



Partnership Overview

Client

Georgia State University
Division of Student Services
Partnership since August of 2003

The Challenge

- Defining the value and importance of Student Services for the University
- Illustrating how Student Services contributes to the institutional mission
- Proving that Student Services programs produce valuable learning outcomes

The Student Services staff at Georgia State were interested in continuing and strengthening their progress toward building and sustaining an improved student-learning environment that promotes the learning and development of all students, supports the academic mission of the University, and produces sustained commitments to lifelong learning. In addition, the recent departure of a staff member, whose primary role was assessment, created the need for other methods of measuring the progress and value of their student learning objectives and evaluation processes.

The Vision >>

To define, assess, and continuously improve the value of a Georgia State University education and student experience, with improvements in reputation, recruitment, retention, and academic achievement.

The Strategy >>

- Provide the services of our firm in place of a full-time assessment-focused staff member
- Design a Student Learning Development Plan with four learning domains (Cognitive Maturity, Effective Citizenship & Intercultural Maturity, Mature Relationships, and Integrated Identity & Personal Maturity), each with an average of eight manageable and further detailed sub domains
- Deliver professional development workshops to prepare staff to develop their own learning outcomes and assessment plans relative to their specific work focus
- Lead and facilitate Georgia State's development of student-learning outcomes and assessment plans for four academic years
- Link outcomes and assessment activities with the Division's strategic planning process and the University's review of institutional effectiveness

The Results >>

- Designed and implemented system and structures for assessment efforts over the next five years
- Improved standing and campus-wide perception of value and contributions of Student Services
- Increased staff understanding of the benefits from an improved cooperative relationship between Student Services and Academic Affairs
- Provided staff with lasting knowledge and ability to identify and improve – with measurable, documented results – services that enhance the student experience and support student retention and learning
- Reduced cost to budget and schedule – estimated acceleration of goal achievement by one year – than if a full-time staff member would have been hired for the same purpose.

Keeling & Associates Project Solution

- Assessment & Strategic Planning for Campus-Wide Results

- Process Design & Mapping
- Professional Development Workshops
- Leadership, Mentorship, & Facilitation

Tangible Deliverables:

- Documented Student Learning Outcomes for thirteen departments for four future academic years
- Assessment plans for each individual learning outcome
- Division-wide institutional effectiveness assessment plan
- Updated divisional strategic plan

Intangible Deliverables:

- Staff learned to work together as a team on a major division-wide project and gained confidence and strong sense of pride in their abilities and successes

Client Feedback

I really like your partnership overview. It's descriptive and accurately portrays the relationship and the work. To add to it, during our partnership, you have:

- Made information easily accessible to a wide range of our professional staff
- Built relationships that facilitated staff responsiveness
- Conducted task-oriented, outcomes-driven workshops
- Produced an easily read and monitored structure for assessment
- Led a cultural shift in ways that staff think about student affairs work

Thanks for all your help.

Hazel Scott
Vice President for Student Services