

## Department of Student Life Departmental Blueprint 2011

**Vision:** Creating a purposeful Carolina experience.

**Mission:** Foster an environment in which students gain diverse life experiences to develop into responsible citizens and leaders, by providing high quality programs, facilities and services that advance student success, develop leadership and life skills, education students about high-risk behaviors, promote an inclusive environment and celebrate accomplishments.

**Goal 1: Exceed customer expectations by providing quality facilities, programs and services that enhance student learning.**

**(Link to Division Goal 2)**

**Initiative 1A:** Facilitate the physical, social and mental development of participants through recreational programs and services.

**KPI:** Use of Strom Thurmond Wellness and Fitness Center will meet or exceed the previous three years average. A minimum of 442,000 visits to the center will be recorded through the biometric access system from July 1, 2010-June 30, 2011.

**KPI:** A minimum of 972 teams will participate in over ten intramural sports during FY11.

**KPI:** A minimum of 2,900 Group Exercise participation agreements will be completed during FY11.

**KPI:** A minimum of 2,011 membership agreements will be completed by sport club participants during

**KPI:** Evaluate CIRP data to determine how the quality of recreation facilities affected decision to come to the University.

**Initiative 1B:** Meet the diverse needs and expectations of members of the University community through facilities and equipment usage.

**KPI:** Establish a commuter student lounge that promotes a sense of belonging and increases retention of off-campus students.

**KPI:** Blatt renovations, including the women's locker room and the natatorium, will be completed and users will be surveyed to determine satisfaction of enhancements.

**KPI:** Evaluate and improve Russell House University Union facility's ability to meet service, spatial, and equipment needs of University community.

**KPI:** Enhance Russell House University Union procedures and directional mapping to maintain the safety and security of the facility and users.

**KPI:** Integrate Student Media into University's emergency communications system to enable student access to information.

**KPI:** Survey Greek Village staff and residents to examine satisfaction of living experience.

**Initiative 1C:** Meet the diverse needs and expectations of members of the University community through constituent services.

**KPI:** Track usage of student and community traffic to the off campus housing locator website and assess services to meet commuter student needs.

**KPI:** Assess customer usage and satisfaction of the online student ticketing system.

**KPI:** Enhance service delivery of Russell House University Union programs and services through utilization of technology.

**KPI:** Track number and type of parent calls to Parents Assistance line and emails to [scparents@sc.edu](mailto:scparents@sc.edu) during FY11.

**KPI:** Assess the quality and effectiveness of the Cocky's Caravan evening shuttle service and the safety walk programs.

**Initiative 1D:** Create and coordinate well-planned, high-quality and informative events and publications for families of Carolina's undergraduate students to educate parents about the University and to provide resources to encourage student success.

**KPI:** Increase number of offerings available to families to take part in at Parents Weekend by increasing participation from campus department by five percent over 2009.

**KPI:** Increase the number of family members who attend Parents Weekend 2009 by five percent over 2009.

**KPI:** Assess effectiveness and satisfaction of weekend festivities through a participant survey, including both campus departments and families.

**KPI:** Members of the Parents Advisory Council will host at least two spring "yield" receptions and tracking will occur to determine impact on the students submitting enrollment deposits.

**KPI:** Assess effectiveness and usefulness of publications for parents (including the Parents Calendar and Handbook, Carolina Ties newsletter, Talking Points, monthly e-newsletters and website content).

**Initiative 1E:** Enhance diversity of thought through educating and entertaining members of the Carolina Community.

**KPI:** Increase average attendance of freshman students at Carolina after Dark activities by 10% over FY10 data.

**KPI:** Increase Alternative Spring Break trips and subsequent participation by 150% over FY10 offerings.

**KPI:** Increase number of week-day "Fill the Van" community service projects by 25% over FY10 data.

**KPI:** Provide a summary of Carolina Productions events and attendance numbers throughout the year and compare to FY10.

**KPI:** Annual survey results will demonstrate student response to programs.

## **Goal 2: Advance student success through collaborative partnerships.**

**(Link to Division Goal 4)**

**Initiative 2A:** Academic support for members of the Fraternity and Sorority community will be provided in order for chapters to perform at or above the All-Male or All-Female GPA.

**KPI:** Track and document academic workshops for new members held during the 2010-2011 academic year.

**KPI:** Number of chapters above the All-Male and All-Female GPA.

**KPI:** Number of chapters below the All-Male and All-Female GPA.

**KPI:** Develop academic plans for chapters below 3.0

**Initiative 2B:** Dinner Dialogues program will continue supporting faculty interaction with students outside of the classroom.

**KPI:** Visit faculty department meetings and share success of program

**KPI:** Include program information in faculty/staff publications

**KPI:** Increase the number of dinners hosted by faculty by 10% over 2009-10.

**KPI:** Assess the faculty experience and student experience.

**Initiative 2C:** Campus and community partnerships addressing high-risk behaviors will be enhanced through the Carolina Community Coalition.

**KPI:** Assess effectiveness of social marketing plan implemented during 2010 football season in collaboration with Student Life, campus partners and local law enforcement.

**KPI:** Coordinate with local law enforcement in collecting data and increasing operations on game day.

**KPI:** Increase membership of students and faculty members on the coalition by 3 members.

**Initiative 2D:** Promote and develop collaborative partnerships between units within the campus community to enhance the quality of programs and services.

**KPI:** Increase partnership opportunities with local businesses and departments in Carolina Welcome events from previous year.

**KPI:** Identify co-sponsorship opportunities for Carolina after Dark event each month and market to high-risk population.

**Initiative 2E:** Provide partnership opportunities for families and the University through the Parents Association and Parents Advisory Council.

**KPI:** Measure increased interaction with parents of undergraduate students over a three-year period by membership increases in the Parents Association.

**Initiative 2F:** Assist the University in achieving student recruitment goals by hosting and participating in recruitment and community events.

**KPI:** Collaborate with City of Columbia Summer Youth program, which brings together 50 children and student athletes to learn more about the University.

**KPI:** Coordinate Little Gamecocks Learn-to-Swim program and advertise to faculty and staff at the University.

**KPI:** Host and participate in fall and spring events that support University recruitment initiatives.

**KPI:** Participate in minority student recruitment events such as the Summer Seniors program with Undergraduate Admissions and the Moore School of Business Wachovia Summer Program.

**Initiative 2G:** Enhance the overall commuter student experience by maintaining relationships with off-campus partners and stakeholders.

**KPI:** Identify five new off-campus partners and/or stakeholders.

**KPI:** Increase student knowledge and life skills through targeted programming to off-campus apartment communities.

**KPI:** Organize neighborhood welcome event for off-campus students in collaboration with neighborhood association.

**KPI:** Host annual apartment community luncheon to inform and educate staff of University procedures.

**KPI:** Assess the needs of commuter students through focus groups and an annual survey.

**KPI:** Increase off-campus student attendance at Carolina Productions events to engage students in on-campus programming.

**Goal 3: Reduce high risk behaviors by educating students on healthy lifestyle choices.**

**(Link to Division Goal 2)**

**Initiative 3A:** Educational programs, workshops and trainings about substance abuse will be provided to the University community.

**KPI:** Develop standardized workshops addressing alcohol and drug use and assess effectiveness of workshops and presentations through surveys.

**KPI:** Design and distribute Faculty/Staff Resource guide on Alcohol and Other Drugs.

**KPI:** Create educational campaigns for student organizations and advisors, tracking participation in roundtable discussions.

**KPI:** Recruit, train and retain at least 12 peer educators who will assist in educating the campus community on trends associated with substance abuse.

**Initiative 3B:** Utilize targeted campus programming to meet the needs of students during high-risk times.

**KPI:** Carolina Welcome activities and programs will provide students educational and involvement opportunities during the first week of school.

**KPI:** Carolina After Dark will program monthly events targeted at various high-risk populations throughout USC community.

**KPI:** Develop Under the Lights program that will provide intramural leagues to traditionally high-risk populations (Greek and male) on Tuesday, Thursday and Friday nights.

**KPI:** Collect data of student involvement in programs and conduct focus groups to determine effectiveness of campus programming in providing alternatives to high-risk behaviors.

**Initiative 3C:** Online alcohol education course (AlcoholEDU) will be required of all incoming students to evaluate behaviors before coming to campus and after being on campus for a period of time.

**KPI:** Track number of participants who complete course by August 15, 2010.

**KPI:** Track number of participants who complete entire course by October 15, 2010.

**KPI:** Track alcohol violations through Judicial Programs to identify trends in usage, time of year and location of offense and compare to data collected through online assessment.

**KPI:** Develop action plan based on data and disseminate information to campus and community partners.

**Initiative 3D:** An intervention and education model for addressing violations of the campus alcohol and drug policies will be created in collaboration with the Office of Student Judicial Programs, College of Social Work and Substance Abuse Prevention and Education.

**KPI:** Identify survey model in motivational interviewing.

**KPI:** Develop training manual that will be used in conducting interventions.

**KPI:** Track students who are assigned to the program, are no shows, and who complete the intervention program as a sanction and compare to previous year.

**KPI:** Develop evaluation tool to determine program impact on behavior changes.

**Goal 4: Advance leadership and life skills by providing integrative learning experiences.**

**(Link to Division Goal 4)**

**Initiative 4A:** Engage students in educationally purposeful initiatives and activities that promote leadership and the development of interpersonal skills.

**KPI:** Develop and execute one-day community service training workshop for student organization leaders

**KPI:** Develop and execute a redesigned Emerging Leaders Program curriculum aligning with relevant leadership competencies by Spring 2011.

**KPI:** Implement a community service pledge and recognition program by Fall 2010.

**Initiative 4B:** Provide and enhance educational opportunities to promote student success and personal growth for the retention of minority students.

**KPI:** Identify programs and services offered through the Minority Assistance Peer Program (MAPP), workshops and small group discussions that introduce students to key campus offices that contribute to student retention

and academic success.

**KPI:** Enhance African American Male Institute to better serve African American males.

**KPI:** Retention rates will be maintained and student impact will be outlined in report submitted June 30, 2011.

**Initiative 4C:** Student employees will be recruited, trained and supervised to execute programs and services that contribute to student learning.

**KPI:** Number of student employees in the Department of Student Life.

**KPI:** Develop student employee training manual.

**KPI:** Develop semester retreats and leadership development program student employees.

**KPI:** Administer a pre/post competency survey to determine how employment impacted experience.

**Initiative 4D:** Provide the university community a source for news, information, forum for exchange of ideas and a direct way of communicating, while also enhancing student learning through hands-on training.

**KPI:** Enhanced, student-produced multimedia services will be provided to the Carolina community.

**KPI:** Production facilities will be updated to enhance student learning, increase capacity and access by 33 percent.

**KPI:** Develop training program and infrastructure support for students to produce and market multimedia content to constituents both on and off campus.

**Initiative 4E:** Examine extended orientation programs to assist in new student transition from high school to college.

**KPI:** Research best practices in extended orientation programs.

**KPI:** Develop a student committee examining the components of this program.

**KPI:** Design program with focus on wilderness, adventure and community service.

**Goal 5: Promote an inclusive environment and foster an appreciation for and understanding of diversity.**  
(Link to Division Goal 6)

**Initiative 5A:** Multicultural competencies will enhance students' social and intellectual development through diversity education.

**KPI:** Develop diversity education component to Greek programming board.

**KPI:** Identify and provide diversity initiatives throughout the Greek community.

**KPI:** Assess Greek community in annual survey to determine impact of diversity education.

**KPI:** Conduct a pre/post test of EMPOWER Diversity Peer Educators to measure multicultural competencies.

**Initiative 5B:** Diversity education training will allow students to attain skills and personal development beyond the classroom.

**KPI:** Recruit, train and retain at least 10 Diversity Peer Educators to present workshops to the University community on topics related to diversity and social injustice.

**KPI:** Track number of EMPOWER workshops and compare to previous year.

**Initiative 5C:** Monthly celebrations will promote awareness and appreciation for culturally diverse populations.

**KPI:** Develop and market Black History Month program through campus and community collaborations.

**KPI:** Develop and market Hispanic Heritage Month program.

**KPI:** Develop and market Native American month program.

**KPI:** Conduct survey and focus groups after each month-long celebration to assess understanding and appreciation for diversity.

**Goal 6: Enhance the overall student experience by celebrating individual and community accomplishments and contributing to the traditions and history of the University.**

**(Link to Division Goal 5)**

**Initiative 6A:** Celebrate student success and achievement through annual recognition events.

**KPI:** Increase TOAST award nominations by 20% from previous year.

**KPI:** Increase Leadership and Service award nominations by 20% from previous year.

**KPI:** Increase Outstanding Woman of the Year award nominations by 20% from previous year.

**Initiative 6B:** Provide staff development program for professional and graduate staff that will encourage on-going support and training.

**KPI:** Host monthly meetings that focus on topics of interest and importance to work of departmental staff.

**KPI:** Conduct a departmental graduate assistant training and orientation.

**KPI:** Assess effectiveness of departmental staff meetings and identify topics for future meetings.

**Initiative 6C:** Sponsor development activities to raise money for the Parents Annual Fund, which will support Dinner Dialogues and other projects to benefit undergraduate students.

**KPI:** Increase membership of the Parents Advisory Council by 10 couples to assist with fundraising efforts.

**KPI:** Generate \$300,000 in pledges from parents to the Parents Annual Fund and the General Scholarship Fund.

**KPI:** Partner with at least six hotels as hotel sponsors.

**Initiative 6D:** Increase development prospect base and proposals submitted by June 30, 2011.

**KPI:** Primary pool will increase to 60 with written strategies for each.

**KPI:** Secondary pool will increase to 100.

**KPI:** Identify 5 new prospects with the potential to give \$100,000 or more

**KPI:** Increase number of proposals submitted by 20% by June 30, 2011.

**KPI:** Continue to add Student Affairs and Academic Support attribute data to prospect management system with a focus on U101 Peer Leaders, Sullivan and Swanger Award recipients and those students who benefited from the services of the Office of Fellowships and Scholar Program by receiving top national academic awards.