

ASSESSMENT PLAN

WOMEN'S LEADERSHIP CONFERENCE 2019

Administration and Finance - 2019

Department Assessment Plans

2nd Annual Women's Leadership Conference February 8, 2019

Total Attendees: 200– 250

Demographics: 37% students, 3% Faculty, 56% Staff

Keynotes: 2 - Morning and Afternoon

Total Breakout Sessions: 11 (Student and Professional Tracks)



<https://www.csusb.edu/womens-leadership-conference>

Department Assessment Plans

- Assessment Purpose

Refine understanding of the factors that influence educational experience, learning, and engagement of faculty, staff, and student attendees. Also, gain a deeper understanding of how the learning outcomes were met most successfully and least successfully via programming.

<https://www.csusb.edu/womens-leadership-conference/about-wlc>



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■ Assessment Methodology

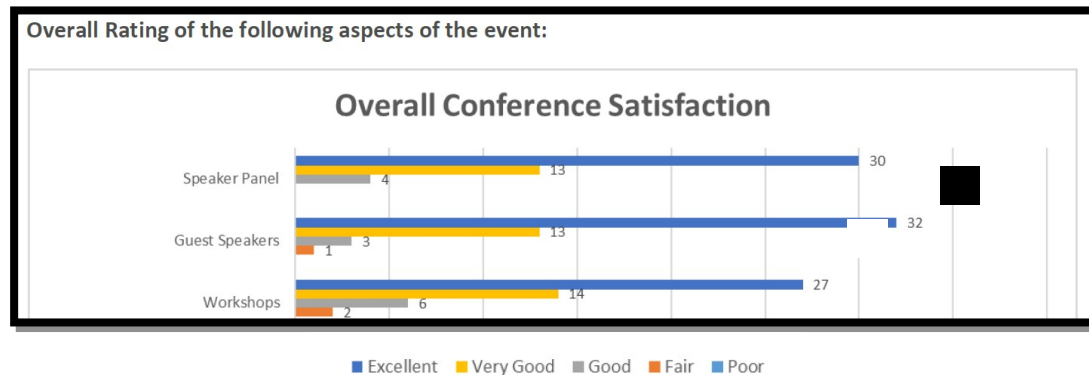
- Assessment Conducted: [Qualtrics via QR code and link](#)
- Target: [Attendees \(200\)](#)
- Timeframe: [1 month](#)
 - [Opened: Day of event February 8th –March 8th](#)



Department Assessment Plans

■ Assessment Data

- Participation: N= 68, 34% response rate.
- Elements: Registration Process, Schedule, Venue, Time, Food, Breakout Sessions, Keynote Speakers, Speaker Panel
- Summary
 - Overall Rating (overall conference satisfaction) = excellent and very good
 - Over Half = excellent
 - About half = very good



Department Assessment Plans

■ Assessment Findings

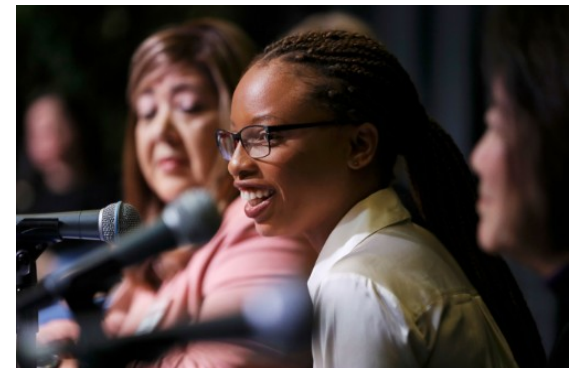
Areas of Success:

- Breakout Sessions
- Highlighting women leaders at CSUSB and our community.
- Empowering and “call to action” aspect of the conference.

Areas of Improvement:

- Focus intentionally on faculty collaboration (with deans, FCE, TRC) to increase faculty participation from 3% to 6%).
- Focus intentionally on student availability based on class schedules.

The most valuable about the Women's Leadership Conference:



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■ Implications for Practice

- Refocus marketing plan to attract and reach more faculty members across campus.
- Evaluate participation to include community members not affiliated with CSUSB.
- Tailor communication to specific demographics – students, faculty, staff through partnerships: ASI, SDC, FCE.
- Understand needs of campus to tailor keynotes and speakers to campus needs in areas of equity (with reasonable expectations).



Conclusion

Capture an assessment preview for future hopes/goals of the third annual Women's Leadership Conference. Create a program that is stronger every year.

If you have any personal suggestion please feel free to email them to Polet Milian at

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