Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Increase attendance at activities
Increase student and faculty attendance at activities hosted by the Women’s Center.

Related Measures

M 1: End-of-event surveys
Event attendance tallies and analysis of satisfaction/programming interests via end-of-event surveys.
Source of Evidence: Client satisfaction survey (student, faculty)
Target:
10% increase in participation over 2012-13.

O/O 2: Grow scholarship support
Grow scholarship support from providers and student applicants.

Related Measures

M 2: Number of student applications for scholarships
Number of student applications for scholarships managed by the Women’s Center; addition of scholarship funds by the Center’s partners who provide them.
Source of Evidence: Activity volume
Target:
10% increase in applicants over 2012-2013; addition of one $250 book award in 2013-2014.

O/O 3: Effectively promote services and programming
Effectively promote services and programming on Women’s Center website and via social media.

Related Measures

M 3: Track website page views and downloads of information
Track website page views and downloads of information; establish 2013-2014 figures first, then track changes over the next academic year.
Source of Evidence: Activity volume
Target:
Increase website traffic by 10% over the next two years.