Learning Outcome (Program Administration) Goals:

♦ Maintain a rating score of 4.70 or higher in each component of the following Program Evaluation criteria:
  
  o Overall Program Educational Content
  o Overall Program Value
  o Overall Accommodations Quality
  o Overall Meals Quality
  o Overall Satisfaction

♦ This goal is applicable to every program site this department oversees; for the current fiscal year, Armstrong Road Scholar oversaw two distinctive program sites.

Method:

♦ Armstrong Road Scholar utilizes a standardized, web-based evaluation system that is offered to all participants of programs. These respondents have a detailed selection of criteria that they rate based on their personal experiences and opinions.

♦ The rating process consists of both a “Question/Answer” portion and a “Personal Comments” section to elaborate and/or explain their selection on the former segment if they wish.

♦ The evaluation system allows participants to rate a particular program site on a specific week; this enables our office the opportunity to very narrowly concentrate our efforts to applicable areas.

♦ Armstrong Road Scholar utilizes the numerical evaluation portion to quantify as accurately as possible whether our Program Administration Outcome Goals are being met or not; we subsequently rely on the “Personal Comments” section to better understand the numerical ratings. This section also allows us to foster those elements of our programs that garner very positive results as well as to focus carefully on and adjust the aspects that need to be improved or modified in any way.

♦ The numerical rating system is configured to translate selections to a number grade that range from:
  
  o “Very Satisfied” (5)
  o “Somewhat Satisfied” (4)
  o “Neither” (3)
  o “Somewhat Dissatisfied” (2)
  o “Very Dissatisfied” (1)

♦ Elderhostel Main computes the results, averages them for each program week, displays them online in a detailed, spreadsheet report format (of which this office has continuous access), and finally, cumulatively averages the results for a 12-month period. Additionally, all accompanying written comments and suggestions are also posted verbatim; these are accessible through an icon on the report that opens a separate window.
All evaluations are anonymous so respondents may rate programs and comment freely and honestly.

Armstrong Atlantic State University  
Division of Student Affairs  
Elderhostel/Road Scholar Department  
2010-11 SACS Student Learning Outcomes Assessment (continued)

Results:

♦ From September 2010 through May 2011, Armstrong Road Scholar hosted a total of 24 program weeks with 625 participants in attendance at two separate sites.

  - Historic Savannah site: 451 total attendants over 15 program weeks.  
    Total responses: 307
  - Midtown Savannah site: 174 total attendants over 9 program weeks.  
    Total responses: 106

♦ Total results for 2010-11:

  - Historic Savannah (Site # 11376):
    • Overall Program Educational Content: 4.92  
    • Overall Program Value: 4.95  
    • Overall Accommodations Quality: 4.93  
    • Overall Meals Quality: 4.83  
    • Overall Satisfaction: 4.98

  - Midtown Savannah (Site # 11377):
    • Overall Program Educational Content: 4.86  
    • Overall Program Value: 4.85  
    • Overall Accommodations Quality: 4.49  
    • Overall Meals Quality: 4.52  
    • Overall Satisfaction: 4.81

Changes as a Result of Assessment:

♦ For the 2010-11 fiscal year, Armstrong Road Scholar met or exceeded all of its Program Administration Goals. However, since there is still some room for improvement among several of the rating scores, we will continue to strive to improve each of our program sites in every applicable area.

♦ Two specific areas we will concentrate our focus on are the accommodations and meals quality for the Midtown Savannah (#11377) site. We plan on strategizing with both our current hotel manager and our caterer to pinpoint specific areas of concern that we can actively and aggressively improve in order to raise our evaluation results on those points.