Southern Association of Colleges and Schools

Accreditation Process

Counseling Center for Human Development

Student Life and Wellness

Division of Student Affairs

University of South Florida

May 1, 1999 - April 30, 2000
1. Institutional Mission/Goal(s) Reference (found on p. 10-11 of the USF Graduate Catalog 1999-2001):

The University...prepares students for their personal lives (and) professional careers and contributions to society.

2. Strategic Plan 2000 Major Strategic Direction Linkage (bullet points found on p. 3 of the USF Strategic Plan 2000):

Enhancing the quality of student Life and the intellectual climate to support teaching and learning.

3. Mission Statement of the Department Linkage:

The mission of the Counseling Center is to enhance the intellectual, social, and emotional functioning of Students, faculty and staff through consultation, training, teaching, direct services, supervision of advanced graduate students, and through contributions to the human service professions.

4. Intended Administrative Objectives (each program should have 3-5):

a) Increase access to Counseling Center Services for students, faculty and staff.

b) Students, faculty and staff will be satisfied with the services they receive from the Counseling Center.

c) Counseling Center services will be effective in increasing the intellectual, social and emotional functioning of students, faculty and staff.
Student Affairs Assessment Report Worksheet C
For
Counseling Center for Human Development
(Student Affairs Department)
May 1, 1999 – April 30, 2000
(Assessment Period Covered)

*Note: There should be one form C for each intended objective listed on form B. The intended objective should be restated below.

Intended Objective:
Increase access to Counseling Center (CC) Services for students, faculty and staff.

First Means of Assessment for Objective

a. Means of unit assessment and criteria for success:

   Base rates for clinical and career services, including the Career Information Library (CIL), will be established using the Client Information System (CIS).

b. Summary of assessment data collected:

   1648 students requested individual clinical and career services; 1312 University Experience students were oriented to the CIL; 1807 students used the CIL for career information.

c. Use of results to improve unit services:

   A comprehensive marketing campaign designed in collaboration with FMHI, Mass Communications, and other University departments will be implemented to enhance campus-wide awareness of CC programs and services, including a college liaison program, dissemination of information via brochures and the CC web site.

   CC programs and services will be developed or expanded to meet diverse needs of students, faculty and staff.

Second Means of Assessment for Objective

a. Means of unit assessment and criteria for success:

   Base referral rates from faculty/staff and advisors will be established using the CIS.

b. Summary of assessment data collected:
150 students were referred by faculty/staff, 173 by advisors.

c. Use of results to improve unit services:

A comprehensive marketing campaign designed in collaboration with FMHI, Mass Communications, and other University departments will be implemented to enhance campus-wide awareness of CC programs and services, including a college liaison program, dissemination of information via brochures and the CC web site.

CC programs and services will be developed or expanded to meet diverse needs of students, faculty and staff.

**Third Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

Base demographic rates will be established for clinical and career services using the CIS. It is anticipated that the CC’s client population will reflect the overall ethnic demographics of the student population at USF.

b. Summary of assessment data collected:

14% of individual clients identified as African American, 10% Hispanic, 5% Asian, 1% other.

c. Use of results to improve unit services:

Objective was achieved. Results closely reflect the ethnic demographics of the overall student population at USF, with some over-representation in the proportion of African-Americans receiving services in the CC. The CC will continue its efforts to serve and to promote its services to a diverse student population.

**Fourth Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

The CC will maintain liaisons with at least 35 University programs or units and CC staff will participate on at least 35 University committees/task forces.

b. Summary of assessment data collected:

CC staff maintained liaison with 56 University programs or units; CC staff participated on 43 University committees/task forces.

c. Use of results to improve unit services:

Objective was achieved. CC staff will continue to maintain and establish new consultation/liaison relationships on campus and to participate on division-wide and campus-wide committees and task forces.
Fifth Means of Assessment for Objective

a. Means of unit assessment and criteria for success:

Base rates will be established for participation in outreach workshops and presentations.

b. Summary of assessment data collected:

10,883 students, faculty and staff participated in CC (not including Employee Assistance Program) outreach workshops and presentations.

c. Use of results to improve unit services:

The CC will continue to offer and publicize a variety of outreach workshops in order to increase student, faculty and staff participation in its proactive and preventive psycho-educational programming.

Sixth Means of Assessment for Objective

a. Means of unit assessment and criteria for success:

Base rates will be established for faculty and staff use of Employee Assistance Program (EAP) services and a measure will be identified to assess the level of awareness of EAP services among faculty and staff.

b. Summary of assessment data collected:

677 counseling hours were provided to faculty and staff; 1187 outreach and consultation hours were provided.

c. Use of results to improve unit services:

The EAP will continue to publicize its services and will broaden its awareness campaign to increase the number of clients served and to target under-represented groups through a variety of advertising media and other outreach programming.

Seventh Means of Assessment for Objective

a. Means of unit assessment and criteria for success:

Base rates will be established for the number of students participating in Reading and learning courses, workshops, individual instructional sessions and the Learning Lab. In addition, a database of liaisons and collaborative relationships with other USF departments will be developed.

c. Summary of assessment data collected:
309 students participated in 15 sections of Reading and Learning courses in the Fall, 1998 and Spring, 1999 semesters, resulting in 7854 instructional hours and 3797 Learning Lab hours. During the Summer B, 1999 term, 160 students participated in 7 sections, resulting in 5760 instructional hours and 1920 Learning Lab hours.

c. Use of results to improve unit services:

To increase the number of students who utilize the services offered by the Reading and Learning Program, including credit course enrollment and workshops, a marketing campaign will be implemented to enhance campus-wide awareness of these services, including the CC’s college liaison program, dissemination of information via brochures and expanding the Reading and Learning Program’s website to provide program information, CLAST and learning skills tutorials, and links to effective web sites at other institutions.
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For  
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*Note: There should be one form C for each intended objective listed on form B. The intended objective should be restated below.

**Intended Objective:**

Students, faculty and staff will be satisfied with the services they receive from the Counseling Center.

**First Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

At least 90% of clinical/career clients completing an evaluation form will be satisfied or very satisfied with services, based on their responses to the following questions on the Counseling Center Evaluation Form:

1) I believe the USF Counseling Center responds to student needs;
2) I believe that the USF Counseling Center provides high quality services;
3) The USF Counseling Center has helped me deal with my concerns;
4) The USF Counseling Center has met my expectations;
5) If I needed help in the future, I would return to the Counseling Center.

b. Summary of assessment data collected:

98% of clinical/career clients completing an evaluation form were satisfied or very satisfied with services.

c. Use of results to improve unit services:

Objective was achieved. The CC will continue to monitor client satisfaction to insure continued satisfaction with its services.

**Second Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

At least 80% of respondents completing a Client Satisfaction Survey will indicate that EAP services were “mainly” or “very much” responsive to their needs.
b. Summary of assessment data collected:

84% of respondents completing the Client Satisfaction Survey indicated that EAP services were “mainly” or “very much” responsive to their needs.

c. Use of results to improve unit services:

Objective was achieved. However, the EAP Client Satisfaction Survey results will be reviewed to identify those areas receiving the lowest levels of satisfactory ratings; program changes will be made in accordance with client feedback in order to increase the percentage of clients responding “mainly” or “very much” satisfied.

**Third Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

At least 85% of students completing a course/instructor evaluation form for Reading and Learning Program courses will “moderately” or “strongly” agree with the following statements: 1) I believe this course helped me with my reading skills and 2) This course is valuable in helping students succeed in their university courses.

b. Summary of assessment data collected:

88% of respondents completing an evaluation form indicated that they moderately or strongly agreed with the above statements.

c. Use of results to improve unit services:

Goal was achieved. Evaluation forms will be reviewed to identify any areas in which improvements can be made in order to increase student satisfaction levels in the future.
*Note: There should be one form C for each intended objective listed on form B. The intended objective should be restated below.

**Intended Objective:**

Counseling Center services will be effective in increasing the intellectual, social and emotional functioning of students, faculty and staff.

**First Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

Standardized instruments (Nelson Denny Reading Test) will show an average of 15% improvement in reading comprehension, reading rate and vocabulary for students enrolled for credit in *Advanced Reading*. Students in *Learning Strategies* and *Academic Strategies* credit courses will produce a portfolio (a collection of their work during the semester) showing the ability to apply learning strategies to their paired courses.

b. Summary of assessment data collected:

Standardized instruments showed an average of 18% improvement in reading comprehension, reading rate and vocabulary for students enrolled in *Advanced Reading*. Students enrolled in *Learning Strategies* and *Academic Strategies* produced portfolios meeting the criteria stated above.

c. Use of results to improve unit services:

Objective was achieved. Efforts will be continued in order to maintain such improvement levels in future courses.

**Second Means of Assessment for Objective**

a. Means of unit assessment and criteria for success:

The CC will be re-accredited by the International Association of Counseling Services and the psychology internship program will be re-accredited by the American Psychological Association.

b. Summary of assessment data collected:
The Counseling Center was re-accredited by both IACS and APA based on its annual reports to each agency.

c. Use of results to improve unit services:

The Counseling Center will participate in an extensive self-study of its pre-doctoral internship in professional psychology, along with an on-site visit by APA next year. This will include not only the training program, but all facets of the Center's staffing patterns, professional practices, and service delivery system.

The Counseling Center will continue to offer consultation, training, teaching, direct services and supervision of advanced graduate students in applied programs.