

Division of Student Affairs
Activity Mapping Project: Helpful Definitions
Updated March 12, 2015

General

- Key Areas: Three to five program or service areas within a department, each comprised of sub-activities that contribute to similar learning outcomes or performance metrics. (Think of academic programs within a college.)
- Learning Outcomes or Performance Metrics: Student learning outcomes (for educational programs) or performance metrics (for other programs and services) associated with a key area.
- Sub-Activities: Activities that make up a key area. (Think of courses within an academic program.)

Descriptors

- Priority Level: Priority level (1, 2, or 3) of a sub-activity as indicated in the “priority pyramid” completed by each department.
 1. Mandatory and required services in order to provide a safe educational environment or required in order for education to take place.
 2. Necessary and essential services for the promotion of student success and/or student academic achievement.
 3. Value-added, though not required, programs and services that educate the whole person, enhance student success and/or support other university goals.
- Target Population(s): Description of a sub-activity’s target audience(s) within the DePaul community (e.g. first-year students, graduate students, faculty/staff).
- Timing (Quarter): Academic quarter(s) in which a sub-activity occurs, or year-round.
- On/Off-Campus: Location of a sub-activity.
- Curricular: Sub-activities connected to a formal academic course curriculum.
- Cocurricular: Sub-activities outside the traditional academic classroom setting which complement and support learning and development.

Magnitude

- Frequency: Number of times a sub-activity occurs, whether it is a series of different programs or services or the replication of the same program or service multiple times. Please leave blank for one-on-one services (e.g. individual counseling).
- Student Touch Points: Total number of students impacted by a sub-activity.

- Average Students: If a sub-activity occurs more than once, the average number of students who participated each time. *Student Touch Points* divided by *Frequency*. Please leave blank for one-on-one services (e.g. individual counseling).
- Unique Students: If a sub-activity occurs more than once, the number of unique students who participated (only if the information is available).
- Program Level: Measure of student impact (1, 2, or 3). Based on *Average Students* (if listed) or *Student Touch Points*.
 1. 500 or more students.
 2. 100 to 499 students.
 3. Less than 100 students.
- Staff and Faculty: Total number of staff and faculty in attendance.
- Other Attendees: Total number of alumni, family, and community members in attendance.
- Breadth: Measure of student engagement (1, 2, 3, or 4).
 1. Large-scale or university-wide events and activities. Typically involving over 500 students with a primary focus on community and affinity-building.
 2. Programs involving multiple departments or units, engaging multiple groups of students.
 3. Small, defined, or target group (e.g. departmental programs and services). Typically 10 or more students.
 4. One-to-one/individualized learning, mentoring, advising, or support.
- 4. Depth: Measure of student engagement (1, 2, 3, or 4).
 1. One-time experience (e.g. workshop). Limited investment on the part of student.
 2. Multiple moderate experiences. Consistent low-level engagement over time (e.g. one academic quarter).
 3. Short-term intense. One-time activity marked by a high degree of intensity (e.g. weekend retreat, training over several days, one-day educational program).
 4. Long-term deep. Sustained intense involvement over an extended period of time (e.g. full academic year, sustained leadership of group).

Resources

- Program Code: Program code associated with a key area or sub-activity.
- Revenue Sources: Description of fees, participant contributions, donations, corporate sponsorship, and other revenues used to fund a key area or sub-activity. Include contributions from other departments (e.g. VEF grants, SAF-B). Do not include gift-in-kind.
- Revenue Amount: Total amount of revenue and contributions used to fund a key area or sub-activity. Do not include gifts that were received but are not yet spent.

- Departmental Expenditures: Total amount of departmental (non-salary) expenditures used to fund a key area or sub-activity (should come from a department's operating budget).
- Total Cost: Total amount of non-salary resources used to fund a key area or sub-activity. *Revenue Amount plus Departmental Expenditures.*
- Cost per Touch Point: *Total Cost* divided by *Student Touch Points*.
- Staff Time: Positions responsible for a key area and the percentage of their time dedicated to that activity, including full-time staff, part-time staff, graduate assistants, and student employees who are paid but are not administrative (e.g. student leaders, mentors, tutors).

Partners

- DePaul Partners: Divisional and university departments who collaborated to deliver (not simply participate in) a sub-activity. Can attach a separate list if needed.
- External Partners: Partners outside the university.

Community Service

- Number Served: Number of community members impacted (only if the information is available, e.g. 60 CPS students). Service sites should be listed under *External Partners*.
- Service Hours: Total number of community service hours completed by all participants.