

# National Assessment of Service and Community Engagement (NASCE)



Service, Insight, Research

Developed and tested by Dr. Don Levy and  
Dr. Mathew Johnson

Administered by the  
Siena College Research Institute  
[www.siena.edu/sri](http://www.siena.edu/sri)



# What is the NASCE?

Developed to measure service done by students and in response to the common campus belief that students are providing superior service to the community, the National Assessment of Service and Community Engagement instrument measures the degree of service and community engagement among student populations throughout nine (9) key service areas:

- homelessness/housing
- hunger/nutrition
- youth services
- elder care
- health/fitness
- public awareness/civic participation
- religious/spiritual life
- environmental advocacy
- economic justice



Hunger



Homelessness



Religious



Environmental



Health



Civic



Youth



Elder



Economic Justice

# What is the NASCE?

The National Assessment of Service and Community Engagement offers a method by which institutions can have focused, reliable measurement to frame the discussion of service and community engagement on their campuses. In addition to aggregate level data, institutions will receive information relevant to each area of service. This information allows schools to refine policy and mission to bring action into line with belief. NASCE reveals:

- Type, Frequency, and Depth of Student Service and Engagement
- Locations, Organizations, and Institutional Structures that Promote or Hinder Service and Engagement
- Change in Service and Engagement Over Time
- Difference in Service and Engagement Between Institutions
- Personal Motivations Relevant to Service and Engagement

The NASCE is a web-based survey offered to 100% of a school's student body administered by the Siena Research Institute (SRI). Over a twelve day period, three invitations are sent to students to voluntarily complete the survey. After successful completion, SRI analyzes and collates the data to deliver a comprehensive and easily understandable summary to school administrators.



# What is the NASCE?

Participating schools receive a highly effective “Percent of the Possible (POP)” score. Developed by Dr. Johnson and Dr. Levy and based exclusively on the NASCE, POP scores grade institutions by combining the percentage of students contributing service in each of the nine need areas with their frequency and depth of service. The NASCE is an important assessment and planning tool that allows colleges to compare service across the institution and among the entire national sample.

Immediately schools see the degree of their capacity to serve that is helping their community across all nine areas individually and cumulatively. Schools then target interventions that will increase service in areas of need or across all areas. This valuable assessment area planning tool is unique to the NASCE.

As of January 2012, the NASCE has been administered at over 30 higher education institutions across the country.

## Calculating POP

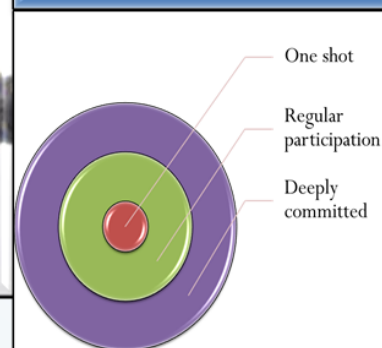
Do You Participate in Service?



How Often?



At What Depth?





# Why participate?

How much service are students actually doing? With what frequency? With what level of commitment? NASCE provides a valid measurement. How much of a contribution is an institution making to its community? How do you compare with other colleges and universities across the country? NASCE generates a score that shows the percentage of an institution's capacity for service that is being delivered.

The NASCE offers campus communities the chance to better understand the service their students are providing. By understanding the current service environment on and off campus, schools can speak and act confidently on issues of service and community engagement. Some areas where this knowledge could prove beneficial include:

- |                                 |                     |
|---------------------------------|---------------------|
| • Internal assessment           | • Benchmarking      |
| • External accreditation        | • Alumni outreach   |
| • Marketing                     | • Curriculum design |
| • Strategic planning            | • Recruitment       |
| • Outside funding opportunities | • Retention         |

Participation in the National Assessment of Service and Community Engagement contributes to a growing national database of information of service activity. This not only allows participant schools to compare themselves across peer groups but hopefully will empower researchers to understand what institutional practices promote or hinder sustainable service and civic engagement.

Continued participation over multiple years will further benefit institutions. While initial participation establishes benchmarks and allows for specific strategic planning and goals, continued participation measures progress and focuses effort.



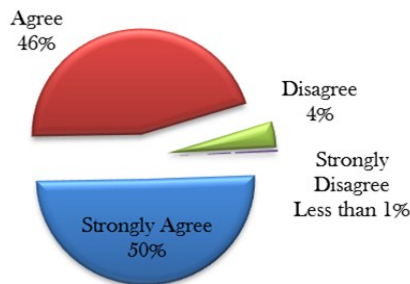
“The five recommendations made by the Siena team based on the survey results have been and will continue to be incorporated into our program planning process. In short, I found participation in this program to be a worthwhile use of College resources (human and fiscal) and would recommend that we participate again in the future ”  
*Robert Bonfiglio, Vice President of Student and Campus Life at SUNY Geneseo*

# What does the NASCE provide?

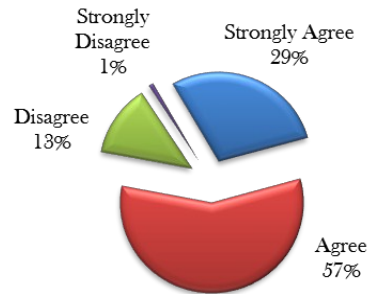
Siena Research Institute provides an executive summary package of NASCE data that includes:

- Frequencies
- Cross tabulations
- A full set of PowerPoint ready graphics (tables, charts, and graphs)
- Area and institutional percent of the possible scores
- Access to comparative data sets for both aspirant and peer institutions once available.

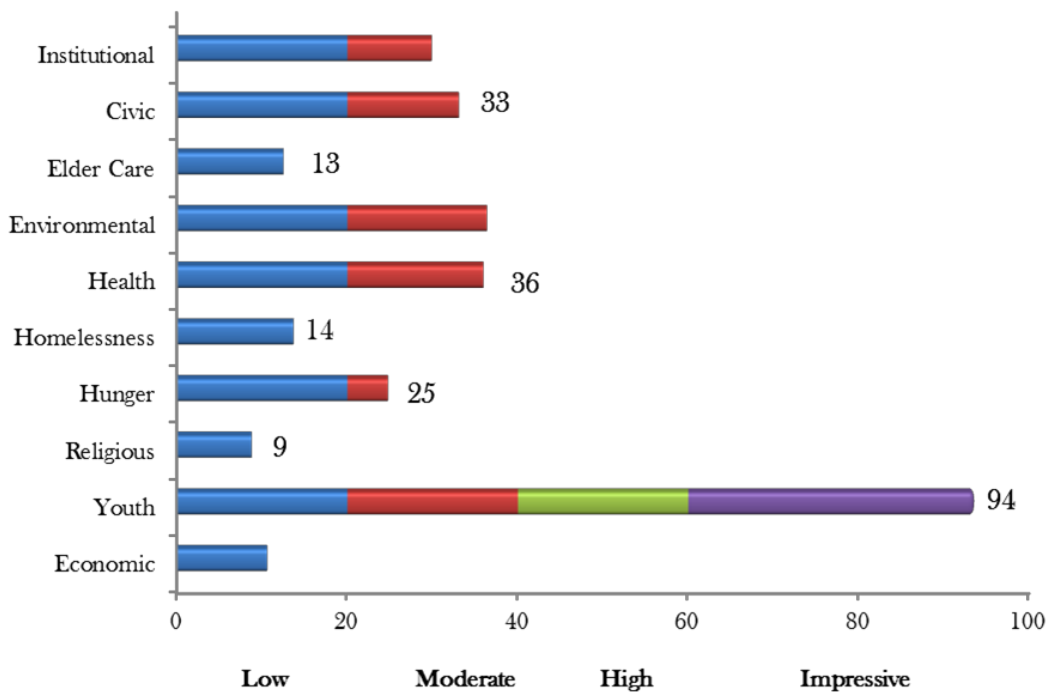
Overall, I would say that XYZ College promotes community service among the student body.



I think the college does an appropriate job of informing students of all the ways they can be engaged in the community.

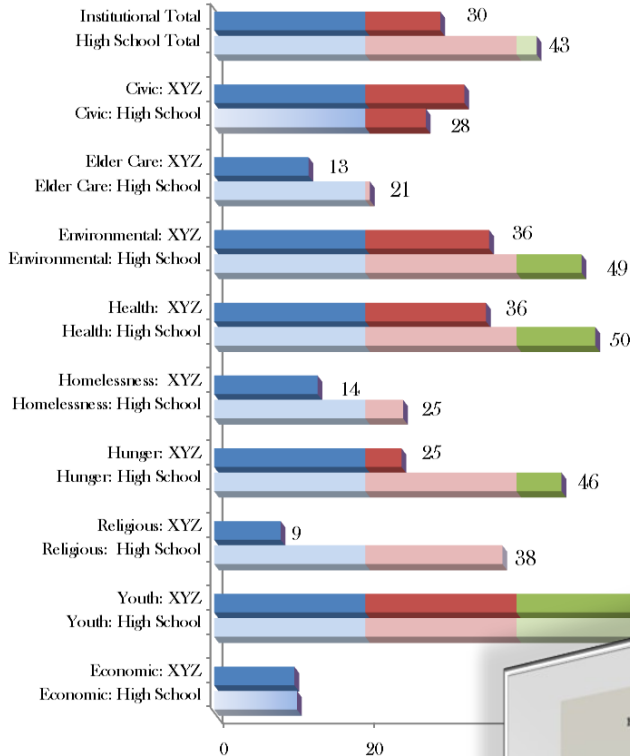


## POP Scores

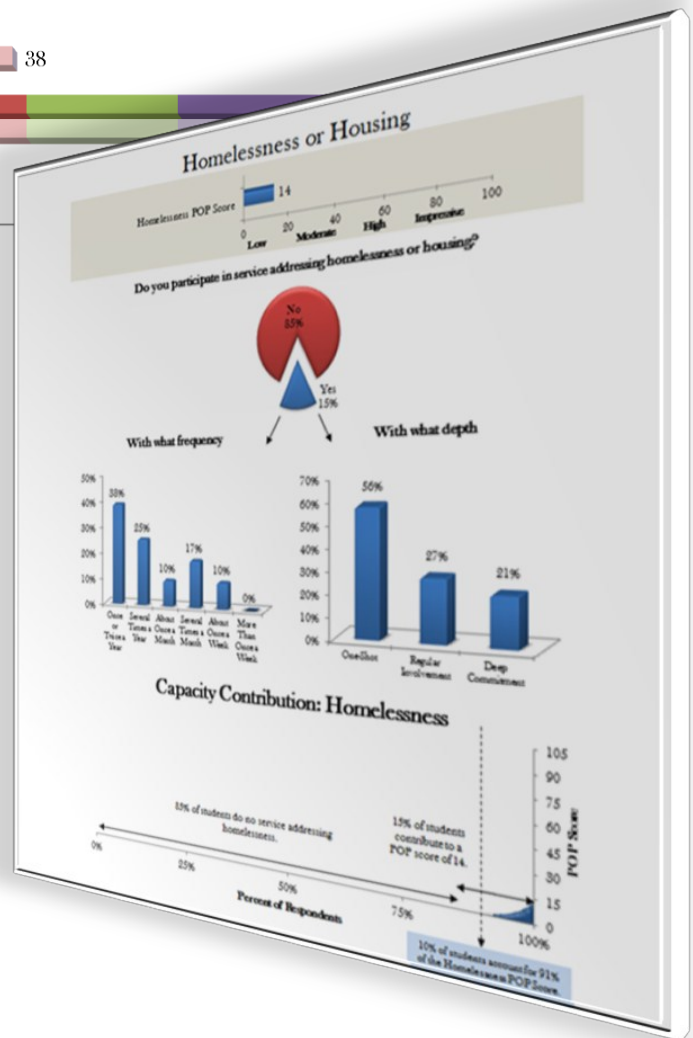
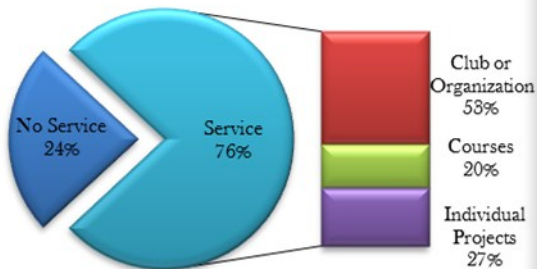


# Sample Charts and Data

Overall and Area Level POP Scores:  
Before and at XYZ College



How do students serve at XYZ College?



# What is the timeline and cost of the NASCE?

The NASCE survey is administered throughout the academic year. The first step is to contact Dr. Don Levy (dlevy@siena.edu) and Courtney Cozzy (ccozy@siena.edu). Upon a confirmation of participation, the institution is requested to complete an Individuation Form that determines its unique attributes that impact service and civic engagement within ten (10) business days. During the following ten (10) business days, the SRI will develop a customized NASCE web module for the participant institution. At this time, the institution shall provide SRI with email addresses for all current students. The College President is requested to contact all current students to indicate her/his support and encouragement for completion of the NASCE.

Once a customized survey has been established and SRI has received email contact for current students, the NASCE web survey opens. Email invitations are sent out on the subsequent Monday, Thursday, and Monday. The web survey closes on Friday and SRI staff begins analysis. Within sixty (60) business days, SRI will provide an executive summary and percent of the possible to the institution. SRI will forward links to comparative level data once available.

The NASCE recommends that participant institutions repeat the Assessment every other year for the second and third iteration to establish and focus institution policy and then every fifth year to maintain a consistent and positive direction.

The NASCE is a fully web-based assessment tool, offering every student a chance to be part of the discussion of how service impacts their lives. The NASCE is available at a flat rate depending upon an institution's full time student enrollment.

Institutional Full Time Enrollment Cost	
Less than 2000 students	\$2,000
Between 2000 and 5000 students	\$3,000
Between 5001 and 10000 students	\$4,000
More than 10001 students	\$5,000



# WHAT IS THE SIENA COLLEGE RESEARCH INSTITUTE?

The National Assessment of Service and Community Engagement is hosted by the Siena Research Institute (SRI). Located on the campus of Siena College, SRI is a full service research center conducting web-based, telephone, and in-person data collection in order to understand and comment on issues affecting the public. SRI has provided innovative and reliable data to the nation since 1980, including the Siena New York Poll and a monthly Consumer Confidence Index. The results of SRI surveys have been published in major regional and national newspapers, including the Wall Street Journal and the New York Times, as well as in scholarly journals, books and an encyclopedia.



For more information on SRI, please visit [www.siena.edu/sri](http://www.siena.edu/sri) or contact [dlevy@siena.edu](mailto:dlevy@siena.edu)

# HOW WAS THE NASCE DEVELOPED?

Schools see the benefit in encouraging their students to serve. Institutions celebrate the accomplishments of students that help those in need. Most colleges can proudly point to unique and sustained programs that were started by students that continue to meaningfully address important community needs.

We developed the NASCE because we believe service is beneficial to students, colleges and communities. Students learn, grow and become in many ways better citizens through service. Colleges succeed in living their missions through enhancing, facilitating and supporting service. And communities find ways to effectively partner with their college neighbors while experiencing needed assistance through the service performed by students. Service is a **Win – Win – Win**.

But, we saw that despite colleges endorsing and applauding service, few could accurately point to the amount of service actually done and done in each of nine areas of need. As social scientists, we said, let's measure service.

Service by its very nature is performed through a network of innovators, managers and partnerships on college campuses. We developed NASCE to study and report on this web of affiliations as well as to locate any obstacles that may be keeping students from serving.

Finally, we realized that service is often assessed only by asking the coordinators on campus to comment. We go directly to students and use a language they understand to measure the service they have incorporated into their college experience.

We invite your participation in the NASCE in order to measure, understand and respond.

*Dr. Don Levy and Dr. Mathew Johnson*





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