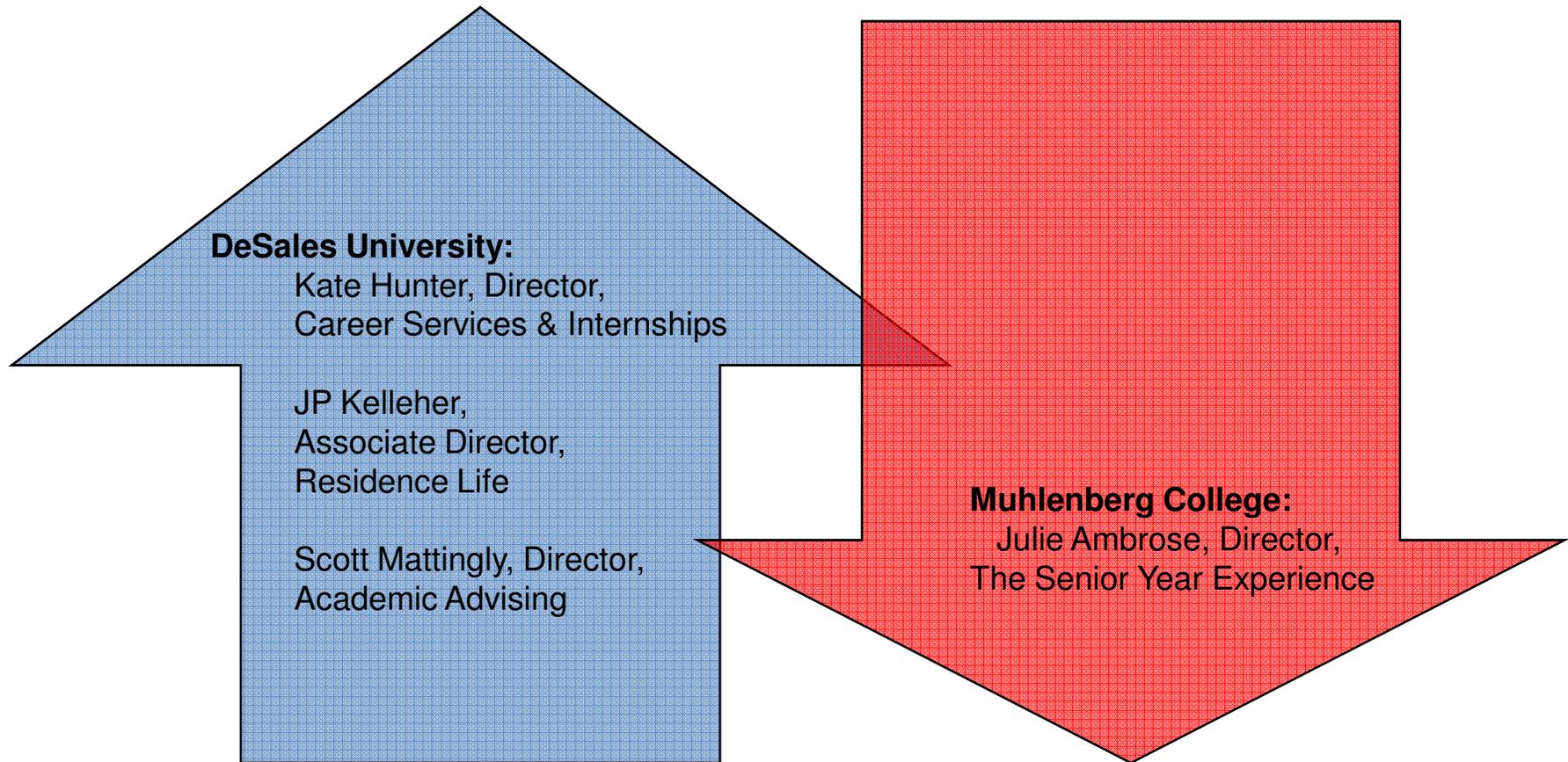


# Ground Up or Top Down: Two Ways to Create a Senior Year Experience



# DeSales University

## About DeSales University

- **Founded** in 1965 in Center Valley, PA as Allentown College
- **Affiliation:** Catholic (*Oblates of St. Francis DeSales*)
- **Enrollment:** 1,561 students (46% men, 54% women)
- **Academics:** Undergraduate Liberal Arts and Graduate Studies
- **Financial Aid:** More than 90% of students receive some form of financial aid
- **Faculty:** 103 full-time; 74% hold the highest degree in their field. **Student/Faculty Ratio:** 15:1

# MUHLENBERG COLLEGE

## About Muhlenberg College

- **Founded** in 1848 in Allentown, PA
- **Affiliation:** Lutheran Church
- **Enrollment:** 2,150 students (43% men, 57% women)
- **Academics:** Liberal Arts and pre-professional studies
- **Financial Aid:** Approximately 65% of students receive some form of financial aid
- **Faculty:** 161 full-time; 109 part-time; 85% hold Ph.D. or other terminal degree. **Student/Faculty Ratio:** 12:1

*Reflection . . . Integration . . . Transition*

# DeSales University

## Research on Senior Success Series

- Identified the need for a senior year experience program
- Surveyed current senior class and the last five years of alumni. *(determined levels of anxiety)*
- Benchmarked
- Identified student skills that are lacking

## Research on SYE

- Presidential Task Force created Nov. 2006
- Sought to answer:
  - Can we furnish more **deliberately thoughtful opportunities for reflection** so that they (students) graduate with a deeper perspective on their own development, their strengths and weaknesses, and their potential for lifelong education?
  - Can we offer more **creatively designed opportunities to prepare them for the transition** from the so-called Muhlenberg “bubble” to a rich, full, and independent adulthood?

*Reflection . . . Integration . . . Transition*

# DeSales University

## Objectives

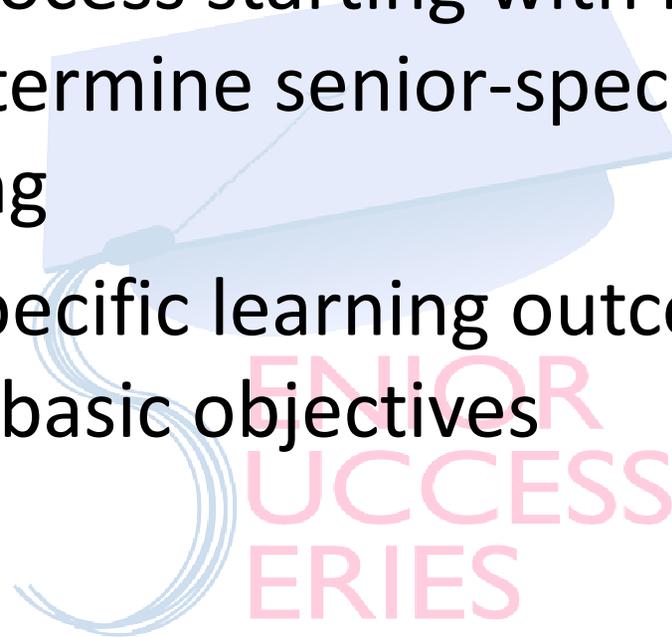
- Need to develop a skill-set to reduce student anxiety for life after graduation
- Determined basic life skills, i.e. personal and professional development, are **NOT** part of the core academic curriculum at most liberal arts institutions
- Outlined basic objectives to fill the gap of these missing skills

# DeSales University

## Outcomes

*Development*

- Year-long process starting with lunch meetings trying to determine senior-specific programming
- Identified specific learning outcomes to achieve the basic objectives



# DeSales University

## Outcomes

### *Resources*

- Consulted various campus experts in refining outcomes and assessments
- Bloom's Taxonomy *(Learning Domains)*
- <http://www.ncgia.ucsb.edu/education/curricula/giscc/units/format/outcomes.html>

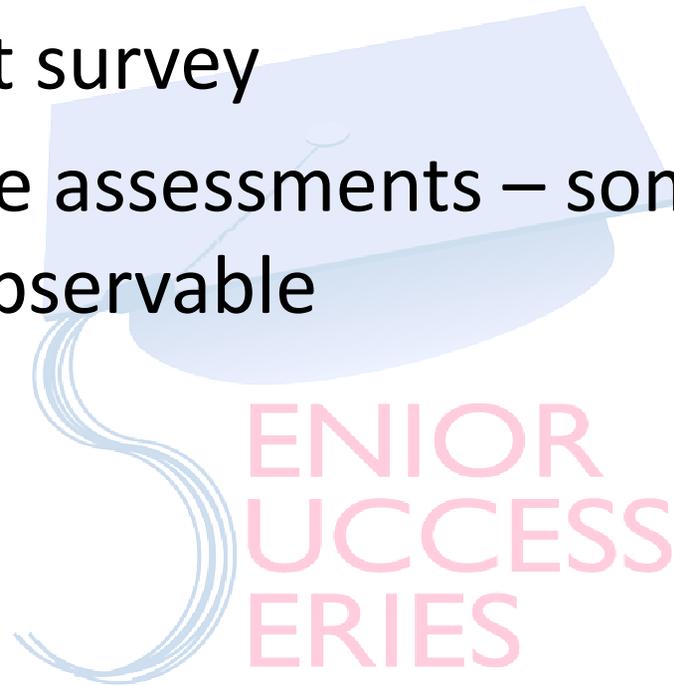


# DeSales University

## Outcomes

*Assessments*

- Pre and post survey
- Measureable assessments – some tangible and some observable



## Task Force Recommendations

### Goals

1. Increased Reflection
2. Prepare for the Transition out
3. Intentional Integration of experiences “so that they may leave campus with a more nuanced appreciation of their liberal arts education”

### Why?

Data to support the need for these goals came from a number of sources including the HEDS and NSSE surveys, the student life satisfaction survey, and the career survey.

# MUHLENBERG COLLEGE

## Suggested Tools

### SYE

- Website to evolve into anthology
- ReOrientation
- Mentorship

### Faculty

- Portfolios
- Capstone Courses



going forward ... giving back



*Reflection . . . Integration . . . Transition*

## Outcomes Assessment

- Embedded in the College's Institutional Research and Assessment
  - NSSE – National Survey of Student Engagement
  - HEDS – Higher Education Data Sharing – Senior Survey
  - CSS – Cooperative Institutional Research (HERI College Senior Survey)
- Event evaluations
- Participation narratives

# DeSales University

## Long Term

- Identified hopes, goals, and an extended vision
- Created a five-year purposeful plan for the expansion of the program
  - Staffing changes, increases in budget (accounting for inflation and student increases), inclusion in campus curriculum

# DeSales University

## BUDGET PROJECTION

<i>Item</i>	<i>Pertinence to Program</i>	2008 - 2009 (25 Students)	2009 - 2010 (50 Students)	2010 - 2011 (100 Students)	2011 - 2012 (200 Students)	2012 - 2013 (400 Students)
Book: Life After School Explained	Supplemental text covering a variety of topics for graduates. Serves as a tangible resource for future reference. See Appendix A.	\$772.50	\$772.50	\$472.50	\$945.00	\$1,520.00
Business Cards	Helps students to create their personal brand. This will give them a distinct advantage over their peers. See Appendix B.	\$24.00	\$48.00	\$96.00	\$192.00	\$384.00
Off Site Travel and Gifts for Site Hosts	Allows students the opportunity to put networking skills into practice, as well as to observe those skills in a professional setting. These events will also serve as opportunities to assess students' growth to that point in the series. See Appendix C for cost breakdown and possible sites.	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$0.00
Meeting Activity Materials/Supplies	Miscellaneous supplies needed for complete program implementation allowing our students to become active participants. May include copies, mailing/postage, and office supplies for students to complete activities.	\$500.00	\$1,000.00	\$2,000.00	\$4,000.00	\$8,000.00
Closing Ceremony/Active Assessment	A "graduation" from the program allowing students to put into practice all concepts learned throughout the Senior Success Series. Event will include dining etiquette speaker and assessment quiz. The cost will cover all students, plus invited guests.	\$1,575.00	\$2,250.00	\$4,500.00	\$4,500.00	\$9,000.00
Thank You Gifts for Outside Presenters/Sponsors	To extend gratitude for their expertise and contribution to students' personal and professional development. See Appendix D.	\$375.00	\$375.00	\$375.00	\$375.00	\$375.00
The Leadership Challenge Workbook	Training programs used to develop skills in conflict resolution, leadership, and personal development. See Appendix E.	\$450.00	\$900.00	\$1,800.00	\$3,600.00	\$7,200.00
Breakfast with Recruiters	This is an opportunity for participants to learn from recruiters about the qualities that successful candidates possess.	\$157.50	\$315.00	\$0.00	\$0.00	\$0.00
7 Networking Receptions	Provides students with the opportunity to put learned concepts into practice. We believe that repetition will ensure achievement of learning outcomes.	\$1,375.00	\$2,750.00	\$5,610.00	\$7,250.00	\$14,500.00
Miscellaneous/Incidentals	This should help to cover any unforeseen expenses.	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
<b>Budget Sub-Total</b>		<b>\$6,979</b>	<b>\$10,161</b>	<b>\$16,604</b>	<b>\$22,612</b>	<b>\$41,729</b>
Professional Staff				\$15,000	\$15,000	\$15,000
4% Inflation Adjustment			\$406	\$2,528	\$4,513	\$9,077
<b>Budget Total</b>		<b>\$6,979</b>	<b>\$10,567</b>	<b>\$34,132</b>	<b>\$42,125</b>	<b>\$65,806</b>

\* An increase in student fees of approximately eighty dollars should support nearly half of the expenses of the program in its fifth year and more than a third in its fourth year.

\*\* Companies we have identified for sponsorship with the help of the Development Office: Enterprise Rent-a-Car, KNBT, Guardian Life Insurance, Lehigh Valley Hospital, Lucent.

\*\*\*The Director of Career Services will be responsible for the management of this budget. The Senior Success Series will be a line item in the Career Services budget. Prior written approval from the Director of Career Services will be needed in order for any money to be dispersed.

## Long Term

- Current initiative is proposed for a 3-year period
- Progress, particularly with goals 1 & 3 is slow
- Vision: SYE as part of 4 year developmental model that includes the Career Center, Leadership, Student Life, & Alumni Relations, AND tied to curriculum through Capstones and Portfolios

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# DeSales University

## Sessions

- Networking
- Creating a Brand
- Job Search
- Personal/Professional Character
- Interviewing
- What's Next
- Finances
- Community Engagement
- Closing Dinner/Assessment



# MUHLENBERG COLLEGE

## Sessions

- First Year Seminar Reunion (Development and Alumni Relations)
- Roundtable Discussions (academic departments, visiting scholars)
- President's Reception for the Senior Class
- Reality MC (3 days in January prior to classes)
- Transitions Workshop Series (Career Center & Alumni Career Committee)
- Last Lecture/Faculty Salute (Senior Week – Student Activities)
- Open Forum Discussions (Academic Resource Center)

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## Action Steps

- Interdepartmental collaboration
- Establish student shortcomings and prove a need for action
- Identify overarching objectives and build specific learning outcomes with corresponding assessments
- Student Recruitment/Marketing
- Contact alumni, community professionals, and presenters/sponsors
- Brand the whole package

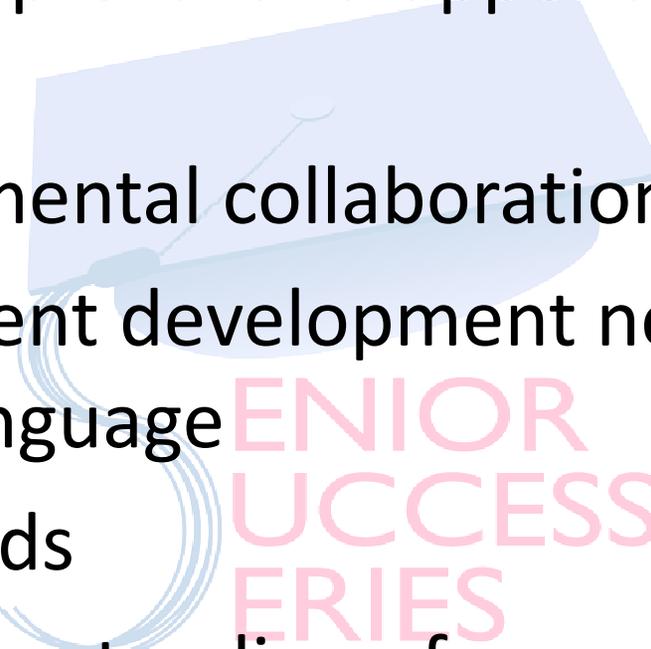
## Action Steps

- Read, Understand and Refer to the Task Force Reports
- Build Alliances
- Create programming that melds with existing events
- Partner with departments that have a positive impact on students
- Constant Marketing

*Reflection . . . Integration . . . Transition*

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## Obstacles

- Obtaining approval and upper administration buy-in
  - Interdepartmental collaboration
  - Putting student development needs into academic language
  - Securing funds
  - Student understanding of concept, acceptance of need for help, and interest in the program
- 

## Obstacles

- **Momentum** – getting buy-in from all constituents for something brand new
- **Student Fears** – they don't necessarily want to think about graduating...and if they are thinking about it, they aren't necessarily interested in telling us!
- **Money** – it is hard to anticipate all costs when building a budget from scratch
- **Question:** is it enough for us to know they had an experience or do we need to tell them they've had it?

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# DeSales University

Visit the website for more information:

<http://www.desales.edu/sss>



# MUHLENBERG COLLEGE

Visit the website for more information:

<http://www.muhlenberg.edu/sye/>

<http://www.muhlenberg.edu/mgt/presoff/sye/>

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