

# Program Evaluation

Fresno State College of Arts and Humanities Advising and Support Center  
Fresno State College Advising Centers

## CAH Advising Center

### Evaluation Questions

#### Focused On:

- Awareness
- Utilization of Services
- Perception of Benefits Toward Goals

#### Methodology

A mixed methods concurrent triangulation strategy was utilized to obtain both quantitative and qualitative data concurrently.

#### Participants

Fresno State students with a declared primary major under the College of Arts and Humanities

#### Stakeholders

Academic Counselors within the College of Arts and Humanities (CAH)

#### Design

The researchers developed a 21 item survey using Qualtrics and disseminated the survey via email utilizing GradesFirst to 2,221 students who have declared a major under the Fresno State College of Arts and Humanities.

The researchers conducted a structured focus group with a purposeful sample of CAH juniors.



#### Recommendations

1. Student lens on design and location of advising centers
2. Increased signage & visibility to promote services and location
3. Maintain flexible & expanded advising hours
4. Consider more frequent mandatory advising sessions
5. Provide professional development training
6. Develop an assessment plan

Evaluators are doctoral students in the DPELFS Program

## College Advising Centers

### Purpose and Scope of Evaluation

Evaluate the eight college advising centers to determine common student learning outcomes and advising activities across all advising centers. The evaluation will inform key stakeholders of specific activities and outcomes that can be used as a framework for assessing student achievement.

### Evaluation Questions Focused On:

Student Learning Outcomes

### Advising Assessment - Fresno State

