

## UNIT REPORT

**FY24 Assessment Plan**

Generated: 11/8/23, 2:44 PM

**Mission Statement****Description:**

The A.D. Bruce Center for Spirituality and Religion embraces, celebrates and fosters spiritual and religious experiences of the diverse University of Houston community.

**Date last revised:** 06/22/2022

**Vision Statement****Description:**

The A.D. Bruce Center for Spirituality and Religion envisions a campus in which spirituality and religion integrate with the university experience.

**Date last revised:** 06/22/2022

**1 Goal: Providing a welcoming and well-maintained auxiliary facility****Description:**

Create a high standard for service and satisfaction for worship organizations, students, faculty/staff/alumni as well as non UH visitors. While also creating and sustaining an atmosphere that is inviting and welcoming to anyone and everyone we passes by and enters the building.

**2 Goal: Support the Campus Ministries Association of University of Houston****Description:**

Increase administrative, advising, advocacy and program support for the programs, services and ministries of the Campus Ministries Association. Creating campus partnerships for ministries to actively participate and build new relationships.

**3 Goal: Marketing and Revenue Generation****Description:**

Increase awareness about the Religion Center along with the programs and services to UH and the greater Houston area by creating brand assets increasing social media engagement. Use variety of marketing strategies to create outreach that will identify and create new business and revenue opportunities.

**4 Goal: Expand Partnerships****Description:**

Continue to explore opportunities for new partnerships with campus departments but also community entities in the greater Houston area and possibly beyond.

**5 Goal: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions****Description:**

Research and gain understanding of services and programs offered at BIG 12 and/or Top 50 public institutions by faith/religion/spirituality centers or campus ministry association like organizations.

**1.1 Action Step: Facility Maintenance and Repair****Description:**

Develop a plan of action that will address and prioritize facility needs for repair and/or replacement. The plan of action will outline a process of identifying financing these projects through the religion center budget, Student Life and DSAES development resources. Special attention will be given to proposing a viable payment process should an interdepartmental funding source be identified and approved.

**1.2 Action Step: UH Service Level Agreements****Description:**

Monitor and review the UH Service Level Agreements for housekeeping maintenance and grounds to ensure the Religion Center needs are met and cost savings are achieved where applicable.

**1.3 Action Step: Partnership with Custodial Vendor****Description:**

Maintain a positive working partnership with the custodial vendor (MetroClean) and monitor the Custodial Cleaning Frequency Charts to ensure facility cleanliness and consistent staffing to support student organization activities and special event needs.

#### **1.4 Action Step: Student Assistant Training Program**

**Description:**

Review and revise the student assistant training program for special event assistance and improving and maintaining customer service based on ethic of care. Special attention will be given to CPR and AED training for student assistance and resident ministry leadership.

#### **2.1 Action Step: Develop Program Initiatives**

**Description:**

Develop program initiatives to support interfaith dialogue and campus outreach. Further develop collaborative programs and services with registered student organizations and colleges and departments.

#### **2.2 Action Step: Department Collaborations**

**Description:**

Identify and coordinate with different DSA and academic departments in partnership with the Campus Ministries Association to plan a variety of Interfaith Dialogue programs that will provide students with different learning options which would include speakers, cohort groups and reading options.

#### **3.1 Action Step: Special Event Collaborations**

**Description:**

Develop a plan of action in collaboration with the Student Centers' Conferences and Reservations Office (CARS), University Hilton and UH Alumni Center that will showcase UH facilities as a destination for special events (more specifically wedding events).

#### **3.2 Action Step: Social Media Presence**

**Description:**

Review and update A.D. Bruce Religion Center's social media presence and marketing to include the A.D. Bruce Religion Center website: [www.uh.edu/adbruce](http://www.uh.edu/adbruce) and other social media options.

#### **3.3 Action Step: Revenue Generation**

**Description:**

Identify new and unique revenue opportunities. Identify capitol projects that could potentially create revenue generation opportunities.

#### **4.1 Action Step: Annual UH Memorial Service**

**Description:**

Continue to work with Student Government Association, Student Affairs and Enrollment Services, Advancement, the UH Alumni Association in the development and planning of UH Day of Remembrance. Look at opportunities to identify monthly remembrance to families and UH community members.

#### **4.2 Action Step: Alumni Association/Hotel and Restaurant Management Partnership**

**Description:**

Create a working partnership with the Alumni Association and the Hilton College of Hotel and Restaurant Management to create a collaborative engagement when working with customers for special events (weddings).

#### **4.3 Action Step: Moores School of Music Partnership**

**Description:**

Collaborate with the Moores School of Music to provide musical services for special events at A.D. Bruce Religion Center (weddings). In addition, work with their technicians to service the organ and standing piano. Create opportunities to schedule days and times where Moores School of Music students can practice on the organ in the University Chapel.

#### **4.4 Action Step: Campus Recreation/UH Wellness Partnership**

**Description:**

Collaborate with Campus Recreation and UH Wellness to provide meaningful student programs to enhance student engagement wellness physically, mentally and spiritually.

#### **5.1 Action Step: Benchmarking Research**

**Description:**

Identify public institutions (Top 50/Big12/Texas Peers) that have similar departments/services that can be used for research.

#### **1 Assessment Activity: Faith/Religion/Spirituality Needs Assessment**

**Program/Service Being Assessed:** Faith/Spirituality Needs

**Assessment Method:** Both (quantitative and qualitative)

**Description of Assessment Activity:**

The assessment will be in survey form delivered to the UH community. The assessment will determine if AD Bruce and the Campus Ministries are connecting to the UH community in the correct way. The assessment will also question how and if students are interested in the services AD Bruce and the Campus Ministries offer.

**Frequency / Timeline of Assessment Activity:**

The assessment activity would be delivered one-time in the Fall semester so the data can be analyzed during the Spring semester.

**Connection to Goals/Mission:**

Connects directly to Mission and Vision of department.

Also connects to...

- Goal 2: Support the Campus Ministries Association of University of Houston
- Goal 4: Expanded Partnerships
- Goal 5: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

## 2 Assessment Activity: Program Inclusion

**Program/Service Being Assessed:** Program Inclusivity and Welcoming

**Assessment Method:** Both (quantitative and qualitative)

**Description of Assessment Activity:**

This assessment activity goal is help determine if AD Bruce Religion Center and/or programs and services held at AD Bruce considered are inclusive.

**Frequency / Timeline of Assessment Activity:**

This assessment will be administered to each person who attends AD Bruce programs. We may also look at administering this assessment to other individuals who may not regularly AD Bruce (if at all).

**Connection to Goals/Mission:**

Connects directly to Mission and Vision of department.

Also connects to...

- Goal 3: Marketing and Revenue Generation
- Goal 4: Expanded Partnerships
- Goal 5: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

## 3 Assessment Activity: Student Employment

**Program/Service Being Assessed:** Student Employee Training/Development

**Assessment Method:** Both (quantitative and qualitative)

**Description of Assessment Activity:**

Using the UH Scarlet Seals of Excellence as a framework, we will ask our student employees questions about their workplace knowledge in an effort to enhance their work experience and competencies.

**Frequency / Timeline of Assessment Activity:**

Assessment will be administered at the end of each semester so we can make necessary adjustments in the student training/development sooner rather than later.

**Connection to Goals/Mission:**

Connects directly to Mission and Vision of department.

Also connects to...

- Goal 1: Providing a welcoming and well-maintained auxiliary facility
- Goal 2: Support the Campus Ministries Association of University of Houston
- Goal 5: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

## 4 Assessment Activity: Wedding Customer Service

**Program/Service Being Assessed:** Customer Service for Wedding Clients

**Assessment Method:** Both (quantitative and qualitative)

**Description of Assessment Activity:**

As we provide services for clients who are hosting weddings in our building, we want to assess if we are providing the best possible level of service. The survey will provide questions about the clients process and experience from beginning to the end. The surveys will also provide questions assessing ease of the reservations process and professionalism of the staff with whom they interact.

**Frequency / Timeline of Assessment Activity:**

Surveys will be sent out monthly to capture responses and address areas of concern in a timely manner.

**Connection to Goals/Mission:**

Connects directly to Mission and Vision of department.

Also connects to...

- Goal 1: Providing a welcoming and well-maintained auxiliary facility
- Goal 3: Marketing and Revenue Generation
- Goal 5: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

**5 Assessment Activity: Department Benchmarking of BIG 12 and/or Top 50 Public Institutions**

**Program/Service Being Assessed:** Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

**Assessment Method:**

**Description of Assessment Activity:**

Department Benchmarking of BIG 12 and/or Top 50 Public Institutions

**Frequency / Timeline of Assessment Activity:**

**Connection to Goals/Mission:**

Connects directly to Mission and Vision of department.

Also connects to...

- Goal 1: Providing a welcoming and well-maintained auxiliary facility
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