Student Affairs | Measuring Up

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Salisbury University Office of Student Affairs [Guerrieri Student Union/Event & Technical Services/Neighborhood Relations/OffCampus Housing Services/Commuter Services. [August 14th 2023]

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EXECUTIVE SUMMARY (one page)

The 2021- 2022 annual report consists 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/Commuter Student Services.

- The Guerrieri Student Union (GSU) supports the mission of the University by helping to create and sustain an ambiance 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's 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 include, but are 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 expanding our scope of services to include the Ward Museum 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 include, but are 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.

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 ambiance 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 ongoing assessment and evaluation of services in an effort to best meet the everchanging 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:

- The GSU will provide social, cultural, and recreational opportunities.
- The student will be able to identify three or more services provided by the GSU.
- The student will have the opportunity to learn and practice leadership, social and civic responsibility, and interpersonal skills.

Event Technical Services

Vision: Our department shares a vision of 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 by 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 communityattended events on campus.

Scope of Practice – Services Provided

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

Student Learning Outcomes:

- The student will be able to identify services provided by the Event Technical Services department.
- The student will be able to access the services provided by the Event Technical Services
 department. * The student who is employed by Event Technical Services will have the
 opportunity to learn and practice leadership, learn about organizational management, acquire
 technical skills, and engage in social and civic responsibility and interpersonal skills.

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 leverage 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:

- The student will be exposed to more meaningful engagement opportunities within the community
- The student will be made aware of the resources in the community.
- The student will be able to make more informed decisions through attendance and participation in outreach efforts.

Section II: Service Delivery/Goals

The following are examples of ways in which the Guerrieri Student Union, Event & Technical Services, and Neighborhood Relation are assisting Student Affairs with achieving its goals. Because of the nature of the examples, some duplication of accomplishments may be reported in other areas.

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

- 1. The GSU coordinated more than 2,300 client reservations for events, conferences, meetings, practices, and rehearsals within the building. This amounts to over 12,000 hours of usage within the facility. With spaces like Wicomico, Founders Room, and 206 holding a majority of bookings, we are happy to see the building in full swing.
- 2. The GSU began to start holding programming for commuter students, in hopes to build community. Over the course of 7 events, we saw over 400 students at these events. GSU plans to continue this programming and collaborate with other campus partners.
- This academic year, GSU redesigned the fireside and hardwood lounge space in order to make it
 more student/event friendly. GSU brought more arcade-style gaming and moveable settings to
 truly allow students and community members to feel comfortable.
- 4. The GSU Information Desk assisted students, faculty, and staff including over 1100 game rentals for the academic year. On average we see about 50-60 students in the hardwood/fireside space on a daily basis.
- 5. Commuter Student involvement has certainly increased over the last year, as we have seen on average about 30-35 students every Monday for commuter breakfast, we finally have a commuter student organization, and during the summer orientation experience, we are seeing that more students are looking for that space while they are in campus each day.
- 6. Our continues partnership with conference services allows us to rent our distribution tables each week to a variety of community partners and supports. With the help of Kelly, coordinator of GSU facilities, we were able to generate about \$7,340.00 in rentals. We have a large increase in apartment vendors and independent business owners using these rentals.
- 7. ETS has begun to look at ways we can accommodate all the areas of campus that we enter. This takes shape in many forms and how we implement has been driven by the needs of the community. This has been creating sensory spaces (beta version) for large-scale events, drop-off set up options with a floating tech person, and more.

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

- 1. For our semesterly meeting with the Neighborhood Relations members, we did not have any formal complaints about tenants. During these meetings, we were able to create a new structure for the housing fair. We were also able to launch the online platform that hosts all the places that commuter students and those who are looking to move off-campus.
- 2. GSU held an open house event in conjunction with other partnering officers within the GSU in order to help students become more acclimated in the space
- 3. The Interim Asst. Vice President served as Chair of the Neighborhood Relations Committee. In lieu of the previous years, updates were made to the website to reflect information on how to be a

- good neighbor, resources for both occupants and landlords and our new online roommate matching portal.
- 4. The Asst. Vice President serves as Chair of the Neighborhood Compact Committee and provides strong leadership and management in support of many committee efforts, i.e. off-campus housing fairs, publications, exhibits, meetings, and communications. The GSU Director and coordinator served as Co-chairs in order to extend the relationship and learn more about the program.
- The Facilities Coordinator of the GSU facilitated more than 14 Orientation 101 sessions for students on transition issues and life as a commuter student.
- 6. The Director of the GSU and Student Involvement facilitated more than 14 Orientation sessions for commuter parents on transition issues and life as a parent of a commuter.
- 7. ETS continues to employ a healthy number of students and develop their skill sets in Audio, Visual, and Sound Engineering.

Goal 3: Student Affairs aims to embrace innovation.

- 1. The GSU featured eight Fulton School art students' month-long exhibits at the Guerrieri Student Union Art Space.
- 2. The GSU resigned the gaming space in order to allow for new games to be brought into the space. This also allows us to create more quiet spaces within the building for students who enjoy studying or just connecting with others.
- 3. ETS brought some new equipment to Wicomico Room in order to help with presentations and large group conversations. This included an 80" display monitor for presenters and throw/lapel mics that make the space more accommodating for those who need it.

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

1. The GSU's three hydration stations continue to reduce the amount of plastic bottle waste, decrease carbon emissions and reduce water waste in support of sustainability at SU. Since they were installed in 2013, they have improved the environmental impact on the campus by eliminating waste from more than 341,049 disposable plastic bottles. Through this effort, the GSU supports the Student Affairs Strategic Plan goal to support sustainability at SU and implement plans to reduce waste and reuse materials.

Section III: Budget Allocations, Expenditures, and Revenue Generation

July 1, 2020 – June 30, 2023 <u>Allocations</u> GSU 330000

Budget Category	Allocation
01	223,979
02	150,688
03	76,106
Total	450,773

July 1, 2020 – June 30, 2023 <u>Expenditures</u> <u>GSU 330000</u>

Budget Category	Expenditures
01	N/A
02	145,801
03	89,404
Total	235,205

With not having the Director filled until the next fiscal year, we were able to use our 01 budget to support some much-needed upgrades within the space. Contrary to that, due to minimum wage increase, cause some tension within our ability to pay student staff for the healthy amount of staff that the GSU has to operate daily.

Also, we have had some major repairs to the build and replacement of equipment that was not expected under this budget cycle.

July 1, 2020 – June 30, 2023 <u>Allocations</u> <u>ETS 330005</u>

Budget Category	Allocation
01	147,912
02	67,172
03	71,763
Total	287,387

July 1, 2020 – June 30, 2023 <u>Expenditures</u> <u>ETS 330005</u>

Budget Category	Expenditures
01	N/A
02	71,258
03	33,760
Total	105,018

This area is in desperate need of additional support staff in order to remain in an operational position to service the campus at the capacity they are now. It is our hope that under the new budget year, we can offer a GA position and even possibly a C1 position for administrative assistance.

Beyond this, we have some equipment that we need to replace as its shelve-life has long since passed beyond what we need to do.

July 1, 2020 – June 30, 2023 <u>Allocations</u> <u>Auditorium 129042</u>

Budget Category	Allocation
01	N/A
02	N/A
03	2,377
Total	2,377

July 1, 2020 – June 30, 2023 <u>Expenditures</u> Auditorium 129042

Budget Category	Expenditures
01	N/A
02	N/A
03	642
Total	642

The cost of inspections has risen due to inflation, and we have a lot of items in that space that require this in order to stay in compliance. This area is severely underfunded and causes us to dip into other budgets to support this space. Knowing this space is used by almost every department on campus, it should have a higher priority of upkeep.

Section IV: Collaborations and Partnerships (Internal and External)¹

Examples of Collaborations and Bartnerships	Outcomes and Impact
Examples of Collaborations and Partnerships	Outcomes and Impact
Example: County Public Schools Guidance Counselors	Resource materials for helping high school students and
Interim Acat V.D. committee neuticination	families discuss mental health before college.
Interim Asst. V.P. committee participation	Anti-Racism Summit Committee; Provost Council;
	Safety Task Force; Leadership for Professional Development Committee and Assessment
	Committee; Move-in Planning Team Committee;
	Campus Campaign Committee; Town/Gown
	Council
	(Vice Chair); Neighborhood Relations Committee
	(Chair); Neighborhood Compact Committee
	(Chair); (Chair);
	Community Outreach Peer-to-Peer Women's
	Circle;
	Campus Operations Committee; Emergency
	Preparedness Committee; COVID-19 Protocols
	Committee; Strategic Planning & Assessment
	Committee
Facilities Coordinator provided leadership in	The largest number of staff volunteers recruited
preparing for Fall 2022 Opening Move-In Day –	in the history of staff volunteers to cover the
Staff Volunteers	parking lots for move-in day
Orientation 101	Director GSU and Student Involvement and the
	GSU Facilities Coordinator collectively presented
Supported or provided leadership of CSIL &	Flock Party 2022
GSU Programs	Good Moring Commuter Breakfast,
	Homecoming Week Programming
	GSU Commuter Games
	Nest Fest student experience
	SOAP T-Pain Concert
GSU Facilities Coordinator served as Chair for	Successful was able to vet a health candidacy pool,
Coordinator of Fraternity & Sorority Life Search	and have a successful search in the hiring of a new
Committee	coordinator after a full year of the position being
Ctudent Affaire Professional Development and	vacant.
Student Affairs Professional Development and	The Director transitioned to the chair of the Staff
Staff Engagement Committer as Chair (Director)	engagement team and lead to a new design for SA
and Co-Chair (Coordinator)	closing. The coordinator served as co-chair for
	professional development and was able to host its
	first mental health awareness training. Now both committees will re-join to create a larger committee
	to provide more opportunities for the division.
	to provide more opportunities for the division.

 $^{^{\}rm 1}$ 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. <u>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.</u>

Goal 1: Educate Students for Campus, Career, and Life

- 1. GSU Facilities Coordinator continue to train and develop Information Desk Attendants and GSU and Scarborough Leadership Center building managers and Graduate Assistants for the GSU Office and Information Desk services teaching them life-long transferrable skills.
- 2. Revitalizing the Off-Campus Living On-Line Transition Program (Contains six education modules.)
- 3. The Facilities Coordinator of the GSU facilitated more than 20 Orientation 101 sessions for students on transition issues and life as a commuter student.
- 4. The Director of the GSU and Student Involvement facilitated more than 20 Orientation 101 sessions to family members on transition issues and life as a commuter student.

Goal 2: Embrace innovation of the Salisbury University Experience

- 1. The GSU featured eight Fulton School art students' month-long exhibits at the Guerrieri Student Union Art Space.
- 2. Revitalization of the Off-Campus Living On-Line Transition Program. All physical and electronic information was updated to reflect the new changes in the website, housing platform, and resources available to commuter students.
- 3. Event and Technical Services continued to provide leadership and oversight for a variety of technical projects including (1) assisting in the strategic planning and implementation of technology/equipment upgrades in the GSU and (2) designing and developing goals in cooperation with other departments on campus for effective remote venue video streaming services. We have been working in cooperation with IT to provide closed captioning on streaming Services.

Goal 3: Foster Community

- Event and tech service coordinator served their final term for staff senate as a representative of the Student Affairs division.
- 2. GSU and Campus Recreation partnered together for commuter games and March Madness in order to broaden the offerings from both areas. In the spring semester in launching the programs, we saw a growth of about a 30% increase in participation from students in various tournaments, joining the commuter RSO and passive competitions. This allowed us to also partner with outside agencies like the Ross and other neighborhood compact members.

Goal 4: Provide Appropriate Programs, Spaces & and Resources for all members of the campus community.

- 1. The GSU continued with several upkeep projects and relocation of office spaces to improve the functionality of the building. These projects/relocations included the following:
 - a. The elevator was completely brought up to code and new flooring with better tractions for both community members and dining services.
 - b. Part II of CSIL relocation all now in 133 and completely vacated the 125 spaces.
 - c. Moving of Operational groups (The Flyer, SOAP, & SUTV) into Dogwood village as an extension of the CSIL space.
 - d. The relocation of the Volunteer & Resource Center is not a part of the 133 spaces in the CSIL office.
 - e. Continued improvement to GSU space
 - i. Hardwood & Fireside Lounge flip: Include moving all furniture down to the Hardwood side, all games and billiards to the Fireside space. Rented a few more arcade games
 - ii. Added an Xbox 360 to the projector for students to check out
 - iii. Installed two more 360 cameras to help monitor all the new changes and equipment
 - iv. Replaced an exterior window pane
 - v. Added new bean bag chairs in the space for more comfy/flexible seating
 - vi. Replaced the chairs in Nanticoke
 - vii. Purchased new high-top tables for Wicomico

viii.

- f. Installed new carpet in the Dean of Students office
- g. Installed TVs in the main corridor of the GSU to display marketing material
- 2. Event and Technical Service: (1) addressing best utilization of current budget limitations for high-cost equipment upgrades; (2) continuing furthering training of full-time staff and student employees; we have made progress and will continue to enhance the system we have in place (3) upgrading room technologies and aging inventory in many areas on campus; and (4) Event and Technical Services has more than doubled support for Off-Campus events, including locations in Down Town Salisbury as well as the Ward Museum.

Section VI: Measuring Up – Research, Assessment, and Evaluation²

Goals and Outcomes July 1, 2021-June 30, 2022

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

Department Goals	Summative Outcomes			
Example: Promote student success	• 5 health and wellness workshops were offered in partnership with Center for			
through health and wellness initiatives.	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			
The GSU will provide social, cultural, and recreational opportunities	 Able to host the GSU open house with over 400+ attendees Collaborated with CSIL to put on events that connect with commuter students. 			
The student will be able to identify three or more services provided by the GSU.	 Hosted the GSU open house and all partnering offices. This included a passport activity that allowed students to be entered into a raffle. 			
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² Contact the Associate Vice President for assistance in completing this section if needed.

Student Learning Outcomes July 1, 2020 - June 30, 2021

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
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 the policy for changing a major as evident by 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.
The student will have the opportunity to learn and practice leadership, social and civic responsibility, and interpersonal skills		1.1; 1.2; 1.3; 1.4; 1.5;2.1; 2.3; 2.5;	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be able to access the services provided by the Event Technical Services Department.		3.2	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be exposed to more meaningful engagement opportunities within the community		3.2	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be made aware of the resources in the community.		1.1; 1.3; 1.4; 1.5; 2.3; 4.1;	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be able to identify services provided by ETS		3.2	EBI Survey Data; SSI; NSSE, CAS Program Review
The student who is employed by the Event Technical Services Department will have the opportunity to learn and practice leadership, learn about organizational management, acquire technical skills, and interpersonal skills.		1.1; 1.3; 1.4; 1.5; 2.3; 4.1;	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be exposed to more meaningful engagement opportunities within the community.			EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be able to make more informed decisions			EBI Survey Data; SSI; NSSE, CAS Program Review

through attendance and		
participation in outreach efforts.		

(3) Examples of Other Outcomes for Previous Year (e.g., programming)

Student Service

- a. Interim AVP will continue to serve on various committee's outlined in report earlier
- b. Event Tech Coordinator will continue to serve on Staff Senate
- c. Facilities Coordinator served as Chair for Coordinator of Student Life search committee
- ♣ Enhance Presence and Footprint a. All staff participated with other university programs: 1. Admitted Student Day 2. New Student Welcome Tent 3. Admissions Open Houses 4. Provide volunteers for Folk Festival 5. Employee Appreciation Day b. Interim AVP attended multiple Powerful Connections Event

Section VII: Strategic Plan-Related Goals (July 1, 2022 – June 30, 2023)³

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 the 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
The GSU will continue to assess how we can implement E-sports into the GSU	Goal 2 Objective 2.4		 Sister institution growth plan over a 3-year span Interest from current students who participate in the RSO
Partner with CSIL, ODI & OTFP to create a student leader agreement.	Goal 1 Objective 1.2		 Tracking of the number of student leader positions across campus Standard agreement of what it means to be a campus leader Track the amount of hours that they give
Create more intentional spaces for programming until renovations for GSU are underway	Goal 2 Objective 2.4		 Tracking the number of students in the spaces Continue to solicit feedback on improvements
Partner with CSIL to create a more robust Leadership Development program for 1st year students	Goal 2 Objective 2.4		 Increased in engagement in RSO and Co-curricular experiences. Creates a pipeline for other areas of campus involvement.

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