



Student Support and Equity Programs

EOP Outreach Presentations

Assessment Report

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Choose One: Learning Outcome Assessment

Date of Assessment Implementation: July 2010 through May 2011

Date of Report: August 2011

Purpose of Assessment:

To assess the effectiveness of our Outreach Presentations we offer to various high schools and community colleges. This Student Learning Outcome (SLO) questionnaire was developed to assess our high school and community college outreach presentations between the months of July 2011 and May 2012.

Targeted Learning Outcome(s):

As a result of participating in an EOP outreach presentation, students will be able to name at least two services offered by Cal Poly Pomona's EOP.

Assessment Method:

210 presentation participants from 7 different high schools and 1 community college were asked to respond to a five question assessment at the end of the presentation. A student satisfaction question (#3) was included to assess the effectiveness of the presenter's style and method of delivery. While responses to all the questions are important for the department, question #5 speaks directly to the SLO. The presenter was intentional about including points in the presentation that directly speak to the various EOP services students are eligible for if accepted to the program. Below is the list of questions included on the assessment:

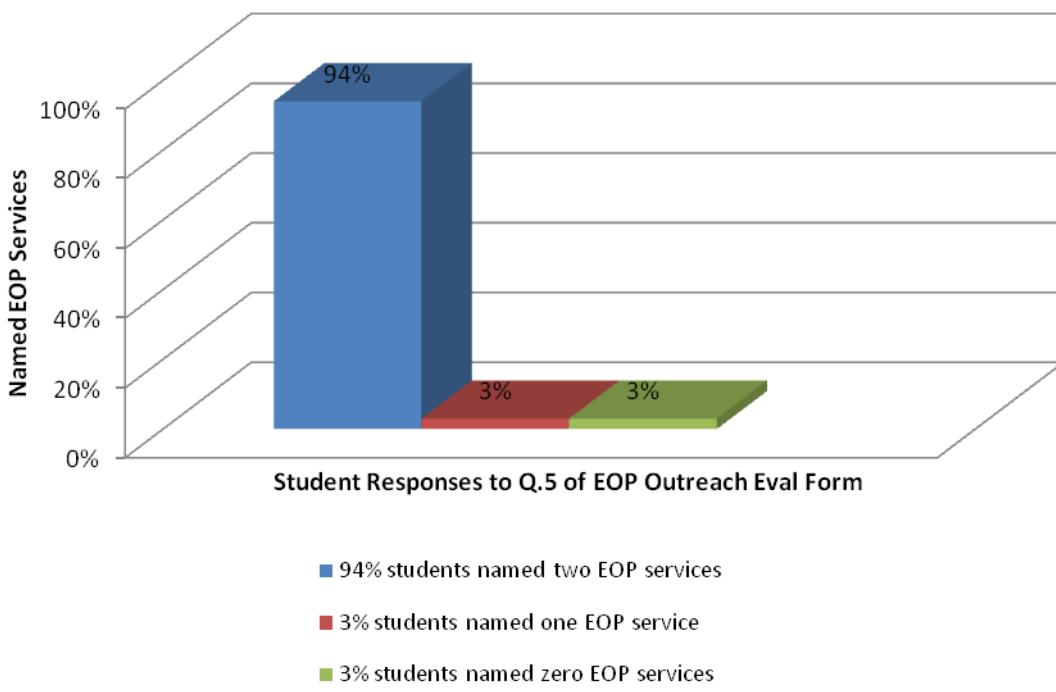
1. Before today's presentation, had you heard of the Educational Opportunity Program (EOP)?
2. Would you be interested in applying to EOP?
3. Was the presenter(s) engaging and clear?
4. How would you describe the program to a friend?
5. Please name and describe two services EOP offers.

Results:

210/210 (100%) of the participants completed and submitted the questionnaire. The following are the results of the students' responses to question #5:

- 197 / 94% of the respondents were able to name and describe two of the services.
- 6 / 3% of the respondents named and described one of the services.
- 7 / 3% of the respondents were not able to name any services (or left the question blank).

EOP Outreach Evaluation to Q. 5



Conclusion:

Based on the results, 94% of the participants were able to name two EOP services, which is slightly higher than last year, whereas only 81% were able to name two services. This may or may not be satisfactory in terms of how much students should actually learn during a 30-minute outreach presentation but there are certainly questions for us to consider as we prepare to engage in outreach presentations for 2011-2012 academic year. One of our objectives was to improve the response rate of Q.5 in naming at least one service, which did show improvement in comparison to the previous year, this year at 94% vs. 81% last year.

Implications for Practice:

- Continue to modify presentations to customize the information for targeted audiences. (TRIO, magnet schools, grade levels, local service area – Tier I & Tier II, etc.)
- Involve student volunteers (ambassadors) as co-presenters of the program.
- Continue to improve on and review the presentation format and structure to make information more visually appealing with greater emphasis placed on the services provided by Cal Poly Pomona's EOP.