



“Institutionalize Demographics into Program Standards”

Proposed Motions: Approve the amended Program Standards

Sponsor: Management Council through the Vice President for Business & Operations

Persons of Contact: VP Business & Operations, Assessment Associate Director

Date: May 2013

Purpose

To amend the AS Program Standards to include the Central Demographics Menu created by Management Council. This would:

- Require AS Offices to utilize AS Demographics menu
- Add the AS Demographics menu as an appendix to the AS Program Standards

The purpose of a demographics menu is to have a standardized language and set of words that all AS offices can use to collect data for assessment.

Background

This was a project led by the AS Assessment Associate Director during winter quarter. The Demographics list was created collaboratively with the members of Management Council.

Minutes from May 20th Management Council Meeting

Add amendment to Program Standards Part III., section 2, subsection iii

iii. AS offices and programs are to utilize the AS demographics menu when selecting student and community groups of interest of which they will keep track.

Second: Smith

Vote: 10 - 0 - 0

Action: Passed

Amendment

III. AS Program Office Service Standards

The Associated Students program offices provide a variety of services to the WWU community. The AS Board of Directors has outlined service standards for the effective implementation, assessment, and promotion of these services.

1. Program offices will ensure campus-wide publicity and promotion of services, activities, and events.
[...]
2. Program office managers and directors will work with supervisors, advisors, and Board of Directors in assessing the service quality and availability to meet student needs.
[...]
- c. Student employees will keep records regarding student usage of services and activities.
 - i. Student Employees will keep track of why their office is used. This recording should include, but is not limited to, categories such as students seeking information, using resources, or seeking a safe space.
 - ii. Anonymous demographic information regarding student usage of services and activities will be collected and kept by an AS office or program. This information will be used in the AS Assessment Process and for informal office assessment.
 - iii. AS offices and programs are to utilize the AS demographics menu when selecting student and community groups of interest of which they will keep track. (See Appendix A)

The Demographics Menu shall be attached to the AS Program Standards as an appendix. (Attached to this page)

The AS Central Demographics Menu

The following is a list of demographics for utilization by Associated Students of WWU offices, departments, and personnel in the creation of their respective assessment tools, evaluations, and surveys. These demographics can and should be included in measurements and externally-based assessments of student, campus, and community outreach; service provision and event/program facilitation; as well as internal employee/volunteer surveys and evaluations.

Users of this list may pick from this demographic menu when designing the aforementioned tools, but should adhere to the language used in it, especially in regards to identity information. Use of the entire list is not expected of administrative personnel who use it, but the selection of demographic terminology from the list below will help to streamline, centralize, and unify outreach, evaluation, and assessment practices within the Associated Students organization.

PERSONAL INFORMATION

- Age
 - Under 18 · 18-20 · 21-24 · 25-28 · 29-32 · 33 and above
- Veteran
 - Veteran · Non-Veteran

RESIDENTIAL INFORMATION

- On-Campus Resident/Off-Campus Resident
 - On-Campus
 - North Campus
 - Edens Hall · Edens North · Higginson · Mathes · Nash
 - Ridgeway Complex
 - Alpha · Beta · Delta · Gamma · Highland · Kappa
Omega · Sigma
 - South Campus
 - Birnam Wood · Buchanan Towers · Buchanan Towers East
Fairhaven Complex
 - Off-Campus
 - Within walking distance of campus · Not within walking distance of campus

ACADEMIC INFORMATION

- Student/Non-Student
 - Part-Time · Full-Time
- Year in school
 - Undergrad
 - First Year · Second Year · Third Year · Fourth Year · Fifth Year
 - Graduate Student

- College Affiliation
 - College of Business and Economics
 - College of Fine and Performing Arts
 - College of Humanities and Social Sciences
 - College of Sciences and Technology
 - Fairhaven College of Interdisciplinary Studies
 - Graduate School
 - Huxley College of the Environment
 - Woodring College of Education
 - Unsure which college houses my major
 - Undeclared

IDENTITY INFORMATION*

- Gender Identity
 - Man · Woman · Transgender · Gender Queer
 - Self-Identified: ____ (Write-In)

- Sexual Identity/Orientation
 - Gay/Lesbian · Bisexual · Queer · Straight · Asexual
 - Self-Identified: ____ (Write-In)

- Racial/Ethnic Background
 - Multi-Racial · African American/Black · Native American-American Indian/Alaskan Native · Asian American Pacific Islander · Hispanic/Latino/Chicano · Arab/Middle Eastern Jewish · European American/White
 - Self-Identify: ____ (Write-In)

EMPLOYMENT INFORMATION

- Employed On-Campus
 - Part-Time · Full-Time
- Employed Off-Campus
 - Part-Time · Full-Time
- Unemployed

**Would be best administered in evaluation/survey as optional.*

*Compiled by **John von Volkli**
AS Assessment Associate Director
February 2013*