Hispanic Outreach & Leadership at Armstrong (HOLA)
FY 2011-2012

To assess the impact of Hispanic Student Activities, multicultural leadership development and retention initiatives spearheaded by the Hispanic Outreach & Leadership Department at Armstrong; a couple of instruments were used to capture Student Learning Outcomes; including a program survey, participation count and a student satisfaction survey.

I. Recruitment/Retention Program- Domingo Universitario Outcomes

Assessment Method

Over 50 students and parents attended the Domingo Universitario program. Domingo Universitario is an all-day outreach program targeting incoming Hispanic/Latino students and their families. The program took place on December 4, 2011 and held sessions on pre-college preparedness, scholarship search, financial aid applications, and academic advisement and parental engagement. Students and parents were given the opportunity at the end of the workshop to complete a detailed post-program assessment. Forty-two students shared their experience below.

Evaluation questions & results

1. Recommends Domingo Universitario to other students?
A. 100% students and parents surveyed said yes, zero no.

2. Was Domingo Universitario Helpful?
A. 98% surveyed yes, 2% surveyed no.

3. Overall program rating
A. 93% selected excellent, 7% selected good.

4. Overall effectiveness of Sessions 1-3, Student Panel, and College Fair
A. Collectively students and parents surveyed; 79% excellent, 19% good, and 2% fair.

5. Gained more knowledge in Sessions 1-3 and College Fair
A. Collectively students and parents surveyed; 80% excellent, 17% good and 3% fair.

6. Information was useful during Sessions 1-3, Student Panel, and College Q&A
A. Collectively students and parents surveyed; 85% excellent, 13% good, 1% fair, and 1% poor.

II. Latino Heritage Week events assessments

Assessment Method
The HOLA Dept. hosted six programs during the Latino Heritage Week festivities on campus from Sept. 26-30th, 2011. The following Outcomes are festival results measured in attendance/participation, and post program survey collection.

Results:

1. Salsa Magic (9/20/2011) - 86 students participated.
2. Lecture (9/26/2011) - 21 students present.
3. HOLA Breakfast (9/23/2011) - 151 students present. An increase of 15% participation from last year’s Breakfast program.
4. Spanish Foreign Film (9/22/2011) - 21 students present and good anecdotal reviews of program satisfaction.
5. 20 random students surveyed during Fiesta Day (9/27/11) would recommend HOLA programs to other students. Over 250 students/faculty and staff members attended the Fiesta Day festivity.

In summary
The overall satisfaction of the HOLA Dept. student services at Armstrong is at above a 90% average. The ethnic diversity, genre and topics exposed to students speak to a variety of student audiences and often attract non student participation from community members, faculty and Staff at the University. In alignment with Armstrong’s Strategic Plan, HOLA continues to emphasize teaching and learning and promote excellence by empowering students on campus and building on the University’s value of diversity.

Changes Made as a Result of Assessment:
The Department will seek out better ways to access programming by increasing its use of card readers at events to better track attendance. It will also spread programming agendas to include at least one event a month, so that students are kept engaged and involved.

Recommendations:
HOLA will build upon the new student Programming Committee to leverage resources and agendas to better serve students and plan a strategic and engaging fall 2012 calendar of activities that are inter-departmental and diverse.