Student Affairs | Measuring Up

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CENTER FOR STUDENT INVOLVEMENT & LEADERSHIP

Salisbury University
Office of Student Affairs
Center for Student Involvement and Leadership
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EXECUTIVE SUMMARY

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.

2018-2019 Year in review

- A new coordinator for fraternity and sorority life (FSL) was hired
- An external review of FSL was conducted and several recommendations implemented
- The Salisbury University Chapter Assessment Program was restructured for FSL
    - Updated the pillars
    - Added year end presentation to the process
- 4515 spaces were reserved by 118 student orgs/chapters for meetings, events, practices, performances, exercise classes, speakers, movies by student groups
- 16 new clubs were recognized which brings our number to 135 active student groups
- Saferide transported over 22K students safely home
- WXSU student radio played 24/7 for the academic year with live DJ shows and recorded music
- 15 organizations were financially supported for travel to national conferences for continued education with peer institutions. Sports clubs hosted tournaments on campus
- Volunteer hours:
    - Over 7400 unduplicated volunteer hours were reported between the National Folk Festival, move-in, I Love Salisbury and Big Event. FSL and RSO hours off campus are not included in this summary.
- Fraternities and sororities raised over $75K for their various philanthropies
- Re-branded the SOAP spring concert and produced a fantastic show
- CSIL staff implemented new processes for the Celebration of University Leadership awards
- Student organizations collected over 14K pounds of materials for recycle madness
- Revamped the event approval process making it a completely online process
- Collaborated with SUPD to designated party dates to assist with the ease of scheduling for student orgs.
- Relay for Life raised over $56K to support American Cancer Society

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: written and verbal communication, critical thinking, and goal setting.
2. Create and implement a comprehensive orientation program to facilitate a smooth transition to campus life for all new students.
3. 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 technology 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.

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
- Student Wellness Program
    - Educating students about the dimensions of wellness
    - Offering opportunities for students to develop healthy habits for a lifetime
- Leadership Programs
    - Event planning
    - Nuts and bolts of student organization management
    - Policy and procedure education
    - “Leadershop” series
    - One-on-one meetings with CSIL staff
    - Adulting 101 sessions

Student Learning Outcomes

1. CSIL Graduate Assistants participated in an intentional multi-day training focused on cross training, personal growth & development, teambuilding, job responsibilities & expectations, and goal setting. Graduate Assistants were trained to fully understand the different aspects of the Center for Student Involvement and Leadership, to prevent them from staying siloed in their own role. GAs then became direct points of contact for student organziation leaders meeting at least once per semester to review Involved@SU rquirements; funding requests; event planning details.

2. Student leaders utilized Involved@SU platform to register their organizations and promote events and were trained to use the new online event permit process.

3. Student leaders were informed of department policies through one-on-one meetings with CSIL staff

4. Fraternity and Sorority Life community participated in the Salisbury University Chapter Assesment Program and presented their result to campus partners.

Section II: Examples of Major Events, Services, Activities, and Initiatives[1]

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant[2]
Example: Annual First Generation Conference.	*First generation students and their faculty mentors*	▪ *75 students[3]* ▪ *60 faculty mentors* ▪ *12 guests[4]*	▪ *$22.72*
NPHC Step Show	Students, alumni, parents	Approximately 600 attendees	$1.56
AFLV Conference	FSL student leaders and 1 staff	4 students 1 staff	$720.00
External Consultant Review	FSL students	900 FSL Students	$6.66
New Member Conference	New members from FSL chapters	170	$2.00
CSIL Grad Training and team building	All CSIL GAs	6 grad assistants 4 staff members	$40 (meals and escape room)
Spring Concert	SU students	616	250.00
Fall Student Activities Fair	all students	114 organizations 900 students	< .50
Spring Student Activities Fair	all students	103 organizations 2000 students	< .50
2 CSIL Bingo nights	All students	253	$2
Celebration of University Leadership	Student leaders	176	
Case management of student organizations to			
Trolley event with city of Salisbury/Mayor's office	All students	200	0
Salisbury's Got Talent	All students		
CSIL retreat	Block funded student orgs	3 staff 1 grad student	
Nat'l Folk Festival volunteers	Greater Salisbury community	250 volunteers	0
Big Event	Community members/student volunteers	400 student volunteers 45 sites served	3.25 (food, drinks)
I love Salisbury	Community members/student volunteers	500 student volunteers 50 sites served	3.25 (food, drinks)

*costs are supported from student activities fees or funds raised through individual organizations or department poster sale.

[1] Contact the Associate Vice President for assistance in completing this section if needed.
[2] Use this formula to determine cost per participant (CPP) for every person attending: Cost of Event / Attendees.
[3] For future reports, Units will be asked to report on (1) total unique headcounts for students where repeat visits are not counted and (2) total visit counts where same students may visit and receive services multiple times.
[4] This could include family, friends, faculty, and staff.

Section III: Summary of Budget Reallocations and Impact[5]

2018-2019 Budget Reallocations

Examples of Budgetary Reallocations	Impact on Service Delivery and Operations
Example: Eliminated three student positions.	*Office will be closed during lunch and no weekend hours which reduces opportunities to serve students, employ students, and interact with public.*

2019-2020 Budget Reallocations

Examples of Budgetary Reallocations	Impact on Service Delivery and Operations
Example: Reduced travel opportunities for staff.	*Minimal professional development opportunity for staff which could result in staff turnover.*
CSIL student worker hours cut from 45 hours per week to 30 hours	Grad assistants paid for out of the student activities fees will fill in during lunch breaks
Scarborough Leadership Center student worker hours cut from 70 hours per week to 32 hours	Hours of operation have been cut back. Building will close with no after hour events including weekends.

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

Section IV: Collaborations and Partnerships (Internal and External)[6]

Examples of Collaborations and Partnerships	Outcomes and Impact
Example: County Public Schools Guidance Counselors	Resource materials for helping high school students and families discuss mental health before college.
Office of Institutional Equity	Presented to all FSL new members about the importance of community building.
Student Affairs	Case manager presented to all FSL new members on appropriate alcohol usage and resources of institution.
Life Crisis Center	Dee Copeland presented to all FSL new members on Bystander Intervention strategies
Mothers Against Drunk Drivers (M.A.D.D.)	Presented to all of FSL on the dangers of drunk driving, resources for safe rides home, accountability/responsibility of their peers and self.
Career Services	Presented to all of FSL on good social media usage strategies, how to utilize LinkedIn, and Career Services resources.
Center for Student Achievement	Presented to potential sorority members on how to balance extracurricular activities and academics using time management strategies.
Mayor's office and Greater Salisbury Committee	Downtown Trolley was highlighted on campus to promote downtown Salisbury to our student body.
Dining Services	Events held in the dining commons have provided new opportunities to take the events to the students.
Wellness Committee: counseling and health ctrs,, disabilities services, career services, dietician, CSA, housing, case manager, conduct and GSU partners	The wellness committee is an example of campus partners working together to provide and promote services and events to SU students.
Wellness Fair with local vendors	Providing information to students about services in the surrounding community which promote healthy living and support overall wellness
Graduation event with Alumni Relations	Provided graduation cap design services for 200 students in attendance
City of Salisbury/National Folk Festival	Provided student volunteers for the weekend

[6] Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals.

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

- Student Activities/Involvement Fair held each semester as a recruitment tool for student orgs
- Approximately 135 organizations are available for student involvement
- Activities/Involvement Fairs are held at the start of each semester
- Welcome Week Activities kick off each new semester
- Sixteen new student organizations were recognized bringing the total to 135 for the year.
    - RSOs provide students opportunities to meet other students with similar interests and values; explore their passions; explore diversity; and connect with the University.

Goal 2: Student Affairs aims to educate students for campus, career, and life.

- "Leadershops" were provided to student leaders on the "nuts and bolts" of running a student organization
- CSIL retreat for block funded organizations and FSL leaders
- One-on-one meetings between the CSIL staff (pro and grads were assigned a caseload of student leaders)
- Student leaders are expected to follow the processes set out by CSIL in order to successfully execute events and programs.
- Soft skills are developed through participation in a student organization
- Students are supported as they pursue activities related to their academic and career goals by attending regional and national conferences; local competitions; master classes etc.

Goal 3: Student Affairs aims to embrace innovation.

- Expand the use of Involved@SU (involved portal) for student organization use, leadership development, and communication with students.
    - Club/FSL chapter registration/re-registration occurs only through the involved portal
    - All approved events are posted on the involved portal
    - Attendance tracking is being utilized for large scale events and programs
    - Date collection is evolving

Goal 4: Student Affairs aims to motivate student affairs professionals to increase effectiveness and efficiency.

- Student Wellness committee which previously included only health services and counseling grew to include valued input for additional campus partners: housing/res.life; disabilities services; center for student achievement; case manager; career services; conduct; GSU and the University dietician. As a result of this expanded committee, the wellness program
    - Is better able to promote campus wide wellness initiatives for all students
    - Offers opportunities for collaboration and expansion of resources which support campus partners while providing more programs for students.

Section VI: A Summary of Achievements Related to University Strategic Plan

The following are examples of ways in which the Unit is assisting the University achieve its goals. Units may cut-and-paste as appropriate from above Section. Do not say, "See above."

Goal 1: EDUCATE Students for Campus, Career and Life

- "Leadershops" were provided to student leaders on the "nuts and bolts" of running a student organization
- CSIL retreat for block funded organizations and FSL leaders
- One-on-one meetings between the CSIL staff (pro and grads were assigned a caseload of student leaders)
- Student leaders are expected to follow the processes set out by CSIL in order to successfully execute events and programs.
- Soft skills are developed through participation in a student organization
- Students are supported as they pursue activities related to their academic and career goals by attending regional and national conferences; local competitions; master classes etc.

Goal 2: EMBRACE Innovation of the Salisbury University Experience

- Expand the use of Involved@SU (involved portal) for student organization use, leadership development, and communication with students.
    - Club/FSL chapter registration/re-registration occurs only through the involved portal
    - All approved events are posted on the involved portal
    - Attendance tracking is being utilized for large scale events and programs
    - Date collection is evolving
- Student leaders use EMS for all room reservations
- Student leaders are utilizing the online event permit

Goal 3: FOSTER Community

- Student Activities/Involvement Fair held each semester as a recruitment tool for student orgs
- Approximately 135 organizations are available for student involvement
- Activities/Involvement Fairs are held at the start of each semester
- Welcome Week Activities kick off each new semester
- Sixteen new student organizations were recognized bringing the total to 135 for the year.
    - RSOs provide students opportunities to meet other students with similar interests and values; explore their passions; explore diversity; and connect with the University.

Goal 4: PROVIDE Appropriate Programs, Spaces, and Resources for All Members of the Campus Community

Section VII: Measuring Up – Research, Assessment, and Evaluation[7]

Previous Year's Goals and Outcomes

Department Goals	Summative Outcomes
Example: Promote student success through health and wellness initiatives.	▪ *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*
Continue the development of the Leadership programs available in CSIL. This will include follow-through on the plans developed in 2016-2017, and outreach to others including FSL, residence life, and campus partners (assisting with running meetings). Recruit faculty and staff to present for leadership programs	3 adulting 101 programs were offered in partnership with SUPD, President's Chief of Staff, dietician, Leadershop series were offered to student org leaders New members attended the new member retreat in February
Continue to develop the administrative management of Fraternity/sorority Life, including systems for ensuring paperwork is updated in a timely manner, and that processes such as Advisor training continues on a regular basis. In addition, FSL needs to finalize processes for expansion, and continue to work on the leadership development for IFC and Panhel	All chapter rosters, grades and paperwork are organized and stored in Involved@SU SUCAP was revamped too
Implement Advisor training and communication plan. Areas covered in the training will include: Budget process (how student leaders access funds), CSIL policies and procedures, risk management, the role of the Advisor and sharing of best practices. Plan should include the development of a manual for all advisors, and additional training in January for new advisors. Start meetings in the beginning of the semester and	15 advisors attended training Student Leaders Manual was updated with advisor expectations and tips 5 org advisors attended risk management webinar All 135 advisors were part of the online event permit implementation

[7] Contact the Associate Vice President for assistance in completing this section if needed.

have meetings at the end of the semester. Develop regular email messages with updates and "shout outs" for great events/programs.	
Review the form and function of Gullfest. Determine if the concert is meeting today's student body needs and if efficiencies are being met.	Concert was re-branded as NestLevel to get away from the past negative Gullfest reputation. Committee was established with broad representation616 students attended the spring concert
Continue the expansion of the Wellness program, utilizing Campus Clarity, and combining resources from Counseling, Health Services, and Residence Life to reach out to more of the campus population.	Wellness committee was expanded to include several additional campus partners Campus Clarity was not utilized this year.
Conduct an external review of Fraternity and Sorority Life to better gauge the health and uncover the weaknesses of the community.	The following areas for improvement have been addressed: • Build relationships with other SA areas: counseling center, conduct office • Meet the brothers night was changed to a Sunday afternoon to address the use of alcohol and parties to recruit the men • Tracking of alumni using Navigate and PeopleSoft tools to keep FSL alumni connected to the University: benefits to Alumni relations and the FSL community • Created a calendar of events which include FSL and other CSIL orgs • Assessment program SUCAP was revamped (done prior to consultant visit) • Town Hall meetings are focused on FSL community issues

Other Projects

Project	Key Result(s) or Outcomes	Organizational Changes
Example: Three-Year Student Satisfaction Survey with new math instructional software.	*80% of student users indicated new software was helpful to understanding math concepts.*	*Two additional math sessions using the new software will be added.*

Student Learning Outcomes

Student Learning Outcomes	Mapped to University SLOs	Mapped to Division's SLOs	Evidence of Learning
Example: Sophomores participating in the Sophomore Year seminar will be able to explain University policy for changing a major.			▪ *75% of participants were able to explain policy for changing a major as evident on post-evaluation compared to pre-test results.*
Example: 70% of seniors participating in the résumé development series will be able to identify at least four strategies for writing a successful résumé.			▪ *80% of participants were able to identify four strategies for writing a successful résumé as evident on written exit interview.*
No learning outcomes were identified.			

Section VIII: Strategic Plan-Related Goals for 2019 – 2020[8]

The following goals are intended to be ambitious but attainable. 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.***

Department Goal or Objective	Mapped to University Strategic Plan Goals	Mapped to SA Strategic Goals	Examples of Assessment Metrics
Example: Implement new living-learning communities focused on diversity and inclusion.	*Goal 1* *Initiative 2*	*Goal 3* *Initiative 1*	▪ *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*	*Goal 2* *Initiative 3*	▪ *Number and percent of academic probation students participating in at least two academic sessions.*
Utilize Campus Clarity in the Wellness Committee and in programming planned with Student Activities	Goal 3 Initiative 6	Goal 2	Use results from campus clarity to provide a program each semester addressing student use of or knowledge of alcohol and other drugs.
Develop the Leadership program; leadership camp; leadershape institute; starfish leadership series	Goal 1 Initiative 4	Goal 2	Participation in the leadership camp and leadershape program.
Implement the Co-Curricular transcript in Involved@SU software with respect to the core competency skills development as related to NACE skills.	Goal 1 Initiative 1	Goal 2 Goal 3	Number of student leaders who create a co-curricular transcript and submit for approval.
Implement recommendations for improvement of the FSL community • Maintain or increase Panhellenic chapter population to combat the steady decline of interest over the past 3 academic years. • Maintain healthy NPHC chapters			Increase marketing and promotion of Formal Recruitment to increase the PNM pool by 10% Increase NPHC chapter membership to the minimum number of 10 by 2021

[8] Contact the Associate Vice President for assistance in completing this section if needed.

APPENDICES, CHARTS, TABLES AND GRAPHS (OPTIONAL)

Not Applicable