HOLA serves 65-70 percent of all Latino students at AASU. Retention has consistently proven to be one of the strongest areas of our program. Through this all-rounded retention program, students learn the importance of leadership, community service, and the value of education. In order to better serve students, we developed a survey that provides feedback as to how HOLA is improving their educational experience at the university and what is their overall satisfaction with Armstrong Atlantic State University.

I. Programming Survey Assessment- Scholarship Applications Workshop (11-21-09)

Assessment Method
42 students/parents attended. 18 surveys were completed. Training participants were asked to fill a post-program assessment of their experience.

Evaluation questions & results
1. Did you find today’s workshop on scholarship application helpful? Why, or why not?
A: 18 attendees said yes, zero said no.

2. If you had to change anything about our workshop, add or delete information; what would you change? Please provide suggestions to improve future scholarship workshops.
A: Most attendees said they wouldn’t delete anything, but suggestions were made to include more scholarship sources.

3. Have you applied to scholarships before? If yes, which ones?
A: 10 said yes, 8 said no. Scholarships applied for included HSF and Goizueta Scholarships.

4. Would you be able to attend college without Financial Aid or scholarships? If not, what will you do to beat your financial aid challenge?
A: 13 said no, 5 did not respond. Most students said they would work hard to accomplish their dreams and finish a degree. Moreover, they expressed gratitude for this workshop opportunity because they had no knowledge of how to apply to scholarships or where to look.

5. Have you ever attended a Scholarship Workshop before?
A: 13 said no, and 5 said yes. Three of the “yes” said they attended last year’s event.

II. Annual Student Satisfaction Survey (spring 2010)

Assessment Method:
Twenty-eight percent of the total students involved with the HOLA Program were surveyed through a 27 question survey. We felt that 28 percent of the service area was a sufficient sample size, given the diverse make-up of our students. Without prior knowledge and during a Lunch & Learn session, 51 students were randomly selected for the assessment questionnaire. At the end, 36 surveys were completed and returned.

Results:
1. 40% are extremely satisfied, 44% are very satisfied, and 8.5% are satisfied with the faculty.
2. 70% do not live on campus.
3. 85% are involved in campus activities.
4. 56% speak only Spanish at home; 35% speak only English at home; and 9% speak other language at home.
5. 38% attended open house and 45% attended Navigate.
6. 75% attended 3 or more times HOLA events per semester.
7. 57% used the writing lab, math tutorial, or on-campus tutoring.
8. 38% are extremely satisfied, 37% are very satisfied, and 14% are satisfied with the cultural events.
9. 40% are extremely satisfied, 40% are very satisfied, and 20% are satisfied with the Hispanic services/assistance.

In summary:
Overall satisfaction of the HOLA Program at AASU: 49% are extremely satisfied, 50% are very satisfied, and 1% is somewhat satisfied. This year’s satisfaction rate raised an overall 3% from last year.

Changes Made as a Result of Assessment:
The scholarship workshop assessment and the annual student satisfaction survey revealed that students that are assisted by the university in financial or college funding programs are more likely to remain at AASU and graduate. The HOLA Program plans to launch an electronic version of these and other surveys and encourage students to participate in a variety of pre and post program assessments in 2010-11 to assess other aspects of future programming. These changes will be made as a result of our program’s assessment starting July 2010.

Recommendations:
Overall, Latino students at the university are scoring higher retention rates than other peers. The assessment reveals that individual, or “one-on-one” academic advisement or assistance is attributed to the success of student experience. The HOLA Program has the staffing and core focus to help Latinos succeed and thus can increase retention and graduation rates based on student satisfaction and engagement with the university.

-Revised on 6-2-10