

Student Affairs | Measuring Up

Creating a culture of assessment and evidence.

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**Salisbury University
Office of Student Affairs**

**Guerrieri Student Union
Event Technical/Services
Neighborhood Relations
Sophomore Year Experience
September 7, 2020**

TABLE OF CONTENTS

CONTENT	PAGE
Executive Summary ▪	3
Section I: Department Overview ▪	4-7
Section II: Service Delivery ▪	8-9
Section III: Budget Allocations, Expenditures, and Revenue Generation ▪	10-12
Section IV: Collaborations and Partnerships (Internal and External) ▪	13-14
Section V: A Summary of Achievements Related to Student Affairs Strategic Plan ▪	15-16
Section VI: A Summary of Achievements Related to University Strategic Plan ▪	17
Section VII: Measuring Up: Research, Assessment, and Evaluation ▪	18-20
Section VIII: Strategic Plan-Related Goals for 2020 – 2021 (<i>Note: Base goals on University's new 2020-2025 strategic plan</i>) ▪	21

EXECUTIVE SUMMARY (one page)

EXECUTIVE SUMMARY

The 2019-2020 annual report consist of a Departmental Overview (Section I: Vision, Mission, Goals, Scope of Practice, Student Learning Outcomes) for the following three areas; the Guerrieri Student Union, Event Technical Services and Neighborhood Relations.

- The Guerrieri Student Union (GSU) supports the mission of the University by helping to create and sustain an ambience where all members of our community and students in particular are provided the opportunity, encouragement and support necessary to better realize their potential as individuals and scholars. The GSU provides myriad opportunities for students, as well as others, to realize the many dimensions of the University mission statement, including clarity of expression, cultural diversity, responsible citizenship, social interaction, leadership and community. Year in review accomplishments including, but not limited to facility improvements; maintenance/renovation projects; sustainability efforts; and programs and services.
- Event Technical Services supports the mission of the University by providing any audio-visual, live sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus areas. Event Technical Services supports events for Registered Student Organizations, official University offices and departments, and requests by off-campus groups through Conference Services. Year in review accomplishments including, but not limited to providing oversight for remote video streaming services for various venues on campus; technical equipment upgrades across campus because of aging technology and expanded our scope of services to include the Ward Museum, The Brick Room and Downtown Salisbury.
- The City of Salisbury and the University are at the core, two separate institutions and municipalities yet share a mutual goal of leveraging resources and working together as one. Through intentional programs offered through the Office of Off-Campus Housing and Neighborhood Relations we realize a betterment of town/gown relations and the promotion of better relationships. Year in review accomplishments including, but not limited to a reduction in reported neighborhood complaints, and expansion of the Neighborhood Door Knocking Campaign, and the creation and implementation of the Off-Campus Living On-Line Transition Program.

Service Deliveries along with examples of major events, services, activities and initiatives are included in Section II. Section III includes a summary of Budget allocations, expenditures and revenue generation, if applicable. Section IV outlines the collaborations and partnerships, both internal and external that were achieved. A more comprehensive summary of achievements as it relates to the Student Affairs Strategic Plan are outlined in Section V for respective areas. Highlights and a summary of achievements as it relates to the University Strategic Plan are outlined in Section VI, for respective areas. Measuring Up; Research, Assessment and Evaluation are included in Section VII, followed by Strategic Plan-Related Goals for July 1, 2020 – June 30, 2021 are included in Section VIII.

Prepared by:



Lawanda Dockins-Mills, Ph.D.
Associate Dean of Students

Section I: Department Overview

Guerrieri Student Union

Vision: As an integral part of the educational mission of Salisbury University, the Student Union provides program support, services, facilities and amenities for students, faculty, staff, alumni and guests.

Mission: The Guerrieri Student Unions mission is to help create and sustain an ambience where all members of our community, and students in particular, are provided the opportunity, encouragement and support necessary to better realize their potential as individuals and scholars. The union provides myriad opportunities for students, as well as others, to realize the many dimensions of the University mission statement's core values of excellence, student-centeredness, learning, community, civic engagement and diversity.

Goals:

- Promote student engagement, leadership, learning, and success by supporting opportunities for participation and involvement in a diverse array of programs, activities, and employment.
- Foster interaction among University constituency groups and guests.
- Provide a safe, accessible, and welcoming environment for the campus community within a well-maintained facility.
- Exercise judicious management of financial, physical and natural resources.
- Support our campus partners located in the Student Union.
- Offer amenities that enhance campus life including dining options and a variety of services for the campus community.
- Assist patrons with excellent event services support including room reservations, event planning, and event production.
- Participate in on-going assessment and evaluation of services in an effort to best meet the ever-changing needs of the University community.
- Promote school spirit and pride in Salisbury University

Scope of Practice – Services Provided:

- Guerrieri Student Union facilities include quick service restaurants; Chick Fil A; Cool Beans
- Schedulable meeting rooms
- Lounges
- Information Desk services
- Billiards, table tennis and other gaming equipment usage/rental
- Student Affairs Office's to include but are not limited to the Student Affairs Office; the Dean of Students; Career Services; Student Counseling Services; Disability Support Services; Multicultural Student Services; Orientation Transitions Office; Off- Campus Housing Services; the Neighborhood Relations office; Commuter Services; GSU Art Space; Center for Student Involvement and Leadership (CSIL); the student radio station WXSU; the student newspaper, The Flyer, and the Student Government Association, Appropriations, Safe Ride and SOAP.
- An automated teller machine (ATM) is conveniently located.

Student Learning Outcomes:

- Students will be able to navigate in a more global and diverse environment through social, cultural and recreational opportunities experienced through the GSU.
- Students will be able to identify three or more services provided by the GSU.
- Students will be able to distinguish leadership skills from social and civic responsibilities.

Event Technical Services

Vision: Our department shares a vision in providing audio-visual, live sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus venues.

Mission: The Office of Event Technical Services mission is to provide audio-visual, sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus venues while delivering exceptional customer service. As technology continues to improve and expand, Event Technical Services is working to stay at the forefront of these new technologies and find meaningful ways to incorporate them into our events for our clients. Event Technical Services works diligently to relate to our customers, whether faculty, staff, students or the community and understand their overall goals and objectives so that we can deliver professional events that live up to their expectations.

Goals:

- Provide excellent customer service relations through providing timely and high-quality AV services.
- Foster growth of student employees professionally and academically
- Stay abreast of current trends and advancements in the AV industry.
- Continue to seek opportunities for upgrades to campus venues. With priority being given to “eco-friendly” options.
- Support SU’s community relations via downtown events, cultural events and community attended events on campus.

Scope of Practice – Services Provided:

- Sound and lighting production
- Archival recording
- Live event streaming

Student Learning Outcomes:

- Students will be able to identify key services provided by the Event Technical Services department.
- Students will be able to identify effective leadership and organizational management skills necessary to navigate in a sound and lighting profession.

Neighborhood Relations

Vision: As an integral part of the Salisbury University mission the office of Neighborhood Relations works to continually improve town/gown relationships.

Mission: The Office of Neighborhood Relations mission is to foster good relationships between neighbors and students by building common ground between students and community living and working together.

Goals:

- Effective communications among students, the university, permanent town residents, town leaders and local government
- Building an understanding of the history and culture of the university, students, faculty and staff, as well as the city and its residents, along with the physical aspects of the broader community and its capacities
- Build mutually beneficial partnerships and leveraging resources **between the university, town residents, town leaders and local government**

Scope of Practice – Services Provided:

- Preparation and dissemination of information on events, programs, local ordinances, etc.
- Host programs and events to support good neighborhood relations
- Hosting regular meetings for all stakeholders to come together

Student Learning Outcomes:

- Students will be able to define at least three characteristics of effective town-town relations
- Students will be able to explain elements of an effective non-punitive restorative justice model

SOPHOMORE YEAR EXPERIENCE

Vision: As an integral part of the educational mission of Salisbury University, the Sophomore Year Experience (SYE) program supports institutional goals of retention and academic quality, including higher GPAs, higher levels of satisfaction and higher graduation rates. Our second year marks an important transition in your college career. The Sophomore Year Experience (SYE) Program is designed to address the unique issues and challenges sophomores may face and

Mission: The SYE mission is to help create and sustain traditions and communal experiences to mark sophomore year and highlight to sophomore students the significance of sophomore year in their academic, professional, and vocational journey.

Goals:

- Establish traditions and communal experiences to mark sophomore year and highlight to sophomore students the significance of sophomore year in their academic, professional, and vocational journey.
- Increase academic performance, improve and enhance relationship development, positively influence career and vocational exploration, and ultimately impact retention.
- Explore vocation and life purpose to help students determine their path to career goals, life aspirations, and the practical steps and experiences
- Self-exploration, sophomore students will engage in focused exploration of themselves and their places in the Salisbury University community, the greater Salisbury community, and the world.
- Cultivate their sense of belonging and feel confident to begin developing a network of connections both within their identity groups and branching out to other groups.
- Exposure to diverse perspectives, allow space for students to build cultural humility, and learn how to better establish relationships with others that identify differently than themselves
- Assist students in making a successful transition from their first year to second year and second year to third year ultimately impacting retention.

Scope of Practice – Services Provided:

- Provide innovative programs to assist sophomores in making a successful transition from their first year to second year and second year to third year
- Provide career and vocation exploration opportunities (undergraduate research, internships, study abroad, major and minor fairs, student involvement)

Student Learning Outcomes:

- Students will be able to identify at least three resources that are available to support them academically, personally and socially.
- Students will be able to identify the differences between freshmen, sophomore, junior and senior years of college
- Students will be able to identify at least three career opportunities

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)	1,746
Total number of "visits" (includes repeat visits)	N/A
Total number of service contact hours across all service types	
Graduates	Outcomes
Total unique number served (do not include repeat visits)	
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:

Examples of Major Events, Services, Activities, and Initiatives¹

Department ID: 330000

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant ²
<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 guests³ 	▪ \$22.72
President Wight's Sweet Welcome	Incoming Freshmen Families	1700 Guests (Families)	\$1.99
Off-Campus Housing Fair	Commuter Students	379 Students	\$0.08
Popcorn Tuesday	Commuter Students	156 Students	\$2.10
Commuter Breakfast	Commuter Students	237 Students	\$2.20
Trivia Night	All Students	610 Students	\$2.40
Ping Pong Tournament	All Students	4 Students	\$5.90
Pool Tournament	All Students	5 Students	\$5.90
Karaoke / Open Mic	All Students	14 Students	\$2.10
Super Bowl	All Students	90 Students	\$0.97
GSU Cares	All Students	1200 Students, Faculty & Staff	\$1.25
Commuter Student Social	Commuter Students	12 Students	\$9.72
Big Love "Snack & Chat"	All Students	11 Students	\$11.12
Commuter Coffee	Commuter Students	149 Students	\$1.90

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.

Tournament of Trees	All Students	16 Student Organizations 150 Students 5 Guests	\$2.66
Holiday Stress Buster	All Students		
GSU Cares Virtual Events	All Students	600 Students	\$0

Department ID: 360005

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant⁴
<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 guests⁵ 	▪ \$22.72
GSU hosted the 1619-2019 Kick-Off Event: Harriet Tubman Sculpture and Event Technical Services provided the audio equipment needed for the event.	Reflecting on the existence and impacts of slavery and to celebrate the resilience of African Americans, particularly those living in Maryland	Unavailable	Free
Event Technical Services provided audio visual services for Dance for Kindness in Downtown Salisbury, in order to support Life Vest Inside (LVI) kick off World Kindness Week; LVI organizes "Dance for Kindness," a World Wide FreezeMob/FlashMob, in honor of World Kindness Day.	Dance for Kindness shows that regardless of the differences in race, religion, ethnicity culture and background – the common thread that unites us all is kindness.	Every year, LVI's Dance for Kindness takes places in over 50 countries; in 2019, over 100 participants came together in Salisbury, MD to promote kindness	Free
Event Technical Services supported Sea Gull Century by providing Audio Equipment and Services needed for bands; Sea Gull Century is managed by the SU Foundation, a non-profit organization.	Bicycle Riders that want to give back to the community through donation	Over 4,600 bicycle riders participated in 2019 and over 12,800 guests visited Salisbury University for this event	Data unavailable
Event Technical Services supported all First Flight Orientation Events	Incoming Freshman for class of 2023	Approx. 1,250 students	

⁴ Use this formula to determine cost per participant (CPP) for every person attending: Cost of Event / Attendees.

⁵ This could include family, friends, faculty, and staff.

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2019 – June 30, 2020 Allocations

Department ID: GSU 330000

Budget Category	Allocation
01	\$280,856
02	\$161,553
03	\$125,909
Total	\$568,318

Department ID: SYE 330011

Budget Category	Allocation
01	\$0
02	\$0
03	\$6,000
Total	\$6,000

Department ID: ETS 360005

Budget Category	Allocation
01	\$160,569
02	\$146,434
03	\$5,528
Total	\$312,531

Department ID: Auditorium 129042

Budget Category	Allocation
01	\$0
02	\$26,364
03	\$1,413
Total	\$27,777

July 1, 2019 – June 30, 2020 Expenditures

Department ID: GSU 330000

Budget Category	Expenditures
01	\$281,789.61
02	\$104,098.05
03	\$25,502.81
Total	\$411,390.47

Department ID: SYE 330011

Budget Category	Expenditures
01	\$0
02	\$0
03	\$0
Total	\$0

Department ID: ETS 360005

Budget Category	Expenditures
01	\$172,471.71
02	\$89,914.79
03	\$2,630.10
Total	\$265,016.60

Department ID: Auditorium 129042

Budget Category	Expenditures
01	\$0
02	\$27,046.88
03	\$1,371.39
Total	\$28,418.27

July 1, 2019 – June 30, 2020 Revenue Generated

Department ID: GSU 330000

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
Facility Reservations/Rentals	4210.33
Information Desk Sales (Laminate, Fax, Copies, Postage and Envelopes)	301.15
Total	4,511.48

Department ID: ETS 360005

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
Revenue generated from supporting off-campus groups (July 2019-December 2019)	\$4,537.50+\$1,755.00=\$6292.50
Total	\$6,292.50

Comments related to budget decisions, concerns, cuts, reallocations, etc.

GSU 330000

- 1. 02 Budget (Student Workers) Balance due to COVID-19 and campus shut down student workers were not on the payroll commencing March 2020 through the end of the Fiscal Year June 30, 2020.**
- 2. 03 Budget Surplus due to no spending due to budgetary restrictions. Eliminated programs, events cancelled. Unable to purchase/replace furniture, I.e. meeting room tables, replacement of lounge furniture outside of elevator, etc.**

SYE 330011

- 1. No expenditures for SYE Budget, the Midway Carnival was a planned even for April 22, 2020 but was cancelled due to COVID-19.**

ETS 360005 & Auditorium 12092

- 1. In FY 2020, Event Technical Services started cutting down set-up times for basic services from an hour and a half lead time to an hour lead time**
- 2. In FY 2020, Event Technical Services reduced office hours to standard University business hours to utilize our budget more efficiently and effectively**
- 3. In FY 2020, Event Technical Services invested in focusing on training student employees to allow for quicker set up times and therefore cutting down on expenditures related to student employee hours**

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

Department ID: GSU 330000

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.
GSU Goes Purple - County Health Department	Drug (Opioids) addiction resource materials for educating students about the dangers of drug addiction. Part of a county wide push for education and sources for services for affected students and families.
Stress Buster – Best Buddies and CSIL	Provided students with the opportunity to defrag and relax during exams through interacting with service animals.
Big Love – Multi-Cultural Services and Tri-Community Mediation	Snack and chat training for students to learn to have a voice in difficult conversations. Leading to a potential series in the future.
The GSU Cares Series – Health Services, Disability Resource Center, Wicomico County Health Department, Academic Commons, SU Dieticians, SU Athletics (17 difference events)	Worked together to distribute educational information and some in person activities engaging students on Alzheimer’s, Autism, Breast Cancer, Healthy Habits, School Spirit and other timely issues affecting our students lives.
Super Bowl Party – CSIL & Campus Rec	Students able to increase bonding experiences in a positive atmosphere free of alcohol and drugs. Dramatically increased attendance providing for better stewardship of funds
Off-campus Housing Fair – Varying numbers of off-campus community housing affiliates	Provided students with an in-person and later virtual opportunity to meet with housing agents. This increased positive relationships with the community.
Tournament of Trees – CSIL, SOAP, Neighborhood Compact, Wicomico Nursing Home and HALO	Provided the students with an opportunity to serve others while relating to an educationally themed program. Students and Compact members were able to design holiday trees for nursing home patients and homeless citizens. The compact participants, a new partner, encouraged students to decorate ornaments for their trees and write encouraging notes to the patients. The partnership increased the capacity for kindness on and off campus.
Trivia and Game Nights New Student Experience (First Flight) Fall & Spring	Created a social environment for new students get connected and linked in. Distributed get involved materials and information.
In collaboration with CSIL established the campus wide University Ticketing program for sales of campus wide ticket sales with SOAP,	Streamlined Information Desk operations and increased efficiency in collaborative effort. Sold over 4,800 tickets in excess of \$55,900 revenue for events.

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

Cultural Affairs, Athletics, RSO, Appropriations and SU Foundation.	
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Department ID: ETS 360005

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.
Bay Area Center for Independent Living	Allowed high school students to volunteer with Event Technical Services to get real-world experience with audio-visual equipment
Wicomico County High School	High School Students came to Salisbury University and Event Technical Services showed students what they do

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.

- Installation of electronic keyless entrance/egress locking mechanism system at all main entrance doors
- The GSU coordinated more than 2,377 (July 2019 through March 2020) client reservations for events, conferences, meetings, practices and rehearsals in the building, reflecting more than 10,000 hours of meeting room usage. (See Section II: Major events, Services, Activities and Initiatives, and Section IV: Collaborations and Partnerships (Internal and External for details).
- The GSU began project in updating all meeting room signage to include ADA guidelines.
- The GSU incorporated *Guerrieri Student Union* signage in the first-floor red locker corridor.
- The GSU purchased student artwork and installed in the first-floor red locker corridor.
- Continued to have coffee tables and tall seating tables in building lounges and seating area's refinished with resin designs at no cost.
- Repainted office walls of Disability Support Services suite and individual offices.
- Off-Campus Housing Services partnered with the Student Government Association and coordinated two Off-Campus Housing Fairs to provide information, housing availability and resources to approximately 379 students in the fall semester, a 50% reduction in the number of fairs scheduled due to COVID.
- Event Technical Services continues ensuring student employees are participating in certification training programs for audio visual events, such as Emergency Fire Safety protocols for large audio-visual events

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

- Neighborhood Relations – fall 2019 and spring 2020, more than a 99% reduction in reported neighborhood complaints. It is important to note that it was a 0% recidivism rate of repeat occurrences for the entire academic year again.
- The Associate Dean continued to serve as Co-Chair of the Neighborhood Relations Committee. Because of adverse weather conditions the Neighborhood Door Knocking Campaign had to be delayed until the first week of the semester. Student volunteers exceeded more than 150 students, the President, V.P. of Student Affairs, V.P. of Advancement, the Salisbury City Mayor, different policing agencies and other members of the community supported the initiative.
- More than 3,000 post cards reminding students living in the community about safety, being good neighbors and the standards of community conduct were distributed.
- The Associate Dean continued to serve as Chair of the Neighborhood Compact Committee and provided leadership in support of committee efforts, i.e. coordinated five committee meetings, established agendas, coordinated four off-campus housing fairs, oversaw *Good Standing Program* (members in good standing were provided with certificates to display in business offices).
- The Associate Dean and the GSU Facilities Coordinator designed two zoom webinars (Students in Transition and Living Off-Campus) preparing for Sea Gull Start Up.
- Event and Technical Services continued to provide leadership and oversight for a variety of technical projects including: (1) assisting in strategic planning and implementation of technology/equipment upgrades in the GSU and (2) designing and developing goals in co-operation with other departments on campus for effective remote venue video streaming services. Which we have been working in

cooperation with IT to provide closed captioning on streaming services. Event and Technical Services provide assistance for all of the President's recordings at a remote site under COVID.

Goal 3: Student Affairs aims to embrace innovation.

- The GSU featured ten Fulton School art student's month-long exhibits at the GSU Art Space.
- The GSU launched the On-Line Off-Campus Living Educational Module two-times (once in the fall semester and once in the spring semester) to all students living off-campus. (More than 200 students completed the course)
- Event Technical Services implemented an electronic data mining system that shows in depth information that is used for data tracking purposes, evaluating potential budget efficiencies, breakdown of venues and customers served, and departments served.

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

- The GSU houses three hydration stations in efforts to continue the reduction of plastic bottle waste, decrease carbon emissions and reduce water waste in support of sustainability at SU (294,288 - 2020). Installation in 2013.
- The GSU Information Desk established a virtual response program to assist students and the community with questions regarding, services still being provided during COVID. The GSU Information Desk responded to more than 150 virtual opportunities.
- Event Technical Services continues to invest in training student employees to allow for optimal event experiences, more efficient set up times for events, and increased troubleshooting knowledge for potential technical issues.

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

- The Associate Dean continued to serve as Chair of the fall opening move-in planning committee and the Pre-Orientation Special Populations Committee to enable a smooth transition to the SU community.
- The Associate Dean and the GSU Facilities Coordinator designed two zoom webinars (Students in Transition and Living Off-Campus) preparing for Sea Gull Start Up.

Goal 2: EMBRACE Innovation of the Salisbury University Experience

- The GSU launched the On-Line Off-Campus Living Educational Module two-times (once in the fall semester and once in the spring semester) to all students living off-campus. (More than 200 students completed the course)
- The GSU Information Desk established a virtual response program to assist students and the community with questions regarding services still being provided during COVID. The GSU Information Desk responded to more than 150 phone calls. The GSU Information Desk also established virtual off-campus housing hours (participation was low).

Goal 3: FOSTER Community

- The Associate Dean continued to ser as the Co-Chair of Neighborhood Relations, Chair of Neighborhood Compact and newly appointed Vice Chair of the Town Gown Council.
- The Associate Dean of Students and the Coordinator of Technical and Event Services held positions on the Staff Senate.

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

- The GSU coordinated more than 2,377 (July 2019 through March 2020) client reservations for events, conferences, meetings, practices and rehearsals in the building, reflecting more than 10,000 hours of meeting room usage. (See Section II: Major events, Services, Activities and Initiatives, and Section IV: Collaborations and Partnerships (Internal and External for details).
- Sophomore Year Experience (SYE) efforts continued with updating the SYE website, coordinating with CSIL to invite Sophomore Year Experience students to participate in their second year in the Student Activities Fair

Section VII: Measuring Up – Research, Assessment, and Evaluation⁷

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

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
Customer Service: Event Technical Services: Provide excellent customer service relations through providing timely and high-quality AV services.	<ul style="list-style-type: none"> • 49 out of 53 survey responses for FY 20 events that Event Technical Services provided staffing and equipment for responded with 4 or 5 out of 5 stars for their overall rating of Event Technical Services • The average overall rating of Event Technical Services was 4.7 stars out of 5
Foster Community and Embrace Innovation: Event Technical Services: Support SU's community relations via downtown events, cultural events and community attended events on campus.	<ul style="list-style-type: none"> • Supported audio visual services and equipment for various bands and performances at Feature Friday Events located at the Brick Room in Downtown Salisbury. These events are sponsored by the Center for Extended and Lifelong Learning, which connects the community and the University through professional and leadership development programs, and lifelong learning programs covering a variety of interests • Supported the SU Art Galleries' Events at Downtown Salisbury Art Galleries – Undercurrents_02, "Image is Seed" Matt Mottel Performance • Supported Dance for Kindness at Downtown Salisbury and the Amphitheatre in Downtown Salisbury sponsored by • Supported the PACE Mayoral Debate • Supported the Open House Event for the Center of Equity, Justice & Inclusion in Blackwell Hall
Foster Community	<ul style="list-style-type: none"> • 8 Neighborhood Relations and Town/Gown Programs (Door Knocking Campaign; Neighborhood Complaint Program; On-Line Off-Campus Living Program; Off-Campus Housing Fair in conjunction with SGA; Post Card Campaign totaling outreach to over 13,000 students; one neighborhood complaint reported to Neighborhood Relations Office and 0% recidivism. Students and Landlord/Property owners reported in survey's high satisfaction rates. 5 Neighborhood Compact and Neighborhood Relations committee meetings; over 150 landlords/property owners, policing agencies, student organization leadership, community partners attend regularly.
Educational Programs	<ul style="list-style-type: none"> • 3 Alcohol/Drug programs were offered and co-sponsored with CSIL, Wicomico County and GSU

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

Census 2020	<ul style="list-style-type: none"> SU representative collaborated with City-wide 2020 Census Committee and Chaired SU 2020 Census Committee – Ability to fully capture residential students in reporting census data; captured data from off-campus students for census reporting (still awaiting numbers; communicated with over 3,000 crucial information on the importance of students reporting with local address.
Alcohol and Drug Free Programing	<ul style="list-style-type: none"> Hosted, sponsored or co-sponsored over 50 programs to engage students in a fun and interactive way, approximately 1,500 students participated

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

Project	Key Result(s) or Outcomes	Organizational Changes
<i>Example: Three-Year Student Satisfaction Survey with new math instructional software.</i>	<i>80% of student users indicated new software was helpful to understanding math concepts.</i>	<i>Two additional math sessions using the new software will be added.</i>
N/A (If budget permits the Student Union will administer the National EBI Survey (Fall 2021)		

**Student Learning Outcomes
July 1, 2019 - June 30, 2020**

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.
*Did not capture data			

Section VIII: Strategic Plan-Related Goals (July 1, 2020 – June 30, 2021)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. 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
<i>Example: Implement new living-learning communities focused on diversity and inclusion.</i>	Goal 1 Initiative 2		Number of living-learning communities created. of students completing housing contracts for the new LLCs.
<i>Example: Ensure that 70% of academic probation students participate in at least two sessions on successful study habits.</i>	Goal 4 Initiative 2		<ul style="list-style-type: none"> ▪ Number and percent of academic probation students participating in at least two academic sessions.
Expansion of Neighborhood Relations membership to establishments our students frequent.	Goal 4 Initiative 1, 4 Goal 1 Initiative 3		Invite leadership of establishments identified in the community that our students frequent. Number of establishments and frequency of meeting attendance in the fall and spring semester.
SYE Spring Carnival	Goal 1 Initiative 3		Track attendance and correlate with retention in the fall semester
Neighborhood Complaint Program	Goal 1 Initiative 3 Goal 4 Initiative 1, 4		Track number of complaints, correlate from previous years and recidivism rates
Facilities enhancements, i.e. furniture replacement, painting, carpet replacement, table replacement, automated dispensers, toilets, hand soap, etc.	Goal 5 Initiative 2		EBI Survey, create survey to be completed by building users
Upgrade and expand gaming equipment	Goal 1 Initiative 2		EBI Survey, Record usage
Expand GSU programming	Goal 1 Initiative 2		EBI Survey, send out surveys to participants attending/participating in events
GSU Facilities Events	Goal 1 Initiative 2		Organized over 2,377 events totaling more than 10,000 hours of building usage; create survey to be distributed following each event to capture user satisfaction.

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