Student Affairs | Measuring Up

Creating a culture of assessment and evidence.

www.salisbury.edu/students

Salisbury UNIVERSITY

Salisbury University
Office of Student Affairs
Center for Student Involvement and Leadership
August 20, 2020

TABLE OF CONTENTS

CONTENT	PAGE
Executive Summary	*3*
Section I: Department Overview	*4*
Section II: Service Delivery (REVISED)	**6**
Section III: Budget Allocations, Expenditures, and Revenue Generation (NEW)	**7**
Section IV: Collaborations and Partnerships (Internal and External)	**8**
Section V: A Summary of Achievements Related to Student Affairs Strategic Plan	*9*
Section VI: A Summary of Achievements Related to University Strategic Plan	*10*
Section VII: Measuring Up: Research, Assessment, and Evaluation	
Section VIII: Strategic Plan-Related Goals for 2020 – 2021 (*Note: Base goals on University's new 2020-2025 strategic plan)*	*14*

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.

2019-2020 Year in review

- Sea Gull Camp was offered for the first time in August 2019. Participation included 22 new students and 6 student leaders. This three-day retreat provided new students with time to meet others, team build, challenger their own physical limits and learn a bit about what it is like to be a Sea Gull. Many students became connected with other organizations including: Club Baseball, Squawkappella, SUTV, SOAP,
- Welcome Week with participation of nearly 900 students (bingo, hypnotist, game show, trip to OC, glow bowling and mini golf, Trolley event
- Earning Your Wings student group recognition program was implemented. The new system allowed students to choose the tier that best reflected their level of involvement based on the benefits they wanted to receive.
- Check lists were developed to direct our Point of Contact and Event Planning meetings with student leaders. These meetings allowed us to develop relationships with our direct contacts.
- Purchased University Tickets as a new system for online ticket purchases
- Changed our process to meet directly with event planners rather than Tuesday meetings
- Updated our windows to reflect what our department really represents
- Flock Party in collaboration with Alumni Relations was a huge success
- 2585 involved users on Involved@SU with a total 180 active organizations (including 147 student groups, GSU and Res Life)
- Added the multicultural sorority Delta XI Phi and expanded FSL to include Multicultural Greek Council
- FSL Relationship Statement guideline the ongoing relationship between CSIL and Fraternity and Sorority Life. The work was accomplished through the collaborative efforts of representatives from all 4 councils and CSIL professional staff.
- Held monthly Blood Drives
- $109K was allocated to 67 clubs for 147 requests
- 3008 spaces were reserved by student orgs/chapters for meetings, events, practices, performances, exercise classes, speakers, movies by student groups
- 542 events were planned and promoted under the umbrella of CSIL (includes FSL, Block funded groups and clubs and orgs); 98 were cancelled after the March shut down.
- 240 events were posted and promoted through Involved@SU
- *Saferide transported over 13K students safely home (down 9K from last year)
- *Nest Level concert was scheduled as a joint effort with the Wicomico County Youth and Civic Center
- *Inaugural session of LeaderShape was scheduled for spring break with a total of XX students registered
- Revamped the event approval process making it a completely online process; all organziations required to post events on Involve@SU platform
- *Virtual Relay for Life raised over $7K to support American Cancer Society

*events impacted or cancelled due to COVID-19 related closing

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. 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.

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
    - One-on-one meetings with CSIL staff
    - Sea Gull Camp
    - LeaderShape (recruited facilitators, students, community leaders but event was cancelled due to COVID-19 related closing)

Student Learning Outcomes

1. CSIL block funded student org and FSL leaders participated in one day retreat to
    a. meet each other,
    b. share organization purpose and vision for the year,
    c. define leadership
    d. understand and appreciate their personal commonalities, differences and the concept of privliege

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 educated about department policies and processes through one-on-one meetings with CSIL staff

4. Fraternity and Sorority Life began to develop their internal judicial processes

5. Creation of a Relationship Statement to outline the oversight of CSIL and better define the connection between the administration and the students in FSL.

Section II: Service Delivery

Students Served (July 1 – June 30 time period)

Enter "N/A" if data are not available for this reporting period.

Undergraduates	**Outcomes**
Total unique number served (do not include repeat visits)	
Total number of "visits" (includes repeat visits)	14,156
Total number of service contact hours across all service types	14,156
Graduates	**Outcomes**
Total unique number served (do not include repeat visits)	N/A
Total number of "visits" (includes repeat visits)	N/A
Total number of service contact hours across all service types	N/A
Overall	**Outcome**
Total unique number of undergraduates and graduate students served	

Comments:
Attendance of 14,156 reflects students who attended events though Orientation (1800), housing (attending CSIL events – most likely duplicated) attendance at club events and CSIL sponsored events. At this point there is no way to calculate unduplicated numbers.

CSIL is requiring events to be posted on "Involved" platform, however, many organizations are not using the platform to check people in as attended. With new guidelines in place this fall, we will have more reliable data.

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* ▪ *60 faculty mentors* ▪ *12 guests[3]*	▪ *$22.72*
Sea Gull Camp	New 2019 students	22 student participants 6 student counselors 3 CSIL staff members	$140
Monthly CSIL Bingo (7 total)	All students	1,864	$4.75
Coming out of the Dark Glow Run	Students, employees, guests	100 students 3 staff 5 guests	$2.31
Leadership Summit and round table leadership topics	Student leaders	198	$6.81
Wicomico Goes Purple Campaign	SU community to raise awareness about the Opioid epidemic		
Kindness Day	SU Community	232 kindness grams written	
SU's Got Talent	Students and community		
FSL SUCAP presentations	FSL community		0
FSL/CSIL Relationship Statement	FSL Community	800+ students served by a committee of 11 student leaders and 4 CSIL staff members	0
Fall student activities fair	All students	2000+ students	0
Spring student activities fair	All students	900+ students	0
Saferide operations	All students	13,000 students	$9.23

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2019 – June 30, 2020 <u>Allocations (CSIL operating budget)</u>

Budget Category	Allocation
01	**326,598.00**
02	**10,431.00**
03	**1,240.00**
Total	**338,269.00**

[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] This could include family, friends, faculty, and staff.

July 1, 2019 – June 30, 2020 Expenditures (CSIL operating budget)

Budget Category	Expenditures
01	330,862.33
02	5,946.22
03	1,724.54
Total	338,533.09

July 1, 2019 – June 30, 2020 Revenue Generated

Initiatives or Purposes	Revenue Generated
Example: Student Success Grant from Foundation to purchase new laptops as loaners to low-income freshmen.	$12,250.00
University Tickets cost of $1,200 initial startup.	
Total	

Comments related to budget decisions, concerns, cuts, reallocations, etc.
Several thousands of dollars of student worker funds due to the closing
Revenue is from activities fee based events – not from state allocated budget.
$200,000 of activities fee money was refunded to students due to COVID-19 closing.

Section IV: Collaborations and Partnerships (Internal and External)[4]

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.
Wicomico County Health Dept, Wellness Committee, Case manager	Wicomico Goes Purple initiatives
Wicomico County Youth and Civic Center	Planning for Nest Level Concert combining resources for a higher caliber artist for area concert (cancelled)
Kindness SBY	Promoting kindness initiatives on campus and the greater Salisbury Community
SOAP and SU Dining services	Beach Bash dining hall event

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

Conduct Office	Greek-wise program was implemented for new members of FSL
GSU	University Tickets implemented to streamline event ticket sales and sign-ups
Dean of Students Office	Conduct process was reviewed in town hall presentation made to all FSL members
Mayor's Office and Greater Salisbury Committee	Downtown Trolley was highlighted on campus to promote downtown Salisbury

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. Please use bullet or numerical formatting to provide examples of ***significant*** *outcomes.*

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

- CSIL staff participates in training of the Orientation Leaders for Sea Gull Start Up and First Flight programs
- One-on-one meetings with student leaders and event planners to teach the processes and guidelines of program planning and org leadership
- Leadership opportunities which provide the soft skills soft after by employees according to NACE research.

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

- Use of Involved@SU student organization management platform
    - Event promotion
    - Attendance tracking
    - Document repository
    - Photo gallery
    - Financial tracking
    - Membership rosters
- University Tickets
    - Online tickets
- Online Facilities requests
    - Student use of the online system (EMS)
    - Reporting through EMS

Goal 3: Student Affairs aims to embrace innovation.

- Collaboration requirement for tier III orgs
- CSIL retreat with block funded and FSL leaders

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

- Participate as student org advisors
- Training on
    - Office 365
    - Zoom
    - University Tickets
    - Involved@SU

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. Please use bullet or numerical formatting to provide examples of ***significant*** *outcomes. Units may cut-and-paste as appropriate from above Section. Do not say, "See above."*

Goal 1: EDUCATE Students for Campus, Career and Life

- CSIL staff participates in training of the Orientation Leaders for Sea Gull Start Up and First Flight programs
- One-on-one meetings with student leaders and event planners to teach the processes and guidelines of program planning and org leadership
- Leadership opportunities which provide the soft skills soft after by employees according to NACE research.

Goal 2: EMBRACE Innovation

- Use of Involved@SU student organization management platform
    - Event promotion
    - Attendance tracking
    - Document repository
    - Photo gallery
    - Financial tracking
    - Membership rosters
- University Tickets
    - Online tickets
- Online Facilities requests
    - Student use of the online system (EMS)
    - Reporting through EMS

Goal 3: FOSTER Community

- Collaboration requirement for tier III orgs
- Support of events and programs of Student Orgs
- CSIL retreat with block funded and FSL leaders
- Big Event and I Love Salisbury building relationships with our neighbors
- Homecoming events/spirit week activities.
- Fraternity and Sorority Life events provide opportunities for students to experience the chapters through their community service and philanthropic events (Mock Rock, Mr. Zeta, Special Olympics soccer tournament, Turkey Bowl, Step Show; Kappa Christmas
- Multi-cultural orgs events
    - Kinks and Curls Hair Show
    - African Student Association – Taste of West Africa
    - Middle Eastern Culture Club – Turkish Dance Ensemble; Turkish film night
    - NAACP – Mr. & Miss. NAACP Pageant
    - Vanity Modeling – Homecoming Skate night (200 students)
    - Gospel Choir – Open Mic (58 in attendance); Homecoming Concert

Section VII: Measuring Up – Research, Assessment, and Evaluation[5]

2019-2020 Goals and Outcomes
July 1, 2019-June 30, 2020

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*
Educate Students for Campus, Career and Life	• Provided trainings, student leader manual, roundtable discussions
Embrace Innovation	• Adoption and training on the Involved@SU campus labs platform to manage student organizations, promote events, track rosters, track volunteer hours, track attendance, provide transition information, communication with student leaders, track leadership experiences. • University Tickets software purchased to provide greater access to events • Created training videos to reach student leaders who are unable to attend in-person • Shift to online meetings using Zoom
Foster Community	• Developed a FSL relationship statement • CSIL retreat for block funded orgs and FSL student leaders • Increased Panhellenic recruitment numbers • Sea Gull Camp
Utilize Campus Clarity in the Wellness Committee and in programming planned with Student Activities	Not accomplished
Develop the Leadership program; leadership camp; Leadershape institute; starfish leadership series	• 22 students and 6 student counselors participated in the first Sea Gull Camp • LeaderShape was scheduled to occur during spring break but cancelled due to COVID-19 closure • 5 Roundtable discussions were led by CSIL grads with total participation of 65 reps from student orgs. • FSL members participated in the new member retreat • 105 Block funded & FSL student leaders participated in CSIL retreat

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

Implement the Co-Curricular transcript in Involved@SU software with respect to the core competency skills development as related to NACE skills.	Not accomplished but deferred to 2020-2021. Framework of the Leadership program will be finalized. The co-curricular transcript will be the culminating piece of the 3-year plan.

Examples of Other Research, Assessment, or Evaluation Projects (if applicable)
July 1, 2019-June 30, 2020

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
July 1, 2019 - June 30, 2020

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.*

Section VIII: Strategic Plan-Related Goals (July 1, 2020 – June 30, 2021)[6]

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. 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*		▪ *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*		▪ *Number and percent of academic probation students participating in at least two academic sessions.*
Use the research of Corey Seemiller (student leadership) and data from NACE (what employers are looking for) to select leadership core competencies for a framework to fully advance a leadership development program. These competencies become our desired learning outcomes for student participants and will be used to create sessions, workshops, and round table discussions for learning opportunities.	Goal 1 Objective 1.2.5		• Competencies identified by 10/20 • Framework outlined by 12/20 • Create workshops which directly relate to each competency 1/21 • Create reflections for each workshop and program to assess learning
Increase programming through SGA Director of Diversity and Inclusion by adding bi-monthly awareness spotlights featuring a different culture Sept-Dec and Feb-May	Goal 2 Objective 2.1.4		• Schedule, promote and implement 4 individual programs (2 each semester)

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

Develop a Weekend & Late Nights program for Salisbury University.	Goal 1 Objective 1.1.4		• Hire GA • Research and benchmark system schools and peer institutions • Establish a budget • Hire student staff • Program ready to roll out fall 2021
Create a strategic plan for the development of the FSL program.	Goal 1 Objective 1.2.5		• Develop a communication plan with national advisors and local advisors • Develop a pool of interested faculty and staff interested in serving as advisors to FSL chapters
Charter Multicultural Greek Council	Goal 2 Objective 2.1.4		• Create constitution and bylaws • Submit appropriate documentation • Complete charter process of DXP