**THE HEALTH AND WELLNESS UNIT ASSESSMENT PLAN**

**Mission:** To provide a continuum of Health & Wellness services to enhance well-being, academic success, and quality of life.

**Vision:** The Health & Wellness Unit will be an innovative and inspiring vital component to university life by building a culture of health and well-being that connects to individuals and strengthens community.

The Health and Wellness Unit (H & W) Assessment Plan lays out a strategic map of its assessment intentions. The Unit is committed to connecting its assessment efforts with the overarching vision, mission and goals of the University of North Dakota (UND). This Unit is comprised of the following departments: Wellness Center, Student Health Services, H & W Promotion and Education, H & W Communications, University Counseling Center, and Work Well. Specific assessment activities are conducted both individually and collaboratively by these departments. To efficiently meet its assessment obligations, the Unit is supported by an assessment team that helps coordinate assessment activities.

The H & W Unit conducts assessments to evaluate student learning and development, behavior changes, outcomes, utilization of, and satisfaction with health and wellness programs, as well as the quality of programs and processes. Students are the primary audience served by the H & W Unit. However, the Unit also serves faculty and staff through some programs and activities such as Work Well. This assessment process melds public health and student development theory and practice. To reflect a broad and comprehensive assessment agenda, the Unit’s assessment plan has two distinct parts: 1) the assessment of student learning and development, and 2) the assessment of programs, processes, behaviors and outcomes. Also included in this plan is an explanation of the role of the assessment team and how it evaluates assessment activities. Figure 1 illustrates how the Unit’s assessment process relates to other UND entities as well as with the community around UND, and then connects back to UND’s mission.
I. ASSESSMENT OF STUDENT LEARNING AND DEVELOPMENT

The assessment of student learning responds to a basic but fundamental question: how do we know that our students are learning what we have stated we would like them to learn? The H & W Unit is in compliance with UND’s requirement that every department have a plan for the assessment of student learning and development. The H & W Unit assessment plan adopts the framework for assessment of student learning and development provided by the University Senate Assessment Committee. This template has six essential components which provide an overview of the assessment process as follows:

1. Student learning goals and objectives
2. Educational experiences
3. Assessment methods
4. Timelines
5. Responsibilities
6. Use of results and process for documentation and decision making

1. Student learning goals

The H & W Unit has identified three broad and overarching learning goals. The H & W Unit will assist the UND community in learning to:
I. Identify and utilize health and wellness resources.
II. Make informed decisions about personal health and wellness based on evidence and best practices
III. Appreciate the connection between individual health and wellness, personal, and academic success.

Each H & W department is responsible for developing learning objectives and outcomes and choosing how the goals will be achieved within their area for the academic year.

2. Educational experiences

H & W departments engage the UND community in educational experiences based upon H & W Unit goals, departmental missions, objectives, and research. To guide the choice of specific activities, departments draw from various sources reflecting evidence-based and promising practices while maintaining congruency with UND priorities.

3. Assessment methods

H & W departments determine and develop their own assessment methodology based on their specific learning objectives, programs, processes, and outcomes. Consistent with best practices in health and wellness assessment, the H & W Unit engages in standardized assessments which compare UND students with a national sample on a range of health and wellness norms, behaviors, perceptions and trends. In this regard, the H & W Unit, through its departments, draw on assessment data collected from sources such as the American College Health Association-National College Health Assessment (ACHA-NCHA), Core Alcohol and Other Drugs Survey (CORE), Campus Recreation Benchmark (Rec Bench) survey, and health and wellness data from surveys conducted by UND Office of Institutional Research. These surveys provide rich data that are used across the Unit to drive programs, set priorities, affect public health initiatives, inform outreach activities, and map out trends on important college health behaviors. Below is a brief description of these major assessments and how the results have been used within the Unit:

American College Health Association-National College Health Assessment (ACHA-NCHA)
The National College Health Assessment (NCHA) is a survey instrument developed by the American College Health Association (ACHA). It is specifically designed to assist institutions of higher education in collecting data about the health of their students. It is used to generate data and self-reported rates of a variety of health issues, such as alcohol and tobacco use, sexual behavior, safety behaviors, and mental health. UND Student Health Services has administered the survey on a biannual basis dating back to 2000. Data collected have been used to plan student programs, prioritize campus needs, allocate resources, design strategies for interventions, and identify protective and risk factors associated with academic performance. Survey results have allowed for comparative analysis with other institutions of higher education in the United States; as well as measure progress against national health objectives from Healthy People 2010 and 2020 (U.S. Dept. of Health and Human Services), and Healthy Campus 2010 and 2020 (ACHA).
For more information, please refer to the 2010 Executive Summary found at: http://und.edu/health-wellness/healthy-und/student-data-2010-es-data-report.pdf.

**Core Alcohol and Other Drugs Survey (CORE)** The CORE survey is a national assessment tool designed to identify high-risk behavior as it pertains to alcohol and other drug behavior and perceptions among college students. UND had added supplemental questions to the CORE as a means to gain further information about alcohol and other drug habits specific to UND students. The CORE is administered via random sample of students enrolled in UND courses. UND administers the survey on a biannual basis, and was last implemented in 2010. UND examines trends across the nation, within the state, among peer institutions, and on UND’s campus. For more information, please refer to the 2010 UND CORE survey summary report found at: http://und.edu/health-wellness/healthy-und/student-data-2010-core-report.pdf.

**Campus Recreation Benchmark Survey (Rec Bench)** The Rec Bench survey was developed and implemented in conjunction with the National Intramural and Recreational Sports Association (NIRSA) and Student Voice/Campus Labs (a third party conduit to collect benchmarking data). This survey is conducted on a biennial basis. The purpose of the Rec Bench assessment is to show the connection between participation in recreational activities during college and its positive impact on the student’s educational experience. In addition, utilization, satisfaction with program and services, as well as the connection to the Wellness Center’s Strategic Plan goals are evaluated. This survey is also utilized to compare UND wellness facilities and students to other peer institutions as well as with the national reference group. The survey is conducted electronically, and participation is requested via an email invitation to a random sample of UND students—both undergraduate and graduate, as well as faculty/staff and Wellness Center members.

**UND Office of Institutional Research.** It also is important to note that besides the three aforementioned surveys, valuable health and wellness information is gleaned from surveys administered by UND’s office of Institutional Research (OIR). These surveys include: Freshman Cooperative Institutional Research Program (CIRP) Survey, College Student Inventory (CSI), Beginning College Survey of Student Engagement (BCSSE), National Survey of Student Engagement, College Student Survey (CIRP senior follow-up), Student Satisfaction Inventory (SSI), and Alumni Satisfaction Survey. The surveys provide data about students’ participation in health and wellness programs, satisfaction with facilities, as well as student’s perception on a variety of issues. Relevant data pulled from these surveys are compared with findings from our ‘big-three’ surveys, and the information is shared with the UND community during meetings such as the Healthy UND coalition meetings.

**4. Timelines**

To ensure a timely completion of our assessment activities, departments develop their own timetables for data collection, analysis, use, and decision making. Based on recommendations from the OIR, departments are advised to provide a calendar of when they intend to administer
campus wide surveys, so as to carefully space the surveys to avoid the fatigue associated with many surveys going out at the same time.

5. Responsibilities

Everyone in the H & W Unit has a role to play in assessment at the department level. Each department is responsible for conducting assessment activities every academic year. The departments have designated an assessment lead responsible for developmental oversight of their departmental assessment activities, who is responsible for overseeing the development of their departmental assessment activities. The leads also serve on the H & W Assessment Team; the departments receive ongoing support from the H & W Assessment Team and Coordinator in implementing assessment activities, and ensuring congruency with overarching Unit goals.

6. Use of results, documentation, and decision making

Departments use findings for internal decision-making and are encouraged to disseminate data and collaborate with other partners. Decision making at the Unit level may draw from these departmental assessments for purposes of continuous improvement.

Current use of our assessment data obtained from ACHA-NCHA, Rec Bench, the CORE, and UND Office of Institutional Research includes Healthy UND and Healthy UND 2020 initiatives, which have identified broad health and wellness priorities for the UND campus community. Information from these initiatives is shared during monthly coalition meetings, as well as with priority areas subcommittees. Departments use the data from these surveys to create new programs, initiatives, and for program evaluation. The Unit and departmental strategic planning are also based on the assessment findings. The use of H & W Unit assessment data also extends campus wide. For example, data has been shared with the Alcohol and Other Drugs Committee, Student Affairs Council, and the Student Senate. H & W social marketing campaigns also make use of the data to better understand and communicate health and wellness behaviors, perceptions, and norms. Data obtained from the major surveys are analyzed and trended to track the health and wellness issues affecting UND students, faculty, and staff as compared to the national reference groups.

Finally, assessment data gleaned from internal evaluation such as quality improvement (QI) studies, utilization, and satisfaction studies are also used to review and improve service delivery programs and procedures.

II. THE ASSESSMENT OF PROGRAMS, PROCESSES, BEHAVIORS AND OUTCOMES

The H & W Unit recognizes that even though student learning and development forms a major part of its assessment activities, there are important programs, processes, outcomes, and behaviors that we also need to assess. The H & W Unit is intentional about measuring student
learning, program, processes and outcomes. H & W departmental assessment activities will reflect the rich health and wellness data in ways that go beyond student learning and development; for instance, actual health behaviors, norms, perceptions of health behaviors, utilization of and satisfaction with health and wellness resources, and evaluation of student employees.

**The Role of the Assessment Team**

The H & W Unit has an assessment team in place which is comprised of the assessment leads from each department. This team assists in the development and implementation of the Unit’s assessment activities. It provides the forum for monitoring, interpreting, and reviewing the assessment plan, to ensure consistency with the Unit’s learning goals, and program and process goals. The assessment team will conduct reviews on a quarterly basis to track the Unit’s progress. The team’s meetings will also provide opportunities for department assessment leads to provide updates and discuss the ongoing assessment activities.

**Evaluation and Closing the Loop**

At the end of the academic year, the Unit will appraise its performance and each department will provide a summary of their assessment objectives, activities and results. The departments will provide evidence of the accomplishment of their assessment plan by pointing towards key indicators which will include:

- Providing evidence of progress towards the stated objectives (e.g. data, report analyses, comment on trends, and explain significant changes)
- Showing supporting data if an objective has been accomplished
- Articulating the progress made towards goals that are yet to be accomplished
- Identifying the objectives that have been modified or added for the coming year
- Providing rationale for objective setting and any changes if applicable

The Assessment Team will be responsible for drafting the assessment report articulating how the Unit achieved its goals with regard to student learning and development, as well the program and process outcomes. This will mark the end of the assessment plan for the current year, and the beginning of the following year’s assessment plan. The objective is to have a cyclical process of continuous improvement informed by reviews from previous assessment plans.

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