Administration & Finance – 2021 Department Assessment Plan

EDD - Employee Development Day(s)

Learning and development conference dedicated to the professional development and personal growth of employees.

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SAN BERNARDINO

Staff Development Center

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Administration & Finance – 2021 Department Assessment Plan:
Purpose: What were you hoping to understand or learn more about?

2018	**2019**	**2020**	**2021**
1. How can we increase participation and attendance?	1. What are the reason(s) employees do not attend the event?	1. What is the quality of the sessions offered?	1. Did employees attend or participate? If no, why not? If yes, which session(s)?
2. What types of communication and marketing will increase awareness?	2. Learning gain and overall satisfaction	2. How has the culmination of our efforts increased participation?	2. Would participants recommend [featured sessions] to others?
3. What is the ideal time of year to hold the event?		3. How has the event influence the participant's knowledge, skills, and abilities?	3. What was the overall satisfaction?

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Administration & Finance – 2021 Department Assessment Plan: *Methodology*

	2018	**2019**	**2020**	**2021**
1. *How was the assessment conducted?*	1. Two-part Qualtrics survey in *SAAG and campus listservs	1. QR Code and Qualtrics survey to campus listserv and attendees	1. QR Code and Qualtrics survey to campus listservs and attendees	1. QR Code and Qualtrics survey to campus listservs and attendees
2. *How many people / groups were targeted?*	2. All subscribers to the campus listservs	2. Range: 200 – 2100 individuals	2. Range: 340 – 2100 individuals	2. Range: 320 – 2100 individuals
3. *Timeframe of the survey?*	3. (Two months) 9/19 – 11/19, 2018	3. (One month) 6/20 – 7/20, 2019	3. (3 weeks) 6/18 - 7/2, 2020	3. (2+ weeks) 5/25 - 6/9, 2021

*SAAG = Staff Development
        Center At-A-Glance

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Administration & Finance – 2021 Department Assessment Plan:
Data: How many people / groups actually participated in the survey?

2018	**2019**	**2020**	**2021**
• N=63**	• N=103	• N=93	• N=136
• Response Rate: N/A	• Response Rate: **37%**	• Response Rate: **27%**	• Response Rate: **41%**

**More people responded to survey who did not attend EDD

| Theme: I 💙 CSUSB (Employee Development Day & Appreciation Picnic) | Theme: Pawz for Learning | Theme: The Leader In Me | Theme: Lean Into Learning |

Administration & Finance – 2021 Department Assessment Plan: *Findings*
What were the key findings of the assessment, from the data collected and analyzed?

2018

Top Reasons for not attending:

1. EDD conflicted with work commitments

2. Off campus due to personal time off or University business

3. Didn't know / not aware of EDD

2019

Overall Comments from Data Collected:

1. Participants appreciated the interactive conference booklet and tote bag

2. Participants valued the networking opportunities (Extended lunch hour at new Coyote Commons)

3. Participants would like more opportunities to engage via Zoom

2020

Overall Comments from Data Collected:

1. Participants want more variety and range of topics

2. Participants enjoyed virtual environment as it provided more opportunities to attend sessions (*location neutral*)

3. Participants enjoyed personalized *Coyote Breaks*

2021

Overall Comments from Data Collected:

1. Event timing was disruptive

2. Keynote session(s) was much-needed, honest, informative, and enjoyable

3. Workshop content was relevant, diverse, and valuable

4. Conference felt unorganized

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Employee **D**evelopment **D**ay(s) At-A-Glance

EDD2018

A. September 13-14

B. SB Campus & Virtual for PDC

C. Attendance: 329

D. 16 sessions (≈ 23 learning hours)

E. Featured: Wellness Walk (Over 100 joined, not included in overall attendance)

EDD2019

A. June 27

B. SB Campus & Virtual for PDC

C. Attendance: 278

D. 18 sessions (≈ 18 hours)

E. Attendance Rate (registered vs. attended): **97.5%**

F. Featured: Conference-style, Guide, All-You-Care-To-Eat

EDD2020

A. June 18-19

B. Changed from SB Campus to All Virtual

C. Attendance: 348

D. Sessions: 15 (≈ 14 hours)

E. Attendance Rate: **84%**

F. Featured: Theme, Demonstrable Leadership Support, Showcased Talent

EDD2021

A. May 25-26

B. Virtual

C. Attendance: 320 (+/-)

D. Learning Opportunities: 40 (General Sessions, Breakout Sessions, Virtual Exhibits) or 25+ hours

E. Attendance Rate: **97%**

F. Featured: Three Featured Speakers, Collaboration with FAS, Virtual Exhibits

FAS = Finance & Administrative Services

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Administration & Finance – 2021 Department Assessment Plan: *Implication for Practice What actions will be put into place or further study based on the assessment results?*

2018

1. Timing of event (not helpful)
2. Continue to market event through email, increase web presence and word-of-mouth

ES=Extremely Satisfied
MS=Moderately Satisfied
SS=Slightly Satisfied
OSC=Office of Strategic Communication

2019

1. Continue to incorporate a networking element for future conferences
2. Continue to offer Zoom option for remote participation

2020

1. Continue with "themes"
2. Invest in keynote speaker
3. Continue to increase the range of topics offered
4. Continue offering a virtual element for future conferences via Zoom

2021

1. Continue investment based on overall satisfaction: 94% of participants were satisfied (48% ES, 36% MS, 10% SS)
2. Revisit timing due to semester conversion and length of event
3. Continue with staff-driven committee and themes
4. Work with OSC to brand "EDD"