beauty and Place on Campus - our campus can begin to claim being a "temporary paradise," in the elegant phrase from architectural circles attributed to America's most beautiful colleges and universities; sustainability is powerfully important in this regard
6. College-Town Vibrancy - Farmville, Prince Edward, the surrounding region, H-SC, and Longwood stand together where the Civil War ended and Civil Rights began, as America's first two-college community; the college-town vibrancy is resurgent and crucial

7. *A Culture of Philanthropy* - with the Commonwealth as a vital support and catalyst always, it is also of paramount importance for Longwood to build a true culture of philanthropy, among alumni and friends as well as on campus in spirit, budget and procedure
-

2020-22 STUDENT AFFAIRS STRATEGIC GOALS:

1. Focus on holistic, high-impact, student and learning-centered programs and practices that foster a culture of well-being
 2. Model and promote personal responsibility, intercultural competencies, socially just practices, and global awareness
 3. Collaborate with partners to foster integrated and reflective learning, purposeful student engagement, and academic success
 4. Strengthen a culture of continuous improvement committed to excellence
-

DEFINITIONS OF TERMS USED IN WATERMARK:

Mission Statement:

- Clarifies the purpose of the program or functional area
- Specific to the entity describing why it should be doing what it does, with whom
- Makes a connection to the larger unit (i.e., Wellness, Student Engagement, or Dean of Students), area (Student Affairs) and institutional (Longwood University) mission

Goals: (Goal nor Vision statements are used within Watermark):

- Like a mission or vision statement, goals are also broadly worded
- Provide descriptions of the central activities and principles that give definition to and support the mission
- A goal is an end result written in broad terms

Objectives/Outcomes: (Watermark does not distinguish between Objectives and Outcomes and a minimum of three must be addressed each year; each one should have a corresponding Measure, Target, Results/Analysis, and Action Plan):

- Objectives are brief, clear statements that describe the intended effect of a service or intervention (how to make the desired outcome happen); more specific than goals; how you will make the desired result happen; *facilitator* centered
- Outcomes are the specific, measurable desired effect of a service, program, or intervention (the consequence or result of the objective that allows you to measure effectiveness); more specific than goals; *participant* centered.

Articulation of relevant Student Learning Outcomes (SLOs) is required within Student Affairs. They focus on the intended knowledge, skills, and attitudes a student should demonstrate after using certain services or participating in an activity. Both objectives and outcomes should be **SMART** = **S**pecific, **M**easurable, **A**ttainable, **R**ealistic, **T**imely.

Most departments or functional offices within Student Affairs have more than three objectives or outcomes that will be addressed in the Watermark Annual Report. These also should be noted in the Student Affairs Departmental Annual Report, but a Measure and Target for each, are not required for the Departmental Annual Report.

Measure:

- Answers the question, what is the source of tangible evidence?
- Describes **how** the objective or outcome will be assessed; may be an indirect or direct measure of learning
- Required for each Objective/Outcome in Watermark, these measures are to be aligned with a subsequent target

Target:

- Explains the criteria for success and how was it chosen (i.e., percentage, deadline, threshold, etc.)
- Each Objective/Outcome within the Watermark Report must have a corresponding measure and target

Results/Analysis:

- A concise summary of the meaningful results gathered from the corresponding assessment measure that indicates if the target was met or not met
- Please attach the appropriate evidence of target achievement.
- The Analysis is the place for providing context for the results including information about how a particular activity/external situation might have affected results. Summaries of past trends, or data beyond that of the assessment measure could be included here.

Action Statement:

- An action is the specific, documentable course of action to be taken as the result of what was learned
- Include the action steps to be taken to improve results for the specific outcome/measure, and/or next steps/phase for a continued outcome.
- Describes in detail how changes or recommendations or new outcomes will be implemented; what areas need to be monitored, remediated, or enhanced

Budget Request:

- In Watermark, for each action you have the option to include a Budget Request
 - Before utilizing this function, consider the following:
 - Budget requests and their associated action plans will be viewed by a range of university committees (AAC, UAC) and administrators (e.g., deans, VPs).
 - Budget requests are only as strong as the action plan they accompany. Is the action plan specific, time bounded, and clearly linked to assessment results?
 - Is the budget description specific and detailed?
-

Department or Program Area:

Author's Name:

PART ONE: MISSION, VISION, GOALS, OBJECTIVES, AND OUTCOMES

1.1 Provide all current departmental/program mission and vision statements, goals, service/operational objectives, and student learning outcomes (including the ones addressed within your Watermark Report):

PART TWO: KEY HIGHLIGHTS

2.1 Provide a brief summary of key departmental/program (not individual) accomplishments noting any that are in support of the 2020-22 Longwood Strategic Priorities and Student Affairs Strategic Goals:

PART THREE: PROGRAM PARTICIPATION AND SERVICE USAGE

3.1 List relevant measures of student contact and program/service participation and briefly summarize any discernable trends over the last three years:

3.2 If applicable, describe any faculty and staff participation in programs and briefly summarize any discernable trends over the last three years:

PART FOUR: PERSONNEL, TECHNOLOGY, AND BUDGETING

4.1 Describe any staffing issues and/or changes:

4.2 Summarize any staff involvement with training, conferences, and certification provided by a professional association:

4.3 List any positions filled by undergraduate and graduate student staff (i.e., interns, assistants, office workers, or volunteers):

4.4 List any staff teaching appointments:

4.5 List any significant staff roles on major University and Community Committees and Task Forces:

4.6 Summarize any external sources of funding and provide a breakdown of major operating expenditures (excluding compensation lines):

4.7 Summarize any critical needs (and estimated costs) for resources, technology, or facility upgrades:

PART FIVE: ASSESSMENT AND EVALUATION

(Please attach your 2021-22 Watermark Online Assessment Report)

5.1 If you have evidence of achievement toward any program service/operational objectives or any student learning outcome that is not included in your 2021-22 Watermark Report, please describe it:

5.2 Generally, how do you evaluate the impact and effectiveness of your programs and services and describe how past assessment results have been used to improve their quality:

PART SIX: PROPOSED UPCOMING PRIORITIES

6.1 Describe any changes in institutional or area policies, practices, or regulations that served as a particular challenge for your department:

6.2 Describe your major initiatives or priorities for the upcoming year: