Expected Outcome 1: Student undergraduate retention and graduation rates will improve through implementation of a new academic advising structure

Through the development of a new Academic Advising structure, students will be satisfied with their academic advising experience and advance in sequential order to future semesters, degree completion and graduation.

This Initiative has a long-term perspective and ultimately its success will depend on how well it leads to changes and improved academic advisement in SFWS. Evaluating its progress and its long-term success will be important, both for making corrections as needed, and for learning from its achievements and challenges. Evaluation will begin early on in the Initiative to ensure that measurement indicators are clearly built into all aspects of implementation. The evaluation will be both qualitative and quantitative in nature so as to track both process and outcome measures.

Assessment Method 1: School Enrollment Data

Assessment Method Description

We will utilize a Banner system report to analyze, assess and compare trends in student performance data from class level to class level and degree completion. We believe student undergraduate retention and graduation rates will improve when students are satisfied with academic advising experience.

Enrollment Data - (Analysis of Student Retention) we will determine the number of students enrolled in each class (freshmen, sophomore, junior and senior) in the beginning of fall and spring term. We will then determine total number of students enrolled in each class (freshmen, sophomore, junior and senior at the end of fall and spring term. We will analyze the following:

1. Number of students enrolled - Fall 2013 and Spring 2014
2. Number of students moved to different college or withdrawn - Fall 2013 to Spring 2014
3. Number of students graduated Fall 2013 and Spring 2014
Findings
1. Number of undergraduate students enrolled - Fall 2013 - 297
2. Number of undergraduate students enrolled - Spring 2014 - 268
3. Number of students transferred to different college or withdrawn - Fall 2013 to Spring 2014 - 29
4. Number of students graduated Fall 2013 - 23
5. Number of students graduated Spring 2014 - 21

How did you use findings for improvement?
We are utilizing our findings to identify why students are dis-enrolling from our School and changing majors. We will be working on developing a student retention plan that addresses the needs of our students, at-risk issues and our commitment to student achievement and student success guiding our students to graduation in our majors in SFWS.

Additional Comments
Assessment Method 2: Student Satisfaction Advising Survey

Assessment Method Description
In Spring of 2014, 268 students from the School of Forestry and Wild Life Sciences were invited to participate in the Advising Survey. 32 of them responded for the response rate of 12%. The following examples in the survey measure an understanding of Auburn University’s policies and academic processes:

Did you meet with your primary college or departmental academic advisor concerning class registration for the upcoming semester?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes, it is required in my college.</td>
<td>9</td>
<td>28%</td>
</tr>
<tr>
<td>2</td>
<td>Yes, even though it is not required in my college.</td>
<td>11</td>
<td>34%</td>
</tr>
<tr>
<td>3</td>
<td>No</td>
<td>12</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>32</td>
<td>100%</td>
</tr>
</tbody>
</table>
How strongly do you agree or disagree with the following statement? I clearly understand Auburn University's core curriculum requirements.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Response</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly Agree</td>
<td>9</td>
<td>28%</td>
</tr>
<tr>
<td>2</td>
<td>Agree</td>
<td>9</td>
<td>28%</td>
</tr>
<tr>
<td>3</td>
<td>Neither Agree nor Disagree</td>
<td>6</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>Disagree</td>
<td>8</td>
<td>25%</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>32</td>
<td>100%</td>
</tr>
</tbody>
</table>

Findings
With only 32 respondents, it is difficult to determine whether academic advisement in our School is effective. We will be placing a new "academic advising procedures" plan in place for Fall 2014 to help students with additional one-on-one faculty advisement, and mentoring from the Office of Student Services.

How did you use findings for improvement?

Additional Comments
Assessment Method 3: SFWS Graduation Data

Assessment Method Description
Analysis of graduation data. Graduation Rates (Analysis of Program Completion) - We will determine the number of students who applied for graduation each term, and the final of number of graduates who completed successfully. Fall 2013 and Spring 2014.

Findings
25 Students applied for graduation Fall 2013 - 23 graduated

44 Students applied for graduation Spring 2014 - 21 graduated

How did you use the findings for improvement?
Students who did not complete degree requirements either failed their Senior Project or another major related course in their degree plan. They were counseled, guided and mentored to re-take courses and apply to graduate the following semester.
Additional Comments

Assessment Method 4
SFWS Student CUM and Term GPA Data

Assessment Method(s) Description
Student GPA Term and Final Graduation GPA (Analysis of Student Performance) - we will determine term and cum gpa for each class (freshmen, sophomore, junior and senior) and analyze trends of individual class and overall school gpa improvement.

Findings
Senior Average Adjusted GPA 2.78
Senior CUM GPA 2.71
Seniors under 2.2  27  23%
Junior Average Adjusted GPA 2.56
Junior CUM GPA 2.55
Juniors under 2.2  22  40%
Sophomore Average Adjusted GPA 2.48
Sophomore CUM GPA 2.46
Sophomores under 2.2= 20   39%
Freshman Average Adjusted GPA 2.31
Freshman Cum GPA 2.14
Freshman under 2.2=14   31%

How did you use findings for improvement?
We will be focusing on student academic development; guiding and mentoring students to seek academic support in developing stronger study skills, time management and improved writing, reading and math skills.

Additional Comments

Expected Outcome 2: Undergraduate student recruitment strategies will improve through the implementation of a new SFWS Recruitment Action Plan.
Undergraduate recruitment is a major responsibility of the Office of Student Services and is a key objective in the School’s 2014-2019 Strategic Plan. Expected outcome is to increase our undergraduate recruitment activities. A five-year sustainable recruitment action plan which will address, anticipate and build undergraduate enrollment. Creation of a year-to-year travel plan will focus on target recruitment areas, minority and
female applicants.

**Assessment Method 1**: Analysis of Recruitment Activities

**Assessment Method Description**

A new Recruitment structure will initiate improvement to recruitment strategies and activities. This Initiative has a long-term perspective and ultimately its success will depend on how well the program leads to changes and improved undergraduate enrollment in SFWS. Evaluating its progress and its long-term success will be important, both for making corrections as needed, and for learning from its achievements and challenges.

Evaluation will begin in July 2014 to ensure that measurement indicators are clearly built into all aspects of implementation. The evaluation will be both qualitative and quantitative, as to track both process and outcome measures. See "File Folder" for Strategic Recruitment Action Plan. Qualitative analysis will be comprised of a written summary of accomplishments and challenges. Effectiveness of recruitment travel locations to community colleges, high schools and other venues. Quantitative data will be comprised of the number of students contacted and correlated to the number of students who actually enrolled. We will maintain an Excel database of all undergraduate recruitment activities and collect data on progress of recruitment and outreach activities.

- **Action Plan**

**Findings**

Data will be gathered this upcoming year and reported next academic cycle.

**How did you use findings for improvement?**

**Additional Comments**