The University of Memphis  
Division of Student Affairs  
Professional Development Newsletter  
July 2013 / Volume II, Issue VI – NOTE: For URLs, use the hyperlinked text (signified by underlined words)

Summer Division Professional Development Opportunities
In July, we’ll have professional development opportunities that are free and open to all Student Affairs staff, including webinars and discussion groups

Assessment Boot Camp!@
July 18, 25, and August 1, 8 from 9-10:15! You can sign up here.

Session One: Revisiting Assessment – Why, What, Who
Session Two: When and How of Assessment
Session Three: Frameworks for Assessment
Session Four: Using Campus Labs Baseline

Stories of Workplace Engagement and Professional Development
Each month we showcase a member of Student Affairs who demonstrates a high level of engagement in their job and a commitment to professional development. This month we showcase one of our recent Pyramid Award winners, Kay Pierce! Click here to hear Dan Bureau’s short interview with Kay to learn about how she defines success in her work and why and how she prioritizes professional development.

Educational Benchmarking Food for Thought Webinar Series
Taking part in Assessment Boot Camp this summer? Well, supplement your learning by attending these half-hour webinars, hosted by Educational Benchmarking each month. The first one is July 16th. They are at noon each day. We will host all in the Fountain View Room, unless otherwise noted. The titles are hyperlinked so that you can view the description. You do not need to register. Just show up with your lunch and ready to learn. We’ll hang for a half hour after in case people want to talk more about the content.

July 16th: Storytelling: Improving Our Ability to Share Assessment Data
August 6th: Making the Grade: Students' Academic Expectations and Engagement
September 10th: A New Home: The Importance of Residence Experiences (Richardson Towers Conference Room)
October 8th: Who Should Use What When?: Thinking About How Various Levels Can Use Data
November 5th: Beyond the First Year: Majors, Connections and More
December 3: Beyond the Classroom: Peers, Activities, Leadership
January 24th: How Do I Know What’s Important: Making Sense of Survey Data
Developing Your Individualized Professional Development Plan!

We have launched the individualized professional development plan as a division wide initiative! A tutorial on how to use the plan and the template are now available for your review. The template encourages the use of the ACPA and NASPA Professional Competency Areas for Student Affairs. We recommend reviewing this document as you begin developing your plan!

MIMSAC 2013 Resources

If you missed MIMSAC 2013 then check out the great presentations offered during the one day professional development opportunity here at the University of Memphis. Our terrific keynoter, Susan Komives, also shared her talking points and observations from reporting back after breakout discussion groups.

Assessment Corner

A lot of the work done in student affairs feels hard to quantify. We believe we’re influencing student learning and development, but the growth feels abstract or more qualitative in nature. Two resources might help you as you consider ways to assess these “less concrete “concepts.

Assessing Abstract Student Development Outcomes
Rubrics to Assess Leadership Outcomes

Results from the Student Affairs Influence on Retention Study: Findings of Interest

In fall 2012, two Vanderbilt doctoral students helped the U of M Division of Student Affairs to answer what should be a simple question: How do students perceive involvement in student affairs programs and services to influence retention? Each month we’ll showcase one finding from this mixed methods study in which almost 200 students replied to a survey and over 10 student affairs professionals and 20 students participated in interviews. This month’s highlighted finding is:

Student Affairs programs/resources/services were identified as five of the top 10 influential factors in making decisions about returning to the University of Memphis.

Should Student Affairs Be Worried about MOOCs?

Massive Open Online Classes (MOOCs) are certainly all the buzz right now. You cannot read an issue of Inside Higher Ed without some article about MOOCs, at least weekly. But should we be worried about this phenomenon or is it just a trend? Check out a great overview of MOOCs by Educause and decide for yourself.

Student Affairs & Social Media/Technology Corner

A lot of us are using Facebook to attract students to events/programs/services. However, what strategies have been effective in using Facebook as a marketing tool? This article provides insight into one strategy, using larger images in your Facebook ads, to attract participants.