

## Department of Student Life Departmental Blueprint 2009—Final Updates (DRAFT)

\*items listed in Division blueprint

### **GOAL 1: Lead and manage the comprehensive and collaborative efforts of the University in meeting student enrollment goals.**

**\*1a:** Prepare, implement and evaluate an annual admissions marketing and communication plan.

**KPI:** Develop recruitment materials directed at South Carolina high schools with journalism programs to increase awareness of student media at USC. Participate in S.C. Scholastic Press Conference.

**Update:** A high school-targeted brochure, fact sheet and video were developed in November 2008. Letters and brochures were sent to guidance counselors and media teachers (yearbook, newspaper, literary, broadcast) to all public and private high schools in Richland, Lexington, Charleston and Greenville counties. 198 letters and brochures were mailed out in January 2009. Site visits were made to journalism classes at Cardinal Newman and Richland Northeast, Ridgeview and Lexington high schools between January and April 2009. Participated in the Southern Interscholastic Press Association (SIPA) conference on March 6-7. Held conference session, staffed info table and conducted tours of Student Media at the South Carolina Scholastic Press Association conference on April 27, 2009.

**1c:** Develop strategies to meet the increase in the population of Hispanic students.

**KPI:** Implement recommendations made by Hispanic Advisory committee if feasible, by collaborating or disseminating with appropriate departments.

**Update:** Minority Assistance Peer Program began recruiting Hispanic counselors to serve as mentors to first year students who self identify as Hispanic. Continued collaborations with departments in recruiting Hispanic counselors.

**\*1c:** Conduct assessment of services/programs to support Hispanic students.

**KPI:** Best practices on the assessment of Hispanic students' needs are identified. Hispanic Advisory committee (HAC) will study the increasing Hispanic population and make recommendations for serving the needs of those students through the use of focus groups, evaluations and program review.

**Update:** HAC members collaborated to sponsor 7 on campus events and participated in three community events. HAC has examined enrollment trends of Hispanic students and will survey students on current programs summer 2009. Focus groups will be conducted Fall 2009. Although the Hispanic student population is currently steady, the growth rate has slowed.

### **GOAL 2: Optimize student retention and persistence to degree completion by increasing engagement in campus life and by providing and supporting essential programs, services and educational activities that lead to student success and satisfaction.**

**\*2b:** Develop plan to intentionally address individual and chapter academic performance.

**KPI:** Design an intervention program with faculty and chapter advisors and national organizations for at least 50% of chapters under a 2.75 cumulative grade point average.

**Update:** A program was developed for "at risk" chapters that included an academic plan, University assistance and academic incentives. Once the Spring 2009 Greek Report is finished a determination will be made as to the plan's effectiveness.

**\*2c:** Develop plans for Greek Village expansion.

**KPI:** Meet with unhoused chapter alumni and undergraduate representatives to assess need and timeline for expansion.

**Update:** Meeting held in April with the “un-housed” chapters to assess their housing needs. Additional impetus for this is the addition of two national sororities and two to three national fraternities by 2013, and the eventual removal of McBryde for fraternities.

**\*2c:** Request funding for the Blatt PE Center renovation plan that was completed by the Hughes Group Architects in Fall 2007.

**KPI:** Requests will be made to all possible funding sources to implement master renovation place designed by Hughes Group.

**Update:** Request to fund P.E. Center renovation was submitted as a part of the division’s 08-09 budget requests but was not funded. Funding was acquired from athletics and facilities to assist with natatorium specific renovations. Approximately \$330,000 was obtained from athletics and facilities to purchase a new bulkhead and new filtration system, both will be installed by end of summer 2009.

**\*2c:** Continue comprehensive study on new student union. Include a review of space needs and location.

**KPI:** Encourage a master planning study to be conducted for the RHUU.

**Update:** Space Allocation Survey distributed to 40 different schools throughout the country in July 2008 with intention of assessing the services and resources provided by the Russell House in comparison to other state institutions across the country. Master planning study has not been initiated due to budget reductions and current state economy.

**2c:** Provide enhanced audiovisual resources (smart classrooms) to Russell House customers.

**KPI:** Prioritize meeting rooms and needs. Obtain quotes for work. Develop detailed funding plan.

**Update:** Enhancements to Ballroom scheduled for November 2009, with completion February 2010. Funding for this project identified January 2009 and quotes/project scope will be finalized by Fall 2009. Further prioritization of rooms will take place FY10.

**2d:** Develop comprehensive communication plan for the Department of Student Life.

**KPI:** Assess current publications, logos, opportunities for communication within each area. Meet with University Publications to review logos/word marks of all areas. Develop comprehensive marketing and communication plan for Student Life that includes a review of all marketing materials, promotion of events and programs.

**Update:** A review was conducted of current publications and logos and information was presented to University Publications to create a brand/image for the department. In January 2009, new departmental and area word marks were presented at a monthly staff meeting. A usage guide and procedure for future publications were also presented. Areas are adopting new word marks and phasing out the old. All units have transitioned to new word marks. Although a communications review has occurred, the marketing and communications will not be implemented until FY10.

**\*2d:** Enhance the content and effectiveness of Web sites, with a focus on improving online student services.

**KPI:** Develop Web site and online system for student athletic tickets. Enhance RHUU event services by adding virtual tour component for students and patrons. Develop off campus student services website to market services to students.

**Update:** An online student ticketing system was established to assist students in the distribution of athletic tickets. Over 20,000 eligible students have accessed student athletic tickets through TicketReturn. Over 67,000 students requested a ticket for home football games and 95% of students attended the game. This is an increase of 30% from the previous season. Student attendance at men’s basketball increased by 50% from last season, with approximately 90% of students who requested a ticket attends the game. Meeting scheduled to finalize scope and

timeline for virtual to Russell House webpage. Will be in place FY10. Currently working on creating a separate domain for student organizations to enhance services. Also, researching the feasibility of creating and implementing an online renewal process for student organizations. The off campus student services website was designed in summer 2008 and available as a resource to students and parents. A review is also being conducted on the current off campus housing locator in an effort to provide services in house. All units in department have made it a priority to update web presence. (Greek Life web site enhanced by posting of all forms, converting forms to on-line forms, adding an Assessment section to house all Greek assessment work, added Resource section, added on-line recruitment registration and added a comprehensive Greek calendar).

**\*INITIATIVE 2e:** Partner with parents and families to inform their students of (and encourage them to engage in) the services and involvement opportunities on campus.

**\*2e:** Increase membership of the Parents Advisory Council to assist with fundraising efforts.

**KPI:** Recruit ten new members of the Parents Council.

**Updates:** During fall 2008, 16 new members joined the Parents Advisory Council, each pledging at least \$1,500 to the Parents Annual Fund. The council now includes 37 members.

**\*2e:** Increase interaction with parents through the Parents Association and special events such as Parents Weekend.

**KPI:** Develop a matrix outlining the interaction between the University and parents. Study results for streamlining and improvement of contacts.

**Updates:** Parents Association membership has increased from 6,356 parents (as of 5/21/08 at the end of the 2008 reporting year) to 8,495 (as of 5/6/09). Information being gathered on offices that contact parents by mail and e-mail. Due to the number of offices that contact parents, this project will continue into FY10 to verify there is accurate data on all information mailed or e-mailed to parents and to recommend strategies for improvement. A spreadsheet listing the office, type of communication, target audience and purpose of communication is being used to compile this data.

**\*2e:** Enhance communications with parents through newsletters (electronic and print), listservs, calendars and phone calls.

**KPI:** Research and implement HTML-based electronic newsletter system. Enhance Parents Web site, including adding a resources section. Increase publicity for Parents Weekend to parents and students. Develop and implement a parent satisfaction survey.

**Updates:** The new e-news system has been purchased, and the first new version of the e-news will be sent to the Parents Association in June. Resource section was redeveloped as an in-depth frequently asked questions page. During Parents Weekend 2008, the University hosted a record-high 4,419 participants in Parents Weekend, representing 1,325 Carolina students. Increased publicity targeted both students and parents, including ads in six publications, Web site and e-mail announcements, and several other forms of publicity on campus. Parents received information through postcards, the *Carolina Ties* and monthly e-newsletters. Parents of undergraduate students received two issues of the *Carolina Ties* parents newsletters, the annual Parents Calendar and Handbook, and Parents Association members receive a monthly e-newsletter. Parents of incoming freshmen also received the *Talking Points* newsletter, which is a joint publication with the Office of Substance Abuse Prevention and Education, and a welcome packet about services for parents. The Parents Calendar and Handbook 2008-2009 received the Award of Excellence in the institutional publications category from the Council for the Advancement and Support of Education (CASE) district III.

**2e:** Develop strategies for communicating with and involving parents of special populations.

**KPI:** Partner with campus offices to target parents of multicultural, out-of-state and international students.

**Updates:** The Office of Parents Programs partnered with the Office of Multicultural Affairs to reach out to parents of incoming freshmen minority students by sending them a welcome letter with information about both offices and highlighting the services that are available for parents. The offices also co-hosted a luncheon (approx. 175 in attendance) during Parents Weekend for minority students and their parents. The Office of Parents Programs

partnered with the Admissions Office for a reception on March 31 for admitted students and their parents in the Jacksonville, Fla., area, hosted at the home of a parent and to form a parent/staff panel for parents of McNair Scholars finalists in February. Because many of the Parents Weekend participants were from out-of-state, the Office of Parents Programs worked with the Student Success Center to coordinate a session specifically for this group of parents. In addition, the Office of Parents Programs partnered with the Carolina Alumni Association for Freshmen Send-offs in 12 cities on the east coast. The Parents Calendar and Handbook and other information was provided to the International Programs for Students office for distribution to their students during orientation. Six international students signed their parents up for the Parents Association

**\*Initiative 2g:** Evaluate existing membership education processes and initiate new programs for sororities and fraternities.

**\*2g:** Create ways to empower chapter leaders and new members to make value-based decisions.

**KPI:** Conduct focus groups to gather implementation data.

**Update:** Focus groups conducted during fall 2008 with results used to modify the New Member Institute for all 1,300 new members annually. In addition, an online education program for New Member Educators was initiated this year to train these student leaders on hazing.

**INITIATIVE 2I:** Provide and enhance educational opportunities to promote student success and personal growth for retention of minority students.

**KPI:** Record the number of programs, attendance and success rate of collaborations with other offices.

**Update:** EMPOWER has collaborated with Greek Life for a presentation with chapter leaders and new members (over 1,000 total students). Other presentations in collaboration with Carolina Judicial Council, MAPP, and University 101 have reached over 1250 students to promote appreciation for diversity and unity within campus community. Over 40 workshops were conducted to over 2,500 individuals this year for Greek House Directors, Minority Assistance Peer Program, Gamecock Leadership Society, Carolina Judicial Council and University 101. Lack of funding has affected continued training for diversity peer educators. Multicultural Student Affairs has collaborated with the Residence Hall Association for the Diversity Dialogue Series, which offered once monthly programs. Additional collaborations have been with Campus Wellness (healthy eating and cooking demonstrations), Carolina Productions, Carolina After Dark, Parents Programs, diversity retreats and MLK Day of Service. There was strong student, faculty and staff attendance at all events and a plan is in place to continue marketing programs and services in the future.

**GOAL 3: Advance a global community of scholars that promotes academic success, character development, personal growth and wellness, career development, and lifelong learning.**

**\*3a:** Enhance the intervention plan or initiative for minority students at risk or dropping out.

**KPI:** What intervention plan has been developed for at-risk minority students. Track the number of participants and determine if the intervention made a difference. Collect retention data at the end of every semester and send student success resources to students with a 2.5 or lower GPA. Collaborate with the Black Faculty and Staff Association to disseminate student success resources and information to multicultural student organizations and minority students.

**Update:** Targeted minority students were emailed information regarding the Student Success Center, the Writing Center, and ACE following the fall 2008 semester. Similar resources were shared with the Minority Assistance Peer Program (MAPP) in August and with the Office of Multicultural Student Affairs for dissemination. A MAPP workshop was conducted in October.

**\*3c:** Develop, promote and assess opportunities that encourage students to participate in student organizations, leadership positions and student activities. Target first-year students, out-of-state students and transfer students for involvement in student organizations, leadership positions, and student activities.

**KPI:** Outline marketing and publication plan for student organizations, leadership positions, specifically focused on first-year students, out-of-state and transfer students. Evaluate student organization fair and other events for

students to learn about leadership/involvement opportunities. Improve and increase the number of programs focused on involvement for transfer and out-of-state students. Record participation of special student cohorts in student organizations, leadership positions and student activities. Conduct focus groups to gather data on current programs.

**Update:** Marketing and publication plan for student organizations has included updating the organizational brochure for a consistent identity. Students had leadership opportunities in a variety of programs and organizations, including Homecoming, Gamecock Leadership Society, Emerging Leaders, Carolina Productions, Carolina Service Council. Participation and student leadership in Gamecock Leadership Society & Emerging Leaders 1 and 2 (25% freshmen, 63% transfer, 6% out-of-state); Carolina Productions (33% freshmen, 38% out-of-state, 5% transfer) and Carolina Service Council(45% out-of-state). Assessment conducted of Homecoming and Student Organization Fairs, participation has increased over past three years, respondents were pleased with offerings at fair. Assessed the number of fraternity and sorority members involved in other student organizations (64%), publicized the data on the Greek Report (sent to all faculty/staff) and created incentives for more involvement.

**\*3c:** Develop, promote, and assess opportunities that encourage students to participate in diversity opportunities.

**KPI:** Outline diversity education plan and the opportunities available to students. Record participation rates and evaluate programs to address diversity education needs on campus. Dates will be recorded on diversity opportunities presented and the level of student participation.

**Update:** There have been a number of opportunities available to students this year to participate in diversity programs. Some of these include EMPOWER workshops, Diversity Retreat (over 50 applications, but only 22 were selected to attend. Overall satisfaction was high and 8 participants applied and were accepted to the Diversity Peer Educator Team for 09-10), Native American Heritage Week, Diversity Dialog series (eight total, 120 participants, 71% had never attended a similar event before). Some changes have occurred due to budget reductions and additional adjustments will be made in FY10 based on budget restrictions.

**\*3c:** Establish and enhance marketing initiatives that increase students' knowledge and practice of community service.

**KPI:** Focus groups will be conducted to determine effectiveness of programs and Web site. Bi-monthly newsletters will be distributed. Increase listserv subscribers by 15% over previous academic year.

**Update:** Reviewed and enhanced marketing plan for Community Service Programs—listserv subscribers up 17%, distribution of 8 newsletters featuring service opportunities. Established inaugural Spring Service Opportunity Fair with over 30 non-profits to increase awareness; 100% of student attendees found at least one organization they would consider volunteering for in the future. Recommendations from focus groups will be implemented FY10 along with special celebration marking the 20<sup>th</sup> anniversary of Community Service Programs on campus. Assessed the amount of service being performed by fraternity and sorority members which totaled 50,000 hours & \$250,000 raised for charity for the year. The results were publicized in the Greek Report, which was sent to all faculty and staff, and was used for the Annual Greek Awards.

**\*3c:** Develop and enhance activities that increase the impact of the community service experience for volunteers.

**KPI:** Review and update reflection activities for effectiveness. Develop and implement a training protocol for Carolina service Council members to facilitate service events. Establish a communication plan for volunteers and community agencies.

**Update:** Assessed and enhanced reflection activities for effectiveness. Established a training program for Carolina Service Council members to serve as peer reflection leaders during Service Saturdays and MLK Day of Service. The

new reflection plan has reduced group size, increased peer discussion and overall impact of activities. Data collected show students think about what was learned during the experience and overall reflection increased by 5%. Increased community agency collaboration and communication by implementing online needs assessment and hosting two new events on campus—the Community Partner Breakfast and Spring Service Opportunity Fair.

**\*3c:** Improve services offered to Student Organizations.

**KPI:** Fully implemented new office by March 2009. Hire Coordinator Summer 2008. Establish identity for office. Utilize office and services. Establish role of spirit programs (Homecoming and Tiger Burn) in office.

**Update:** Coordinator was hired June 2008, which included the role of spirit programs. Student-led spirit committees were developed fall 2008 and identity is being created through consistency in word marks, manuals, web information and publications. All student email accounts were migrated to webmail (March 2009) All addresses begin with “SO” (student organizations) to identify them with our office.

**\*3c:** Comprehensive review and revision of Student Government Finance Codes.

**KPI:** Review and revisions will take place through appropriate legislation by October 1, 2008.

**Update:** Completed January 28, 2009. Spring 2009, 26 graduate organizations, 6 professional organizations, 61 undergraduate organizations and 21 sport clubs applied for funding through the new allocation process. Continued assessment on effectiveness.

**\*3c:** Continue to enhance materials and an extensive communications and advertising plan to promote information available for transfer students.

**KPI:** Assess transfer student satisfaction with materials. Track the publications produced and distributed, and the various offices, programs and opportunities where the materials were distributed.

**Updates:** For the first time, a welcome postcard highlighting the services offered by the Office of Parents Programs was mailed to parents of incoming freshmen and transfer students that enrolled in January 2009. A similar postcard will be mailed late May for students entering in fall 2009.

**\*3c:** Develop, promote and assess opportunities that encourage students to participate in wellness related programs and services.

**KPI:** Review promotion of campus wellness programs, participation rate and the evaluation process.

**3c:** Strengthen mentoring opportunities provided for undergraduate women in the Women’s Mentoring Network.

**KPI:** Establish and conduct focus groups to discuss issues facing female students. Use data to develop communication plan for mentors and mentees to enhance experience in and impact of the program.

**Update:** A focus group was conducted in April 2009 with 10 female undergraduates. Feedback included the following top concerns of women students: Crime, eating disorders, general sexist behavior and drinking. Participants shared a desire to have informational programming on safety and networking. The information will be used to guide future programming.

**3c:** Research, develop and assess a new leadership model for students.

**KPI:** Establish Advisory Board by Fall 2008 that will study four year leadership models at other institutions. Research will be completed and recommendations will be made by May 2009.

**Update:** Evaluation and comparison of Leadership Programs at peer institutions will occur in FY10 in order to identify “best practices” that could be modified and implemented on this campus.

**\*3d:** Increase student participation in fitness and recreation programs.

**KPI:** Participation numbers in group exercise, sport clubs and intramurals will exceed FY08 participation.

**Update:** Program areas experienced the following increase from 07-08 to 08-09. Participation in group exercise is up 6%, sport clubs, 70%, Intramurals 7%. Use of the Wellness Center (July 08-April 09) increased from 422,780 to 449,265, which represents an increase of 6%.

**\*3d:** Implement Mystudentbody.com – Alcohol, an online alcohol education tool, as a requirement for incoming students Fall 2008.

**KPI:** Record the number of students who completed the course. Outline evaluation plan for assessing effectiveness of program in contributing to the change of behaviors.

**Update:** Approximately 4500 students have completed the MSB requirement to date. The evaluation plan consists of using the reports available to address specific high risk needs that students identify during the assessment.

**3d:** *This Close* (peer theater to address high risk behaviors) will be fully reinstated by Fall 2008.

**KPI:** Develop learning outcomes for performance. Outline promotion/marketing plan for program. Evaluate effectiveness of delivery method.

**Update:** This Close was developed and performed during the fall 2008 semester. Approximately 300 students attended the performances and provided feedback on the relevance and approach of the topic and the presentation. The program was marketed through University 101 and an evaluation occurred. 71% of students who attended were freshmen, 77% lived on campus, 78% strongly agreed that driving after drinking is never ok, 69% of students said they intend to consume alcohol the next time they party.

**3d:** Establish high risk action group that will examine the campus and community environment as it pertains to student behavior.

**KPI:** Develop action statement for group. Identify key campus administrators and community leaders to participate in the group. Conduct a review of current environment-including, but not limited to programs, services, policies and education. Review model programs. Develop report that outlines information and establishes a timeline for next steps.

**Update:** A High Risk Behavior group was established and included faculty, staff and students. The group has evolved into the Campus/Community Coalition on High Risk Behaviors in order to engage the community members and leaders in the discussions on how to approach this behavior. A review of current environment is being conducted through surveys and focus groups. The coalition has a timeline will conduct research and gather information on best practices during spring 2009. A report will be submitted July 1 to the VPSA on the top 3 recommendations for the institution.

**\*3d:** Implement outdoor adventure program.

**KPI:** Conduct a review of outdoor recreation programs at peer institutions. Utilize data for implementation.

**Update:** Director was hired summer 2008. Four outdoor activity trips were conducted (48 participants), 11 outdoor adventure clinics (80 participants) and 11 climbing wall events (60 participants). Staff received national recognition, American Alpine Institute summer travel award and NIRSA William Wasson Student Leadership Award.

**\*3d:** Develop a protocol for screening and interviewing students as a preventive approach to addressing high-risk behaviors.

**KPI:** Provide training to faculty and staff interested in participating in program. Collaborate with campus partners to develop plan for screenings and sharing information.

**Update:** AUDIT program was developed Fall 2008 in collaboration with CHDC and Judicial Programs in an effort to screen students, educate and probe for consequences associated with alcohol use and motivate students toward goals and boundaries to reduce drinking. There were 33 students who participated in this program during fall semester. During the spring, a practicum student has worked under the supervision of the counseling center and judicial programs staff to ensure that interviews are conducted correctly. A majority of the students were freshmen (59%), although 29% of the students were juniors, 99% were Caucasian. A more detailed report will be available in May.

**NEW INITIATIVE- 3e: Increase opportunities to develop multicultural competencies through diversity education programs.**

**\*3e:** Provide diversity education to faculty, staff and students through workshops, seminars and student leader training.

**Update:** EMPOWER collaborated with Greek Life to present at the Greek Leadership Retreats and the New Member Institute to more than 1000 students. Through collaborations with Minority Assistance Peer Program (MAPP), OSJP's Carolina Judicial council, and U101, made presentations to over 2000 students to promote appreciation for diversity and unity within the campus community.

**\*3e:** Continue to assess the impact of the African-American Male Institute on motivating African-American males to assume roles of leadership and promoting academic excellence.

**KPI:** What is the participation rate of the African-American Male Institute? How was the impact on the participants assessed? Track and assess leadership positions/involvement throughout college career.

**Updates:** Participation in program this fall was 13 students, which represents 10% of the African American male class. The retention rate is 100% and the cumulative GPA was 3.44. Participants are also involved in Minority Assistant Peer Program as counselors and advisory board members. Budget cuts have affected program's training retreat and activities. A tracking system has been established and will be utilized fully FY10.

**\*3f:** Enhance Personal Growth Series with monthly seminars correlating to the online topics relating to intellectual, physical, emotional, cultural, spiritual, and character development.

**KPI:** Partner with campus offices. Measure degree of increased knowledge through evaluation following seminar.

**Update:** Seven programs offered for 2008-2009 in collaboration with several University offices. Evaluation of the overall effectiveness of the program was conducted in May and showed that students were aware of the overall program but not the specific offerings. The results will be used to modify for next year.

**3g:** Develop future operating procedures for campus cable station.

**KPI:** Develop training materials and program for SGTV staff members.

**Update:** Operating procedures, training program and materials were completed in October 2008. Training sessions for new staff were held in October 2008 and February 2009. SGTV programming has been extended online. Three programs are available on-demand at SGTV's Web site.

**3g:** Conduct a comprehensive facility study of Student Media operations at peer institutions.

**KPI:** Develop space needs plan for television, radio, newspaper, magazine, advertising, creative services, business and administration operations and production by March 2009.

**Update:** Received space information from 15 universities' print and broadcast operations. Conducted site visits to Clemson University, College of Charleston and Richland Northeast CavPlex student media operations. Travel and budgetary restrictions halted further site visits to peer and highly recognized student media programs.

**GOAL 4: Develop and practice methods of research and assessment that guide improvements enhancing student success and satisfaction.**

**4a:** Measure trends and improvements in the Greek area through AFA/EBI assessment.

**KPI:** How is data from sophomore and juniors utilized to provide increased support? How will data be used to alter programming and services? Comparison with other peer Greek communities.

**Update:** EBI results were analyzed for the past four years with highlights publicized to the Greek Community and used to make programming adjustments. Overall satisfaction was highest among the six peer institutions identified. EBI was supplemented by other ongoing assessment projects in this area (i.e. new Annual Greek Life Survey, and several focus groups).

**\*4c:** Complete comprehensive off campus student services study.

**KPI:** Hire coordinator of off campus student services summer 2008. Research best practices in terms of off campus students. Implement first full year of office. Fully evaluate student needs through focus groups and surveys.

**Update:** Coordinator for Off Campus Student Services was hired in June 2008. There is ongoing research on best practices in addressing off campus and commuter student needs, including conference calls with three institutions. An off campus student needs assessment was conducted fall 2008. There were 19,733 off campus students who received the survey; 3,380 responded (17% response rate). Staff also conducted a survey on the need for student legal services (703 respondents) and offered two renter rights information sessions this spring. Focus groups will be conducted this summer and information will be available fall 2009.

**4c:** Develop and market intentional, streamlined reporting structure for emergencies and high-risk activities.

**KPI:** Develop and implement communication strategies for faculty/staff/parents and students. Train and educate staff on dealing with high risk behaviors.

**Update:** Fall 2008 House Director training included how to deal with High Risk behavior among this population. Greek staff protocol for High Risk behavior revised to handle these situations including more use of the Behavioral Intervention Team.

**GOAL 5: Sustain a workplace environment where highly qualified staff are hired, provided professional development resources and opportunities, retained and earn recognition as campus and national experts in programs and services for students.**

**\*5c:** Enhance marketing efforts to increase faculty/staff participation in wellness and fitness opportunities.

**KPI:** Implement family night program. Faculty/staff dependent swim lessons program will continue. Measure faculty/staff participation in facility and programming.

**Updates:** Faculty Family Night was held on 10/8/08 with 215 participants. Swim lessons for faculty/staff continue with over 180 children registered as of 5/6/09. Participation rate for faculty/staff in group exercise has increased 17% from 07-08 (12,313 uses).

**GOAL 6: Engage in constituent outreach, development, and advancement activities.**

**NEW INITIATIVE 6a:** Increase endowment funds for Sorority Council Scholarship, Fraternity Council Scholarship, and Carolina Remembrance Fund.

**KPI:** Develop plan for communicating with Greek alumni. Sponsor first Ocean Isle Benefit concert. Develop Greek alumni database.

**Update:** Remembrance Concert held during fall 2008 raised over \$15,000, bringing the total Fund to \$50,000. Four \$500 scholarships from this fund were awarded spring 2009. The Fraternity Scholarship Fund was finally endowed at \$25,000 with the first two \$500 scholarships awarded spring 2009. Sorority Council Scholarship fund stands at \$42,000 with four \$500 scholarships awarded spring 2009, bringing the total number of Greek Scholarships to ten at \$500 each, or \$5,000. Much work needs to be done over the summer to reconcile the Greek alumni database with the Alumni Office database since many alumni are not coded as Greek.

**\*6a:** Increase Parents Annual Fund totals by 12 percent over 2008 totals.

**Updates:** As of 5/2/09, pledges to the Parents Annual Fund total \$198,993, and cash received is \$129,252 (as of 4/29/09). Cash received to date is down about 30% compared to last year, and this mirrors the University-wide development activity due to the economy. Calling for the campaign will continue through the end of the fiscal year and money will come in throughout the summer.