

Student Affairs | Measuring Up

Creating a culture of assessment and evidence.

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**Salisbury University
Office of Student Affairs
Center for Student Involvement and Leadership
August 12, 2023**

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EXECUTIVE SUMMARY (one page)

The Center for Student Involvement and Leadership advances the mission of Salisbury University and the division of Student Affairs by providing meaningful opportunities for involvement in campus and community life. These opportunities are designed to improve the quality of community life and to promote the development of responsible citizens and leaders.

2022-2023 Highlights

- CSIL started the year with one less staff member as Jenn Hanner Toomey took a new position outside of SU. The department remained understaffed with no coordinator working with Fraternity and Sorority Life. Tim Johnson stepped in to work directly with FSL with assistance from Tricia Garvey Smith and two graduate assistants.
- COVID-19 restrictions were lifted, and all activities returned to normal.
- Inaugural Leadershape Institute held in January 2023
- Collaborated with Orientation, Transitions and Family Programs to host the first Senior Week celebration.
- Noteworthy event successes:
 - Matt Rife show with full audience of 700 students
 - BSU hosted Wild 'n Out with over 220 students in attendance
 - Black History Month Kick Off
 - Spring concert with Wicomico Youth and Civic Center – 800+ students
 - Recognition of Multicultural Alliance (SUMA) as a council
 - Philanthropy events generating over \$60,000
 - Community Service activities hosted by Student Government Association; multiple FSL chapters and RSOs
- 1,233 reservations (events, meetings, tabling, etc.) were reviewed and approved by CSIL staff for approximately 120 registered student organizations, fraternities and sororities.
- A total number of 1,236 events, meetings and programs were promoted using Involved@SU. These events were sponsored by CSIL, SOAP, RSOs, Office of Diversity & Inclusion, Orientation, Housing and Residence Life, and the Counseling Center.
- Over 1,300 students volunteered for campus wide community service activities: Big Event, I Love Salisbury and Move-In. Total number of volunteer hours exceeded 5000 hours of service. This number does not account for the numerous community services hours worked by individual FSL chapters and RSOs.
- Overall event attendance was calculated as 25,222 using UTix and Involved@SU to collect data. Some events did not record attendance information.
- Two new vans were purchased for Saferide operations.
- Saferide passenger data shows XXX students (possible duplicates) used the service.
- 14 new student organizations were registered

Section I: Department Overview

Vision

Salisbury University students will be educated to connect learning and living, demonstrate personal and academic integrity, welcome diversity and inclusion, and bring honor to themselves and the University.

Mission

The Center for Student Involvement and Leadership advances the mission of Salisbury University and the division of Student Affairs by providing meaningful opportunities for involvement in campus and community life. These opportunities are designed to improve the quality of community life and to promote the development of responsible citizens and leaders.

Operational Goals:

The Center for Student Involvement and Leadership (CSIL) focuses on all aspects of student learning that extends beyond the classroom and includes:

Goal 1. The Center for Student Involvement and Leadership aims to create opportunities for student involvement and student development.

1. Facilitate leadership education for undergraduate, graduate and special population students to foster the development of marketable skills including but not limited to: problem solving, written and verbal communication, critical thinking, and goal setting.
2. Educate students to recognize, challenge and overcome personal cultural biases.

Goal 2. The Center for Student Involvement and Leadership embraces innovation to enhance student involvement.

1. Utilize Involved@SU to promote department programs (social media, daily email, texting)
2. Adopt technology which enhances the student leadership experience and administrative productivity for event planning, event promotion, succession plan development.
3. Re-define as necessary what it means to be involved and engaged; create multimodal model for engagement.

Goal 3. The Center for Student Involvement and Leadership aims to foster safe and inclusive communities among students, staff and organizations.

1. Encourage collaboration among student groups.
2. Train students to build relationships with campus partners
3. Encourage students to explore leadership opportunities and experiences beyond their comfort zone.
4. Develop opportunities to support school spirit.

Goal 4. The Center for Student Involvement and Leadership aims to motivate students to increase their effectiveness within their roles.

1. Provide trainings, resources and support for student organization leaders.
2. Designate budget for educational programs and risk management support.

3. Establish online system for forms, data collection, co-curricular transcripts and attendance tracking.
4. Provide training, resources and support for organization advisors.

Scope of Practice – Services Provided

- Connecting Students to programs outside of the classroom
 - Clubs and organizations
 - Fraternities and Sororities
 - Student Government Association
 - Block funded organization management
 - SGA
 - SOAP
 - Saferide
 - WXSU
 - The Flyer
 - SUTV
 - Appropriations Board
- Leadership Programs
 - Sea Gull Camp
 - Event planning
 - Funding 101 sessions
 - Policy and procedure education
 - One-on-one meetings with CSIL staff

Student Learning Outcomes

1. RSOs and FSL chapters attended training sessions presented on the following topics:
 - a. Event planning
 - b. Diversity, Equity, Inclusion and Conflict
 - c. Marketing
 - d. Recruitment and retention
2. Student leaders utilized Involved@SU platform to register their organizations and promote events.
3. Fraternity and Sorority Life provided feedback for the Overhaul of Salisbury University Chapter Assessment Program.

Section II: Service Delivery, Admissions, and Financial Aid Outcomes

Students Served (July 1 – June 30 time period)

*Enter "N/A" if data are not available for this reporting period.
Admissions and Financial Aid and Scholarships skip to below.*

Undergraduates	Outcomes
Total unique number served (do not include repeat visits)	Unknown
Total number of "visits" (includes repeat visits)	21,052
Total number of service contact hours across all service types	21,052
Graduates	Outcomes
Total unique number served (do not include repeat visits)	Unknown
Total number of "visits" (includes repeat visits)	Unknown
Total number of service contact hours across all service types	Unknown
Overall	Outcome
Total unique number of undergraduates and graduate students served	21,052

Comments:

We are unable to distinguish unduplicated students attending events and logging in on Involved@SU.

ALL AREAS

Examples of Major Events, Services, Activities, and Initiatives¹

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served
<i>Example: Annual First-Generation Conference.</i>	<i>First generation students and their faculty mentors</i>	<ul style="list-style-type: none"> ▪ 75 students ▪ 60 faculty mentors ▪ 12 guests²
Monthly Bingo	All Students	1,246 students
Take and Make activities	All Students	858 students
FSL Membership	All eligible students (12 credits, 2.5 GPA)	749 students
FSL new member conference	New members of FSL chapters	171 attended between

¹ Contact the Associate Vice President for assistance in completing this section if needed.

² This could include family, friends, faculty, and staff.

Formal recruitment spring 22	Female students with more than 12 credits	128 women registered
Welcome Week Activities	All Students	694 students
Homecoming Step Show	Students, Alumni, families	176 non students 211 students 387 total
Rock the Quad with Operational Orgs	All Students	307 students

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2021 – June 30, 2022 Allocations

Budget Category	Allocation
01	340,529
02	0
03	1,615
Total	342,144

July 1, 2021 – June 30, 2022 Expenditures

Budget Category	Expenditures
01	279,487
02	0
03	1009.00
Total	280,496

July 1, 2020 – June 30, 2021 Revenue Generated

Initiatives or Purposes	Revenue Generated
<i>Example: Student Success Grant from Foundation to purchase new laptops as loaners to low-income freshmen.</i>	\$12,250.00
NA	
Fee generated budget from Student Activities fee	\$646,617
Total	646,617

Comments related to budget decisions, concerns, cuts, reallocations, etc.
 Savings in the 01 budget category due to salary savings for two vacancies and Contingent replacement at a lower rate of pay. Enrollment numbers directly affect the fees collected which could negatively impact the operational orgs and the funds available for RSO allocations.

Section IV: Collaborations and Partnerships (Internal and External)³

Examples of Collaborations and Partnerships	Outcomes and Impact
<i>Example: County Public Schools Guidance Counselors</i>	Resource materials for helping high school students and families discuss mental health before college.
Orientation, Transitions, Family Programs	Provided funding and staff support for late night activities and program and assisted with training of orientation leaders as a way to showcase CSIL and SOAP for new students.
Orientation, Transitions & Family programs	Planned and implemented Sea Gull Camp using CSIL and OTFP pro staff and GAs. Camp is very much a transition program as well as an introduction to CSIL and leadership.
Alumni Relations and Orientation, Transitions & Family Programs	<p>Combined resources and planned the Annual Homecoming Flock Party together.</p> <p>Planned and coordinated the first Senior Week of activities</p>
Blood Bank of Delmarva	On site blood drive supported by students and staff

³ Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs and SU's Strategic Plan

*The following are examples of ways in which the Unit is assisting Student Affairs and the University achieve strategic plan goals. Please use bullet or numerical formatting to provide examples of **significant** achievements. Some achievements may apply to multiple goals. Use measurable outcomes as much as possible.*

Goal 1: Enrich academic success and student development.

- The Inaugural Leadershape Institute was held with 30 students in attendance. Students explored personal life goals;
- Gull Camp; covered topics directly related to adjusting to college life and getting to know campus; explored communication styles, values, and introspective activities.
- One on One point of contact meetings with student leaders developing relationships with our student leaders and providing a resource for ongoing assistance
- Sent FSL council leaders to NGLA to participate in a leadership education
- Inducted 24 FSL members into the Order of Omega, a National Honor Society for Fraternity or Sorority life members who maintain a grade point average above the All-FSL average, have distinguished themselves as leaders in the Salisbury FSL community, have exemplary character and are either juniors or seniors. These individuals are nominated and voted upon by the university community and then inducted by current members of the Order at the end of the year.

Goal 2: Inspire a campus culture of inclusive excellence, support, and collaboration.

- Collaborate regularly with Orientation, Transitions & Family Programs; Counseling Center; GSU; Athletics and Campus Recreation; Alumni Relations; Multicultural Student Services
- Added a Diversity and Inclusion editor to The Flyer staff
- Shared the platforms University Tickets and Involved@SU with campus partners

Goal 3: Support access, affordability, and academic excellence.

- Over \$80,000 was allocated for special interest RSOs.
- Activities fee was not increased even in the face of rising costs of events and supplies
- RSOs are educated on ensuring accessibility at events and programs

Goal 4: Deepen engagement with our community.

- Panhellenic Council continued its community service at the Newton Community Center
- Provided opportunities for over 1000 students to volunteer in the community through Move-in, I Love Salisbury and Big Event
- Support Move-in to build community among the new members of the SU community
- Sponsored three Blood Drives with the Blood Bank
- Volunteer center offered:

Goal 5: Enhance environmental, social, and economic sustainability.

- Earth Week activities were sponsored by the SGA director of sustainability as normal
- Recycle madness was held each semester



Section VI: Measuring Up – Research, Assessment, and Evaluation⁴

**Goals and Outcomes
July 1, 2022-June 30, 2023**

What were your department goals for this past year? List them here then provide summative outcomes.

Department Goals	Summative Outcomes
<i>Example: Promote student success through health and wellness initiatives.</i>	<ul style="list-style-type: none"> ▪ 5 health and wellness workshops were offered in partnership with Center for Student Achievement ▪ 1,257 unique students attended 5 health and wellness workshops ▪ 83% of students who attended the 5 health and wellness workshops indicated the sessions contributed to their academic success

**Student Learning Outcomes
July 1, 2021- June 30, 2022**

What were your student learning outcomes for this past year? Did you conduct any assessment of those SLOs to see how you're doing? If so, complete this section.

Student Learning Outcomes	Mapped to University SLOs	Mapped to Division's SLOs	Evidence of Learning
<i>Example: Sophomores participating in the Sophomore Year seminar will be able to explain University policy for changing a major.</i>			<ul style="list-style-type: none"> ▪ 75% of participants were able to explain policy for changing a major as evident on post-evaluation compared to pre-test results.
<i>Example: 70% of seniors participating in the résumé development series will be able to identify at least four strategies for writing a successful résumé.</i>			<ul style="list-style-type: none"> ▪ 80% of participants were able to identify four strategies for writing a successful résumé as evident on written exit interview.
RSO and FSL student leaders will learn event planning policies and procedures			
RSO and FSL student leaders will learn communication and conflict management skills			
RSO and FSL student leaders will learn recruitment and retention concepts			

⁴ Contact the Associate Vice President for assistance in completing this section if needed.

Section VII: Strategic Plan-Related Goals (July 1, 2022 – June 30, 2023)⁵

The following goals are intended to be SMART goals. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs' goals and expectations, and the University's strategic plan. **Three to five goals are recommended but you may have more. Please use new University Strategic Plan 2020-2025 goals for this section.**

Department Goal or Objective	Map to University Strategic Plan 2020-2025 Goals	Map to SA Strategic Goals (TBD)	Examples of Assessment Metrics that will be Used
Example: Implement new living-learning communities focused on diversity and inclusion.	Goal 1 Initiative 2		<ul style="list-style-type: none"> ▪ Number of living-learning communities created. ▪ Number of students completing housing contracts for the new LLCs.
Example: Ensure that 70% of academic probation students participate in at least two sessions on successful study habits.	Goal 4 Initiative 2		<ul style="list-style-type: none"> ▪ Number and percent of academic probation students participating in at least two academic sessions.
Re-open the Volunteer Center and register 75% of the F22 new students.			1,050 new students will be added to the Volunteer Center Portal on Involved.
RSO/FSL leaders will participate in leadership training.			100% completion of required sessions and 50% completion of optional sessions. Attendance will be taken at each session and tracked for each organization.
Educate student leaders about risk management and responsibilities in event planning with community partners.			Adopt an off-campus event permit for student organizations.
Educate CSIL pro staff and GAs on FSL practices, traditions, recruitment, intake and terminology			Create an FSL education manual and quick tips summary highlighting the traditions, recruitment practices and
Recognize student service to the community			Monthly service spotlights featuring students or orgs who are nominated for their service to the greater Salisbury Community

⁵ Contact the Associate Vice President for assistance in completing this section if needed.