

Student Life Committee Meeting Minutes November 15, 2018

Meeting called to order: 2:02

Present: Jackie Dierdorff, Eli Gandour-Rood, Mara Henderson, Zaixin Hong, Alan Krause, Ben Papadopoulos, Jess Smith, Karin Steere, Mike Valentine, Adrian Villicana, Nila Wiese

Note Taker: Jess Smith

The committee approved the minutes from the meeting of October 11th.

Announcements: Valentine announced that the integrity code revision group has been working toward a semi-final version to be presented to faculty, students, and staff in January.

The committee engaged in overall feedback about how Student Affairs is communicating their values and their work through their website:

Wiese suggested that we synthesize the outcomes of our deliberations for Dean Baker's office.

Valentine suggested that the primary issue is that the campus community doesn't know/understand the overall organization of Student Affairs, but that may not be a problem if people are able to find the resources they need.

Steere noticed a discrepancy between what undergraduate and graduate students understand as resources in Student Affairs given the difference in orientation processes.

Gandour-Rood echoed the need to translate the resources for each audience they are trying to address and recommended doing some user experience focus groups to identify how they use the website.

Krause suggested identifying the audiences/categories of users first before determining how to address each category's needs.

Steere indicated the need for faculty training so that everyone understands where to find resources and recommended the possibility of a "global" tab with a list of what's available for students.

Wiese noted the confusion of the menu items listed on the Division of Student Affairs landing page.

Villicana noted that the webpage is organized top-down, but users will likely utilize the page/s from a bottom-up perspective (need/search-based) and proposed grouping resources based on needs/searches to guide navigation.

Some faculty shared that they have more success searching on Google for resources than the Puget Sound search bar.

Villicana suggested that we would benefit from clearer objectives to guide our input and feedback. Wiese responded by re-articulating the stated mission as being to make Student Affairs' values visible.

Henderson shared that RAs are trained to serve as resources and guides for student concerns. Smith suggests that faculty and staff also need to be trained to navigate resources in a similar way and the website should ideally be organized in a way that most effectively communicates those pathways.

Steere recommended that Student Affairs engage in data analysis of how students and faculty are engaging with their sites to offer more detailed and quantifiable feedback.

The committee offers the following synthesized input and feedback:

- Identify the categories of user groups who engage with student affairs (students, faculty, prospective students, etc.)
- Conduct focus groups around user experience and collect data about needs and searches for which each category engages with student affairs
- Organize web pages based around a bottom-up needs-based approach by featuring specific and user-centered language on pages rather than mission/vision statements to ensure that resources are accessible (resource pages rather than advertisements)
- Create a plan for how to orient faculty, students, and staff in undergraduate and graduate programs on how to navigate resources (perhaps using the curriculum for RAs to guide this). Ensure that department chairs and administrative assistants are trained whenever there's turnover.
- Given that most people on campus have a better understanding/ connection to specific people in an office rather than more general promotional materials, featuring photos of resource people on webpages (like Dr. Baker's page and CES) might better reflect the division's values, include/feature photos of resource people more than text (CES)
- Referral guides like the ones online are helpful. We'd encourage more of them and more distribution of them and that these should be developed in dialogue with faculty and others who may use them
- Some faculty proposed the possibility of an internal-facing webpage and an external-facing page geared more toward prospective students

Meeting was adjourned at: 2:56