

Date Received \_\_\_\_\_

**Assessment Report Form  
Edison State College**

1. Assessment Project Report:

Program	Marketing Efforts Improved
Department	The Office of Student Life
College	
Program Assessment Coordinator	Amy Teprovich
Academic Year	2010-2011
Report Submitted by	Amy Teprovich
Phone/email	x1316/ateprovich@edison.edu
Date Submitted	12/18/2010

2. According to the Assessment Plan, what were the planned assessment activities to be conducted during the Academic Year? You may want to copy and paste from this program's assessment plan.

Which outcomes for this program were measured?	How did you measure the outcomes?	What results did you expect?
Improve upon marketing of student events	Feedback and surveys	Updated and modernized Student Life website to attract more students and make more user friendly. Employ the use of Facebook to invite students to programs.

3. Results, conclusions, and discoveries. What are the results of the planned activities listed above? What conclusions or discoveries were made from these results. Describe below or attach to the form.

Students are interested in more engaging means of receiving information about programming on campus. Students are continually looking for news via technology mediums. The future will include increased use of Facebook and Twitter.

4. Use of Results. What program changes are indicated? How will they be implemented? If none, describe why changes were not needed.

Feedback has been positive regarding changes and will continue to improve with greater resources and personnel.

5. Dissemination of results, conclusions, and discoveries. How and with whom were the results shared?

Results were shared with department members, Student Services, and Institution Leadership.