

Assessment Plan Documentation

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Goals (Link 3 goals to the Strategic Plan [CAFE] Goals)	Goal Assessment: How was this goal assessed, and what were the results?	Use of Results: What changes, if any, will be made to improve goal achievement?
<p>2018: Conduct an annual survey of LSSU graduates in the preceding academic year (Link: Academic, A1)</p>	<p>Assessed: Email survey to obtain important feedback of recent graduates.</p> <p>Results: A 2018 post-grad survey was emailed to 297 individuals in November 2018.</p>	<p>Analysis of the results will be shared with the pertinent departments for review and discussion to ensure continuous improvement in programs and support services within the University.</p>
<p>2019: Social media will be used to engage alumni, friends, campus and the community, and donors in promoting current initiatives and celebrating alumni/campus accomplishments. (Link: Culture, C2)</p>	<p>Assessed: Analytic tools tracking social media results.</p> <p>Results: provides total reach, post engagement, number of new followers, and offers insight of social media demographics</p>	<p>Upon review of the analytic result, review what demographics are less engaged and tailor the content to provide the necessary promotion to reach this audience and continue to review and improve our social media presence.</p>