

2006-2007 Administrative Department Annual Report

Student Activities and Organizations

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

1. Diversity progress - It has always been a priority for the department to achieve a more diverse mix of students in our department programs. This year has been a banner year, particularly in the area of Caucasian and African-American students. In our Greek area, we have all three councils working together and there are minority students involved in the councils for the predominately Caucasian chapters. Within the Union Board the percentage of African-American students that served as leaders is as follows: 39% of the programming board members; 30% of the 2006 Homecoming Committee; 30% of the 2007 Spring Week Committee. These percentages are higher than in the past years. We have been striving to engage more African-American students in these committees, especially Homecoming to assist in overcoming the perception of a few on campus that there is a "white" and a "black" homecoming.

Student Government Association has excellent African-American representation on the staff, the senate and the executive board. The alternative spring break class was 25% African-American. This was the largest group of African-Americans that have attended this trip. The group development of the students was amazing as we learned how common causes break down barriers. For an entire week these students exemplified the type of unity and teamwork that many student affairs staff has been trying to create on the ISU campus for many years.

Although the achievement in the area of diversity only focuses on the black/white area of diversity, I believe it is a major accomplishment for Indiana State University. Student Activities is committed to working with diversity in all areas, however, this is a major accomplishment for this year.

2. Alternative Spring Break – For the fourth consecutive year, student activities and organizations has been a co-sponsor of the Alternative Spring Break Class. For the second consecutive year the trip has taken place in the Gulf Coast Area of Mississippi that was damaged by Hurricane Katrina, primarily Gulfport and Biloxi. Although the work done in each of the past two years has been very impactful to both the students attending as well as those receiving the services, one difference this year has been the ability to record and share the images of this experience with those who could not attend. A university photographer, who was also a graduate assistant in the Student Affairs in Higher Education program doing his practicum work, accompanied the trip to take pictures and have the ability to post those pictures on campus while the trip was still in progress. In addition a blog posting journal excerpts from the students was updated daily during the trip. These blog entries and photos allowed faculty, staff, students, family members of those on the trip, and others to keep

updated on what the students were experiencing.

3. Graduate Assistantship – At the end of the 05-06 academic year, Student Activities and Organizations lost a professional position and in turn received an additional Assistant in Student Affairs through the Student Affairs in Higher Education master's program. Although a ½ time position of a graduate assistant is far less than a full time professional position, the work that was done with this assistantship is a major accomplishment for Student Activities and Organizations. This assistantship was instrumental in development of the Student Government Association Student Organization list on line as well as the development of the registration process for student organizations as well as the creation of several on-line web forms. This position also was instrumental in the development of an on-line survey that became part of our assessment process and the development and coordination of the Miss Indiana State University Alumni Program and database.

4. Miss Indiana contestants - In 2002, the Miss Indiana State University Scholarship program was re-established on the ISU Campus, with the intent of giving Indiana State University students an opportunity to display their skills and talents on campus, throughout the state and nation and give them an opportunity to earn scholarship money, develop their interview skills and represent the University. Each year ISU is guaranteed one title holder at the state competition, however, each year several of the ISU women are recruited by other program directors to compete in their programs. This year, five ISU women will be competing for the title of Miss Indiana (three of them are current students and two of them are recent alumni). In addition, one alumna is a title holder in Illinois and will be competing for the title of Miss Illinois. Having ISU at these state competitions is great exposure for the University and a wonderful experience for our students.

5. Fraternity Recruitment – Recruitment of men into our fraternities on campus has been unstructured and open for many years. The results of this process have been that some groups work hard and achieve their recruitment goals and others recruit from what shows up on their doorstep. The quality of men recruited by organizations varies drastically from chapter to chapter. Staff over the years has attempted to improve this process, however, this year the students have seen the benefits of putting some structure to their recruitment process. During the spring semester, a time when recruitment is not usually very successful, the chapters attempted this structured recruitment on what would be a smaller scale than what would occur in the fall. This process will give chapters without the skills to recruit quality men the ability to be exposed to those being recruited across campus and give them the opportunity to recruit those men as well. This will have a positive impact on the entire Greek community.

6. Reduced Staff and Production - During the 06-07 academic year, Student Activities and Organizations operated with one less support staff person, one less EAP position that was replaced with a graduate assistantship (see number 3 above), and with the reduction of a 12-month EAP that is now a 10-month EAP. As a result of this reduction in staff, the department still maintained a high professional level for all programs that they continued to provide. Unfortunately, several programs were reduced or eliminated because of the staff reduction. The staff maintained a positive attitude and embraced the programs that we retained.

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

In addition to making our programs feature a better image of ISU, we as a department did the following:

Traveled with Admissions to the Transfer Days across the state and participated in Preview days on campus.

Provided ISU T-shirts to every incoming freshman sponsored by community businesses. Although we only need approximately 1500 t-shirts we made another 500 to distribute at ISU recruiting events.

Meeting with and developing programs with Ivy Tech State College in Terre Haute in order to assist students from Ivy Tech in transferring to ISU. In January the Student Activities and Organizations offices from all four institutions in Terre Haute (ISU, Rose, St. Mary's and IVY Tech) sponsored a joint program called "Fusion." The purpose of the program was to get students from all four campuses working together and bringing IVY Tech and ISU students together. This program was a great success. Students planned the event and the attendance from all campuses was great.

This past fall, Student Activities and Organizations sponsored approximately 80 students on campus for the regional DECA Leadership Workshop. In the spring those same students came to campus for their Regional Competition. Many ISU students were involved with the program, including several DECA Alumni from the area. This is a great way to have local high school students spend a day on the ISU campus. Admissions provided refreshments and backpacks for the students. Admissions staff also welcomed the students to campus.

To aid in the communications between admissions and Student Activities and Organizations, we designated one of our professional staff members to coordinate all admissions events with our department. In the past staff from admissions would contact someone from our department for representation at their events and in order to keep things more organized we identified Heather Miklozek as our admissions liaison. Residential Life and the Career Center have done the same thing. All three of our departments work together on the programs that reach out to the community. In most cases we have joined forces and send one representative for all three departments on the road in order to save money. This has been especially effective for Student Activities and Organizations since we now have three professional staff members as compared to the seven we had in the early nineteen ninety's.

What can your office do next year to help overcome enrollment challenges?

Continue with the above programs and develop the relationship with Ivy Tech. We are expecting to hold a second annual Fusion Program with the schools in our area.

Action Steps

Do you have any further progress you would like to report?

Student Activities and Organizations has increased their participation in Admissions Road trips and other special events through the collaboration with two other departments in Student Affairs. Student Activities and Organizations along with the Career Center and Residential Life all joined forces to be

represented on more road trips by having individuals from each of the three departments be able to represent all three departments at these events. As a result these departments were represented at more events while at the same time using less staff and other resources to make this possible.

Assessment

**What are two ways in which you evaluated the quality or effectiveness in your area last year?
What changes did you make based on those assessments?**

For many of our larger programs: speakers, Homecoming, Spring Week, Sorority Recruitment we have attendees complete a program evaluation. This is usually distributed during the program for

one day events and after the event for programs that last a week or longer. For sorority recruitment we use focus groups as well to evaluate the program.

For all programs the coordinator of the event completes a planning form and then afterwards a program assessment. The planning forms help for future program planners in identifying resources and contact information. The assessment form also aids in making adjustments to the programs and in re-allocating resources. Both tools are useful and result in numerous changes, however, since each program is different and there are over 60 programs to evaluate it would be difficult to name the changes made. Some changes are financial, some are location and others are format.

Two programs that we assessed this year are:

Greek Grades: For the past five years we have been assessing the impact that Greek Life has on First semester freshman. We have concluded that Greek Life has a positive impact on retention (8% overall and increases in every area including: residence, race, age and sex) but a negative impact on GPA (.05). We will initiate programs for fraternities and sororities that will positively impact chapter grades in the fall of 2007.

Leadership development in first year students: During Knowing Sycamores (Freshman Orientation) in the fall of 2006, Student Activities and Organizations conducts a session entitled, On Being a Sycamore. During the session we collected names and addresses of all attendees as people who self identified them selves as being interested in getting involved in organizations on campus as defined in the program description of the session in the Knowing Sycamores brochure. The two sessions of On Being a Sycamore attracted approximately 175 students. During the spring semester, Student Activities and Organizations contacted the all of those students and asked them to tell us what they are involved with on campus, how easy it was to get involved and if they didn't get involved what were the reasons they didn't get involved. The results of this study have not been completed as of the time of this report.

In addition to the two areas that we planned on assessing, Student Activities and Organizations completed another assessment through the Journals done by students on the Alternative Spring Break Trip/Class. All the students completed daily journals. These journals are in the process of being evaluated to see if the students have met the class learning objectives. The journals are also being used to make improvements to the class and the trip in future years.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

Student Activities and Organizations has used corporate sponsorship over the past few years to produce or enhance several of our programs and events. Pepsi, Papa John's, Sprint, Hardees, Sam's Wholesale and a variety of local businesses have contributed approximately \$20,000 in funds or in-kind donations throughout the year.

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