

## Department of Student Life Departmental Performance Blueprint 2010

**Departmental Mission Statement:** Foster an environment where students gain diverse life experiences to develop into responsible citizens and leaders.

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

**Goal 1: Provide programs and services that enhance student and constituent development.**

**Link to Division goal 2, outcomes A, B, E**

*Goal Analysis: Programs and services were provided throughout the year in a variety of capacities that enhanced student and constituent development. There were a record number of users to the Wellness Center (454,659), in addition to significant increases in programs and services. It is interesting to note the cumulative GPA of participants in recreational programs, in addition to users of the WFC. For example intramural sports participants had a cumulative GPA of 3.22, participants in Group Exercise were 3.44. Participation and satisfaction targets were exceeded for intramural sports teams, Group Exercise participation and sports clubs. Diversity education goals were surpassed this year in the number of presentations, workshops and trainings, in addition to the participation by the campus community. Specific programs were developed for student organizations and special populations. The Diversity Peer Educators provided support and training for the entire campus. Through a newly incorporated leadership model, Greek student involvement in leadership development programs increased by 50%. 94% of Greek students surveyed reported that membership in a Greek organization enhanced their ability to set goals and achieve them, while 91% agreed that Greek membership enhanced their ability to examine values in decision making. Parents Weekend 2009 was again a successful weekend for the Carolina community with more activities for parents and a 5% increase in overall attendance. This weekend continues to provide parents and students the opportunity to come to campus to learn more about what is offered, attend a Friday class and network with other parents and campus administrators. Online services for students were provided this year for student ticketing and assisting students in finding available off-campus housing. Both programs touched thousands of students and continue to address the changing needs of students in two specific areas. Community service projects continue to provide an excellent opportunity for students to learn more about diverse community needs, develop relationships with other students and live out the values of the Carolinian Creed. Specific data related to the programs and services offered this year is included in the analysis below.*

**Initiative 1A:** Provide recreational programs and services to facilitate the physical, mental and social development of participants

**KPI:** Use of Strom Thurmond Wellness and Fitness Center (WFC) will meet or exceed the previous three years average. A minimum of 428,471 visits to the center will be recorded through the biometric access system from July 1, 2009-June 30, 2010.

**Analysis:** Campus Recreation provided a diverse selection of recreational programs and services through the academic year. A recorded number of 454,659 uses have been recorded thru the end of April 2010. This represents a 6% increase above the previous three year average. The

cumulative GPA of students using the WFC, more than 10 times per semester, is 3.33. 92% of students surveyed state that they use the WFC at least twice a week, with 47% using it at least four times a week. 88% of respondents rated their overall experience at the WFC as Above Average or Excellent.

**KPI:** A minimum of 912 teams will participate in the following intramural activities during FY 10: flag football, indoor & outdoor soccer, volleyball, softball, basketball, floor hockey, dodge ball, bowling, and ultimate Frisbee.

**Analysis:** A total of 1031 teams have participated in the intramural program, which represents a 13% increase from the previous three year average. Sports showing the highest increase in participation were Floor Hockey (15% increase) and Outdoor Soccer (17% increase). The cumulative GPA of students participating in intramural sports is 3.22. In a recent survey 62% of students reported improvements in sportsmanship, 56% in healthy behaviors and 50% in honing new sport skills as a result of participating in intramural sports.

**KPI:** A minimum of 2,904 Group Exercise (GX) participation agreements will be completed in FY 10. This includes purchased passes and Family Fund contributor passes.

**Analysis:** During FY10, 2,889 Group Exercise participation agreements were completed, which represents a 5% increase from the previous three year average. The cumulative GPA of GX participants is 3.44. In a recent survey conducted of participations, 98% reported improved physical well being and 65% reported improved emotional well being. 93% of participants were either satisfied or very satisfied with their experience in the program. Participants also reported improvements in stress relief/relaxation, muscular strength and tone, flexibility and cardiovascular endurance.

**KPI:** A minimum of 1,846 membership agreements will be completed by sport club participants during FY 10.

**Analysis:** During FY10, 2,045 sport club membership agreements were completed, representing a 11% increase over the previous three year average. Sport club members recorded a cumulative GPA of 3.33, with 28 of the 34 clubs maintaining a cumulative GPA of over 3.2.

**Initiative 1B:** Provide opportunities to develop multicultural competencies through diversity education.

**KPI:** Engage students by offering a wide variety of events and activities through EMPOWER; including the monthly Diversity Dialogue Series, Diversity Retreat, Diversity Week, Unity Meetings, U101 and Peer Group presentations, and co-sponsorship of the Student Leadership and Diversity Conference.

**Analysis:** Surpassed goal of 8 dialogues during FY10, with over 100 participants. Presented on topics such as social justice and diversity in over 30 University 101 classes. Hosted another successful Diversity Retreat, planned an educational Diversity Week and co-sponsored the Student Leadership and Diversity Conference with Leadership Programs, which had over 340 participants.

**KPI:** Record attendance and number of presentations and evaluate training program and develop plan of action for changes by June 30, 2010.

**Analysis:** Diversity Peer Educators (DPEs) delivered over 30 presentations in University 101, reaching approximately 500 new students.

**KPI:** Continue the training program for EMPOWER Diversity Peer Educators and provide diversity presentations to the campus community.

Analysis: DPEs have been through several trainings through the academic year to enhance skill base and presentation that will impact the campus community. Diversity presentations have been provided for MAPP, Opportunity Scholars Program, Greek New Members, House Directors, Columbia College and University Resident Mentors.

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

Progress: A number of diversity initiatives have taken place this year within the Greek community. A summary of events and an analysis of impact will be provided in May.

**Analysis:** There were four new diversity initiatives designed to raise the level of multicultural competence within the Greek community. These included presentations to more than 240 student leaders and staff by the University offices, including the distribution of USC's non-discrimination policy to Greek leaders and advisors. Greek student participation in the Student Leadership and Diversity Conference increased by 50% from the previous year. In a recent survey, 74% responded that being a member of a Greek organization enhanced their ability to appreciate cultural, religious, political, social, and economic differences. 71% responded that being a member of a Greek organization enhanced their ability to work in diverse groups.

**Initiative 1C:** Provide leadership opportunities for Greek students.

**KPI:** Identify Greek leadership programs.

Analysis: More than 50% of the fraternity and sorority members participated in a Greek leadership program during the 09-10 academic year. The number of students attending the Undergraduate Inter-Fraternity Institute increased by 36% (from 11 to 16 students), including two students selected as facilitators. A 2009 survey of the Greek community showed that overall 94% of respondents said that being a member of a Greek organization enhanced their ability to set goals and achieve them. 91% agreed that Greek membership enhanced their ability to examine values in making decisions.

**KPI:** Develop learning outcomes for all Greek leadership programs and share within community

Analysis: Learning outcomes were developed for the overall Greek experience, and for each Greek leadership experience to provide a consistent framework to guide programs. The outcomes were posted on the Greek web site, provided to program participants and included in the annual report.

**KPI:** Incorporate new leadership model that will challenge students

Analysis: The Leadership Challenge (Kouzes & Posner) was adopted as the leadership model for the Greek community and was incorporated during leadership programs and was publicized through the website and Recruitment Guide. The Leadership Practices Inventory was distributed to students at the leadership retreat in January. Data on student scores will provide longitudinal data to gauge leadership effectiveness over time.

**KPI:** Collaborate with Leadership Programs to develop Greek student leadership course  
Progress: Due to the staff change in the Leadership Programs office, this initiative is currently on hold.

**Initiative 1D:** Coordinate and provide well-planned, high-quality and informative events for families of Carolina's undergraduate students.

**Analysis:** Parents Weekend 2009 offered participants more activities than ever before as a result of increasing participation by campus departments. In 2009, families could visit 25 Friday classes (up from 13 in 2008) and could participate in 82 activities/events (up from 72 in 2008) offered by 52 campus departments (up from 36 in 2008). Overall attendance of family members participating in Parents Weekend increased 4.7% (4,626 participants, including families and their Carolina students) but did not meet the goal of a 10% increase, most likely due to the current economic situation. A survey was conducted for all participants (families and campus departments) and improvements in communication and logistics will occur in 2010 as a result of the feedback.

The Office of Parents Programs collaborated with the Carolina Alumni Association and the Office of Undergraduate Admissions on 13 freshmen send-offs held around the country during July and August (Parents Programs/SA development staff attended nine send-offs).

**Initiative 1E:** Provide quality services to students to improve consumer satisfaction.

**Analysis:** Website development began in October and was completed in February 2010 with the release of the new, in-house off-campus housing website. The website offers students, faculty and staff a more comprehensive and updated search when looking for housing options within the community. This will also enable us to track users and identify new ways to meet the needs of off campus students. As of May 15, 2010 there were 1085 registered users, 253 properties listed and 180 message board posts.

**KPI:** Manage the online student ticketing system that allows student access to athletic tickets and report event numbers twice a semester.

**Analysis:** Over 99,000 students received athletic tickets for football, men's and women's basketball and baseball utilizing the TicketReturn system during the academic year, which is equal to the number from the previous year. According to a recent survey, 74% of users reported satisfaction with the online system.

**Initiative 1F:** Provide programs, activities and experiences that enhance diversity of thought and are designed to educate and entertain members of the student body. (Analysis will be reported in May)

**KPI:** Increase numbers of participants in programs and services that enhance the student experience.

**KPI:** Increase Carolina Productions traditional series events by 10% by June 30, 2010.

**Analysis:** Events within the traditional series include Battle of the Bands, Comedy Competition and USC Idol. Battle of the Bands applications increased by 100% (6 to 13) from Fall 2008.

Comedy Competition applications increased 70% (9 to 13) from Spring 2009. USC Idol auditions increased by 6% (36 to 38) from Spring 2009. Attendance at movies remains steady at 10,500 students per semester. These traditional events provide opportunities to showcase talent and given students the change to reach the highest levels of personal achievement.

**KPI:** Expand community service project offerings to include a mid-week initiative by October 15, 2009.

Analysis: Community Service Programs sponsored 16 week-day projects in 2009-2010 resulting in an additional 123 students engaging in community service. 18% of participants had not previously engaged in any community service since enrolling at the university. Student volunteers reported feeling positive of their contributions to the community; personal enjoyment of service experience; increased awareness of local non-profit organizations; and commitment to participating in future service events while at USC. Community service is an excellent vehicle for students to learn about diverse community needs, develop relationships with other students, and live out the values of the Carolinian Creed.

**KPI:** Increase usage of Golden Spur by 7% over 2008-09 numbers and create a student organization devoted to Billiards.

Analysis: Due to staff turnover in the operations area, the focus on a Billiards student organization will shift to FY11. Additional gaming tournaments were added to the Golden Spur programming calendar. While the participation numbers did not increase, survey data from participation will be evaluated to determine the optimal mix of programming to maximize participation and patron satisfaction in FY11.

## **Goal 2: Reduce high risk behaviors by educating students on healthy lifestyle choices.**

### **Link to Division Goal 2, outcomes A, E, G**

*Goal Analysis: Addressing high risk behaviors on campus is a difficult task because it is not just the responsibility of one unit on campus, but rather a campus-wide responsibility. There have been a number of programs and initiatives offered this year that have addressed high-risk students and behaviors in order to make some changes to the environment in which students live and work. The online alcohol assessment was once again required in the fall semester, although changes were made to transition to a new program fall 2010. Collaborations were made with other offices on campus in developing a plan for addressing student behaviors. A tracking system was developed to assist in identifying trends of usage, time of year and offense location in order to better target programming during high-risk times of the year. Although there is no clearinghouse for data collected on alcohol and other drug programming and initiatives, steps were taken to design a system for the upcoming year. 2010 Core data continues to provide a glimpse into the behaviors of our students, which is something that must be a priority in the coming year. Students are reporting significant increases in alcohol and drug use within the last 30 days. A detailed summary will be designed and distributed to key administrators and partners this summer in an effort to address the concerns.*

**Initiative 2A:** Provide a required online alcohol assessment for all new students at the University of South Carolina.

**KPI:** Evaluate the effectiveness of the educational tool by comparison of similar data collected for consistencies.

Analysis: Completed evaluation of current educational tool and participated in presentations of other options available. The decision was made to proceed with AlcoholEDU, which will provide data immediately upon student completion and will target individual students who had not yet met the requirement. The University will also join a national network of research and evaluation on reducing high-risk behaviors of students, specifically incorporating past behaviors as indicators of future behavior on campus. Online alcohol education is one of many approaches for addressing high risk behaviors on campus.

**KPI:** Prepare report by January 2010 that outlines data collection and makes recommendations for future practice.

Analysis: Report was completed but due to technical difficulties and limitations with Mystudentbody.com we could not provide a summary of data. We have made the decision to transition to a new program that will allow for assessments in behavior change and behaviors of first year students on campus.

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

Analysis: There were 859 reported alcohol violations from Spring 2009 through Fall 2009. There were over 580 alcohol violations during Fall 2009. Increase during the fall semester could be contributed to football tailgating culture, fraternity/sorority recruitment, first-time students being away from home, and special spirit events on campus. It is important to note that the numbers collected through OSJP currently are based on those students who live on campus, although there is a plan in place to develop a comprehensive data collection system for students cited off-campus. Based on the numbers from FY10, it is apparent that additional programming and assessment needs to be centered around traditional first-year students living on campus.

**Initiative 2B:** Conduct a program evaluation of alcohol and other drug programming and services that occurs at the University.

**KPI:** Identify all relevant data collected across campus

Analysis: Currently there is no data collection clearinghouse for alcohol and other drug programming and initiatives. A variety of offices (OSJP, Residence Life/University Housing, Carolina Productions/Carolina After Dark, Healthy Carolina, Campus Wellness, Sexual Health, Violence Prevention), including the Office of Substance Abuse Prevention and Education collect valuable information based on goals and objectives for use in programming models. Data is not widely shared among the campus community, which makes the ability of identifying programs and services difficult. A needs assessment was conducted last May as a grant requirement which initiated better sharing of information and communication regarding the issues on campus and how they are being addressed.

**KPI:** Identify high risk students based on data collection and provide appropriate comprehensive programming.

Analysis: The 2010 Core data from our campus show that 75% of students currently use alcohol and 27% currently use marijuana. 80% of male students reported alcohol use and 35% reported drug use. Core data also shows that 77% of these students live on campus. Although the comprehensive programming model was not completed developed due to staff transitions, steps were taken to address these issues. Programming included monthly Alcohol Policy workshops and targeted educational workshops and trainings with Greek students and off-campus students.

**KPI:** Provide a screening and intervention program for students in collaboration with the College of Social Work, Judicial Programs, Counseling and Human Development Center and Substance Abuse Prevention and Education

Analysis: A collaborative assessment, AUDIT (Brief Motivational Interview Assessment tool) was developed to address repeat alcohol policy offenders. This comprehensive review involves all units that touch a student when a violation has occurred (Judicial Programs and Counseling Center). During FY10, 74 audits were completed. These audits included one-on-one interview between the student and a trained professional to examine the behaviors associated with alcohol and/or drug consumption. Goals were developed and a follow-up appointment was made to examine progress or behavior change. We currently do not have a system of evaluating the effectiveness of this program.

**KPI:** Continue *Friday Night Lights* intramural program to provide intramural activities to high risk groups on Friday nights with the purpose of reducing involvement in high risk activities.

Analysis: Program was held during fall 2009, but participation was poor and resulted in exceptionally high forfeit rate. The program is being reevaluated in an effort to address additional high-risk populations during high-risk times.

### **Goal 3: Increase student retention by reviewing academic support initiatives offered throughout department.**

#### **Link to Division Goal 1, outcomes B, C**

*Goal Analysis: Programs and services have been implemented to provide academic support to specific populations our department serves. The Office of Multicultural Student Affairs continues to demonstrate the impact of the MAPP program through the retention numbers of both the first-year MAPP-ees and the upper class MAPP counselors. The retention rate for the 2009-2010 cohort is 97%, which is over 10% higher than the university retention numbers. Specific programs that target African American males and Greek students have also provided academic support through programming and a system of accountability. Greek women continue to be higher than the All-Female average at the university, while men are slightly below. A specific breakdown from the academic year is provided below with strategies that were developed to address concerns. The role of faculty advisors for Greek organizations continues to be developed in an effort to provide academic support to those organizations.*

**Initiative 3A:** 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.

Analysis: Students participated in seven workshops and programs this year that have provided opportunities for discussion on retention and student success. Topics included counseling and finding help on campus, healthy living, student success and student safety.

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

Analysis: There were 13 participants in the program this year. Educational session topics included effective communication, professionalism, Greek 101, resume writing and the role of African American males at PWI. 12 of 13 participants have a GPA of 3.0 or higher. An evaluation of the program will occur this summer with anticipated changes to enhance the impact for these students.

**KPI:** Retention rates will be maintained and student impact will be outlined in report submitted June 30, 2010.

Analysis: The Minority Assistant Peer Program (MAPP) included 157 first-year students and 62 upperclassmen counselors. The retention rate for the 2009-2010 cohort is 97%, with a 3.08 cumulative GPA of minority students participating in the program. The retention rate of the counselors is 98%, with a 3.02 cumulative GPA. In comparison to retention at the University, the 2008 MAPP cohort stands at 97% compared to 87%. (note: these figures are compared to the total student population and not the minority population)

Initiative Analysis:

**Initiative 3B:** Provide quality academic support for Fraternity and Sorority community.

**KPI:** All chapters will perform at or above the All-Male or All-Female GPA during the 09-10 academic year and documented in annual Greek report.

Analysis: For both the fall 2009 and spring 2010 semesters, the sorority GPA was above the All-Female average (3.38 and 3.29, respectively), but the fraternity GPA was below the All-Male average (3.00 and 3.02, respectively). For Spring 2010, the sorority GPA was above the All-Female average (3.38 and 3.29, respectively) but the fraternity GPA was again below the All-Male average (3.01 and 2.98, respectively). Sixteen fraternities were below 3.00. The Fraternity Council held an Academic Summit with support from ACE on how to address the challenges and a plan is in place for Fall 2010.

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

Analysis: Ten chapters with GPA's below 3.00 for Fall 2009 developed academic plans which consisted of setting individual GPA standards, utilizing campus resources, providing incentives and utilizing Faculty advisors. As evident in the end-of-the-year Greek report, four of the ten chapters who developed plans improved their chapter GPA.

**KPI:** Develop the role of the Greek Faculty Advisor to facilitate the academic support to chapters.

Analysis: A document was developed and distributed that outlined the role of the Greek Faculty Advisor, focusing on the role and impact they have on chapter academic success.

**Goal 4: Provide facilities that maintain the highest standard of quality and meet the needs of the campus community.**

*Goal Analysis: There are 24 facilities that are maintained throughout the Department of Student Life. Cleanliness and safety are primary areas of focus because we know through surveying users and residents that it impacts usage and residential experiences. Systems have been developed and enacted throughout the Wellness Center and the PE Center that maintain the highest standard of quality in the five pools, multipurpose space and outdoor multipurpose fields. Participant satisfaction of and perception of cleanliness within the facilities has continually rated high on annual surveys. The residential experience of students living in the Greek Village is assessed each year and improvements have been made to ensure that staff is aware of resources that can impact the academic and residential experience for members. Steps have been taken this year to improve the safety and security procedures in the RHUU. Staff (including tenants) is better equipped with the skills and training to handle emergency situations, in addition to security enhancements that have been made in the building to continue meeting the needs of the campus community. Systems will continue to be evaluated and assessed annually.*

**Link to Division Goal 2, outcome E**

**Initiative 4A:** Provide highest standard of quality and equipment for participant safety.

**KPI:** Maintain the cleanliness, safety, and appropriate water quality of five pools as defined by the SC Department of Health and Environmental Control (DHEC). Each pool will pass every DHEC inspection with noted deficiencies being addressed ASAP.

Analysis: All five pools maintained by Campus Recreation were inspected and deficiencies are addressed immediately in order to maintain the highest standard of quality for participants. 77% of survey respondents rated the cleanliness of the indoor pool as above average or excellent. 80% of respondents rated the cleanliness of the outdoor pool as above average or excellent.

**KPI:** Maintain the cleanliness and safety of 400,000 square feet of indoor multipurpose space and approximately 14 acres of outdoor multipurpose fields. All facilities will be checked on a daily basis and documented on facility check lists. Director and associate directors will review check lists on a bi-weekly basis. Deficiencies will be addressed ASAP.

Analysis: Check lists have been developed in managing the cleanliness and safety and director and associate directors are inspecting facilities on a regular basis. Frequent inspections have already identified underutilized space that can be modified to enhance current programming opportunities. 70% of survey respondents rated the overall cleanliness of the WFC to be above average or excellent.

**KPI:** Evaluate participant perceptions and satisfaction.

Analysis: Participant satisfaction and perception was gauged during a comprehensive survey administered this year. 88% of those who responded reported being satisfied or very satisfied with operation hours. As noted in prior analysis, customer satisfaction of services and programs offered through Campus Recreation continues to be significantly high.

**Initiative 4B:** Provide quality residential experience for residents in the Greek Village.

**KPI:** Assess resident perceptions of residential experience.

Analysis: A survey was conducted in 2009 of students living in the Greek Village to assess the residential experience. Overall, 88% of respondents rated the general condition of the house good, 79% feel the house rules are fairly enforced, 74% believes the noise level in the house does not interfere with their ability to study and 96% feel safe in their house.

**KPI:** Provide comprehensive training and on-going support for staff in Greek Village.

Analysis: A two-day training was conducted for Greek Village staff that incorporated best practices and relevant speakers from the University. Bi-monthly House Director meeting's involve University faculty and staff in order to educate them on ways to make their residents more successful, in addition to emphasizing professional staff development.

**KPI:** Assess capacity at individual Greek houses to determine need for additional space.

Analysis: Two groups have assessed space options and engaged in projects to provide additional space to current house. The study for additional space continues.

**Initiative 4C:** Improve safety and security procedures and procedures in the Russell House University Union (RHUU).

Initiative Analysis: There have been steps taken this year to improve safety and security procedures in the building. A tenant meeting was held July 2009 with 29 participants. The RHUU Emergency Procedures have been updated and are under review by Campus Police before 2010 edition of manual is printed in distributed. RHUU full-time staff completed CPR training in August 2010 to better respond to emergency situations that occur. Upgrades were made to the digital surveillance system being installed in the building. The addition of these features and trainings has improved the quality of our professional staff and prepared all building tenants for safe and professional response in the event of an emergency. By having the most sophisticated equipment and resources available to members of the university community, the quality of services is enhanced to better meet the needs and expectations set forth by us.

**KPI:** Host tenant meeting to outline health, safety and emergency action procedures by August 1, 2009.

Progress: Tenant meeting was held July 2009, with 29 participants.

**KPI:** Update Russell House procedural manual and provide to tenants by September 1, 2009.

Progress: Manual will be provided by April 1, 2010

**KPI:** Purchase upgrades for Russell House digital surveillance system in collaboration with USC Police Department by June 30, 2010.

Progress: Stimulus funds have been secured and negotiations are taking place for placement and installation of cameras by June 30, 2010.

**KPI:** Train Russell House employees on First Aid/CPR to ensure that all are equipped with skills to respond to an emergency in the building.

Progress: Training was completed by all Russell House staff on August 4, 2010.

**KPI:** Implement keyless-lock mechanisms in Campus Life Center and Student Media in collaboration with Carolina Card office by June 30, 2010.

Progress: Discussions and negotiations are currently in progress with goal of June 30, 2010 implementation.

**Initiative 4D:** Improve capacity of event held in the Russell House University Union.

Initiative Analysis: Two surveys (one to RHUU frequent users and one for non-frequent users) were conducted in April 2010 to collect benchmark data on user needs and satisfaction. Additional evaluation and assessment will be conducted to capture satisfaction with the facility, services and resources. Wireless counters will be purchased and installed in the Russell House this summer. Monthly reports outlining use of the Russell House facility were developed and distributed to evaluate procedures related to equipment use, inform maintenance and cleaning staff on cleaning patterns and to adjust staffing patterns. Data will inform future staffing, custodial and use patterns, thus improving satisfaction with the facility and enhancing the quality of the experience. Data will also be used to demonstrate the need for additional meeting and programming space.

**KPI:** Develop user survey for patrons utilizing the online reservation system to assess efficiency and satisfaction.

Progress: Survey has been developed and implementation will occur March-May, 2010.

**KPI:** Purchase wireless counters for Russell House entrances by June 30, 2010 in order to gather data on the number of patrons entering and exiting the building daily.

Progress: Research is complete; currently identifying funding sources and timeline for implementation.

**KPI:** Collect data on users each semester to type and size of events and produce report to be circulated.

Progress: Data is being compiled and shared. Three-year use comparison report to be completed by May 15, 2010.

**Goal 5: Update policies and procedures to meet the needs of the campus community.**

**Link to Division goal 2, outcome F**

*Goal Analysis: There has been significant work done this year on reviewing and updating policies and procedures. Specific procedures have been developed outlining use of facilities and equipment to provide clearer expectations and improving service delivery. A comprehensive staff manual has been designed and shared with staff outlining university procedures related to our work. An organizational management system designed to make the registration and renewal process of over 290 organizations was developed this year. Users reported satisfaction with the program and satisfaction with convenience, organization and effectiveness of it.*

**Initiative 5A:** Review and update all departmental policies and procedures for consistency.

Initiative Analysis: Procedures have been developed outlining use of facilities and equipment for the Gressette Room, Rutledge Chapel and Greene Street banners. Minor updates to policies have been submitted. Improved information and resources have been added to the RHUU website, and information sheets were distributed. Event services staff participated in "student Organization training" programs and made presentations about use of space and interpretation

of policies and procedures to customers. These updated policies and procedures, as well as improved communication about them provide clearer expectations for use of the facility while improving service delivery and customer satisfaction with use of the facility, and ensure successful implementation of events and activities. These improvements allow for more effective use of programs and resources, reduce error, and further meet the needs and expectations of the university community.

**KPI:** Improve policies and procedures outlining use of services and equipment managed by Russell House University Union. (In progress)

**KPI:** Review and update policies pertaining to use of facilities, off-campus speakers, outdoor event registration and solicitation by June 30, 2010. (In progress)

**KPI:** Educate community on updated policies and procedures

Progress: Additional information on features will be added to websites once policies have been revised and approved.

**Initiative 5B:** Create procedural guidelines for finance and personnel in Student Life.

Initiative Analysis: A comprehensive staff manual has been designed and will be distributed to all staff in an effort to sharing information in a formalized manner. A benchmarking study is underway to determine examine business manager and online personnel positions at peer and aspirant institutions. Further research is needed to determine expansion and operation efficiency.

**KPI:** Develop and distribute staff manual that will include an outline of finance and personnel process.

**Progress:** Student Life staff manual, which includes pertinent staff information, was created and distributed to all staff in an effort to share information in a formalized way.

**KPI:** Determine future staffing needs for Student Media operations by formulating plan for business office and production personnel by March 2010.

Progress: Information is being collected and will be summarized for May report

**Initiative 5C:** Create organizational management system for student organization renewal and registration.

**Initiative Analysis:** An organizational management system, Student Organization System (SOS) was developed by UTS in August 2009 in an effort to make the registration and renewal process of over 290 organizations as efficient as possible. A satisfaction survey was administered to all users and results indicated that 96% of users were satisfied or very satisfied with the system and 92% of respondents found the site useful, organized, convenient and efficient. This system will be evaluated twice annually and other opportunities will be explored in addressing organization and renewal.

**Goal 6: Provide quality training opportunities that enrich both the student and staff experience.**

**Link to Division Goal 4, outcome F**

*Goal Analysis: Providing quality training and professional development opportunities for staff and students is important in our department in order to ensure that employees feel valued and exposed to*

*different ways of approaching situations. Analysis of student employees in Campus Recreation shows that academic impact of their employment. Five undergraduate students participated in the Community Service Intern program, which proved to be educationally beneficial to them beyond the classroom. Leadership development and mentorship continues to be a focus for the department as we look into FY11. Students have been empowered through governing boards and councils. For example, the new selection process of Carolina Production Executive board members has allowed this group to be chosen by a varied group of individuals who have different levels of investment in the organization. The Sport Clubs Council was developed this year to provide peer leadership for the 35 clubs at the university. Students reported that the experience was excellent and participation enhanced their financial management and communication skills. Efforts have also been made to better address staff development opportunities at the departmental level. Monthly meetings and trainings are designed to provide all staff with new skills that will make them more successful in their roles. A staff survey and focus groups will be conducted this summer to develop a plan for better addressing staff training needs.*

**Initiative 6A:** Foster an environment that encourages professional development for students with the commitment to provide individuals and the University future success.

**KPI:** Student employees will be properly trained and supervised in accordance with established guidelines from appropriate professional recreational organizations.

**Analysis:** Student employees in Campus Recreation have been trained in accordance with guidelines from professional organizations. Participants in the each of the programs reported skill set and personal improvements after trainings and agreed that trainings enabled them to perform better on the job. Cumulative GPA of student employees at the Wellness Center is of particular interest—Group Exercise employees have 3.55, Intramural sports student employee have 3.17, lifeguards-3.35 and student employees in Outdoor Recreation-3.26. Additional GPAs for other student employees in Campus Recreation are: facility employees-3.01, strength and conditioning-3.22, office assistants-3.35.

**KPI:** Engage students in educationally purposeful initiatives that promote leadership and development of interpersonal skills through community service intern program.

**Analysis:** Five undergraduate students participated in the Community Service Intern Program and received training throughout 2009-2010 during weekly meetings. Exit interviews and assessment data revealed that participation in the program was an educationally beneficial beyond the classroom experience for students.

**KPI:** Develop, execute and assess Russell House student employee training program once per semester.

**Analysis:** Half-day orientation and training program was held for operations student employees at the beginning of the fall semester, and weekly training meetings were held throughout the year on job-related and skills-based topics and activities. Assessment of these trainings and outcome it had on student learning and development did not occur and will shift to FY11.

**KPI:** Develop “Emerging Mentor” component of Emerging Leaders leadership course to support student learning and transitions.

**Analysis:** Two mentors were assigned to each emerging leader section during the fall 2009

course, yet due to turnover in the leadership program coordinator position, cultivation of this experience and assessment of the success of it did not take place. The entire Emerging Leaders program will be redesigned for Fall 2010 and will include a peer-to-peer component with the hope of providing a quality co-curricular mentorship experience.

**KPI:** Redesign selection process of Carolina Productions Executive Board members in order to effectively meet the needs of the organization and campus community.

**Analysis:** This updated process now includes a wider variety of constituents to help select the new CP leaders. These changes facilitate opportunities for incoming CP leaders to be chosen by a varied group of individuals who have different levels of investment in Carolina Productions. This change promotes the concept of service to the student body at large. The selection team legitimizes the process, as the diverse group of individuals represents endorsement of new CP leadership by the larger USC community.

**KPI:** Develop Sport Clubs Council that serves as the governing body for 35 different clubs at the University, which will provide the foundation for disciplinary, financial and outreach direction. Measurement of success and satisfaction will be measured through surveys and focus groups.

**Analysis:** The Sport Club Council was implemented to provide peer leadership for the Sport Club Program. Members of the council maintained a cumulative GPA of 3.52. 100% of responding council members reported that their experience on the council was excellent and that through participation they enhanced their skills in the areas of financial administration and communication.

**KPI:** Develop service component and learning outcomes of Outdoor Recreation program that will demonstrate increased environmental awareness, measuring of ecological footprints and sustainability principals and will be measured through surveys and focus groups.

**Analysis:** Outdoor Recreation implemented a service component this year in which over 150 hours of service were donated to Adopt-A-Waterway program. 100% of participants indicated they had an increased awareness of the environment. Over 4,100 gallons of plastic and paper were collected during FY10 through the Strom Sustainability program. Students have planted trees and a garden to advance the goal of Outdoor Recreation to become a carbon neutral office.

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

**Analysis:** Monthly staff meetings and staff development sessions, involving all 50 professional staff and graduate students have occurred throughout the year. Topics this year have included diversity education, assessment, development and grant writing. The department hosted a graduate student orientation for our department that addresses policies, procedures for department. A staff survey will be distributed this summer that will assist in planning for FY11.

**Goal 7: Provide high-quality publications and online presence to improve customer satisfaction and increase awareness of programs and services.**

**Link to Division Goal 4, outcome A; Division Goal 5, outcomes A, B**

*Goal Analysis: Offices within the department continue producing high-quality publications and evaluating online presence to ensure we are meeting student needs. A virtual tour has been designed for the RHUU website that will provide potential customers with a visual resource when making reservations. In addition, online resources have been developed to assist customers in the event planning process. Students continue reporting satisfaction with the online student ticketing system that distributes over 90,000 tickets to students annually. Awareness of opportunities through Student Media has increased due to marketing campaigns that have been designed and executed this year. The Daily Gamecock, WUSC and SGTV continue to be a source of news, information and a forum of exchange for all members of the university community. A new staff member was hired in May to assist the department in addressing IT needs, specifically in terms of web site design and updates. Parents are informed through a number of publications from the Office of Parents Programs. Overall, 73% of parents responding to the year-end survey think their students have been more successful because of the information they receive. Survey data is included below that supports the impact that information sharing has had on both students and parents.*

**Initiative 7A:** Utilize technology to enhance service delivery of programs and activities to improve consumer satisfaction.

**KPI:** Add virtual tour to Russell House University Union website in collaboration with University Publications by June 30, 2010 to better serve customers and tenants.

**Analysis:** Virtual tour videos are in final editing stages for addition to website by June 30, 2010. Three new tour videos will be added in FY11. The addition of the virtual tour modernizes Event Service's web presence and provides potential customers with a visual resource when faced with the questions concerning the layout and space of a particular room. Providing this information on our website helps increase the level of customer service and overall area efficiency.

**KPI:** Revise resources online to assist in successful event planning and management.

**Analysis:** Event services guide was updated and added to Russell House website by February 1, 2010. The features provide customers with a resource to assist in their event planning. This improves satisfaction with their use of the facility and reduces inefficiency of the Event Services area by the time waster on incomplete/incorrect information provided by customers.

**KPI:** Assess effectiveness and consumer satisfaction of online student ticketing system.

**Analysis:** A comprehensive assessment was distributed to 20,000 users of system to evaluate customer effectiveness and satisfaction. Overall, 74% of the respondents reported satisfaction with the current system and 72% reported satisfaction with communication and marketing regarding the online system. Of particular interest is that 87% of survey respondents had a 3.0 GPA or higher.

**KPI:** Improve and expand content on parent Web pages to better inform parents.

**Analysis:** The Office of Parents Programs website continues to be the hub for all parents needing information on campus resources and events. The university's main web page also has a link for parents to ensure they get the information they need.

**Initiative 7B:** Increase awareness of programs through events and multimedia marketing campaigns.

**KPI:** Organize at least one Student Media marketing campaign and one event each semester to build brand and participation awareness.

Analysis: Five marketing campaigns have been executed to assist in increasing attendance at interest meetings and boost program participation. WUSC-FM is broadcast in the Russell House dining areas highlighting Student Media programming on a daily basis.

**Initiative 7C:** Develop online presence of all units, programs and services within the Department of Student Life.

**KPI:** Assess web presence of departmental units and develop timeline for updates in order to better serve students.

Progress: A plan has been developed to address web presence in Student Life. Stimulus funding was granted for an IT staff member who will assist in this effort to better address student needs.

**KPI:** Enhance online presence of [dailygamecock.com](http://dailygamecock.com).

Progress: The online paper was completely redesigned and updated in the fall. Enhancements include registered message boards and reader submissions in addition to photo slideshows and video.

**Initiative 7D:** 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:** Publish *The Daily Gamecock* Monday through Friday during the fall and spring semesters and nine times during the summer.

Analysis: There have been 152 issues of the paper produced in FY10. Students learned all facets of newspaper production including reporting, news writing, photography, page design and editing. Students, parents, faculty, staff and alumni utilized the newspaper as a forum for discussion in everything from abstinence to Pastafarianism. Student organizations, university departments, local and national businesses promoted their events, products and opportunities to the Carolina community through editorial and advertising avenues.

**KPI:** Successfully operate, including all operational and business functions, a student-run radio station that engages the Carolina community and provides a source of programming and content that is not found on other stations in the Columbia market.

Analysis: There have been over 60 deejays recruited and trained to work the 24/7 station. WUSC personnel regularly air public affairs programming and execute community events. The radio station is a key component of the University's emergency communication plan and is involved in a federally funded ALERT FM project. WUSC-FM is in full compliance with FCC filing guidelines including quarterly reporting, biennial ownership filing and a permit for antenna construction.

**KPI:** Provide student-produced television programming to the Carolina community and extend off campus by providing online on-demand viewing.

Analysis: SGTV provides three student-produced programs on Campus Cable Channel 4 and expanded programming availability to provide 24-hour, on-demand access to off campus

students, alumni and potential students at sgtv.sc.edu.

**KPI:** Provide students hands-on training in advertising sales and graphic design by recruiting, training and managing student staff to process over \$500,000 in advertising sales and production.

**Analysis:** Fifteen students are employed by the Advertising and Creative Services offices. The student advertising reps sold over \$500,000 in display advertising, serviced client territories, designed multimedia materials and managed all advertising functions. The revenue generated provides support to half of the operational needs in Student Media.

**Initiative 7E:** Produce high-quality publications and other forms of communication to keep parents of Carolina's undergraduate students informed about resources and services.

**Analysis:** The Office of Parents Programs educates parents about resources for their students through several forms of communication (print and electronic). Overall, 72.6% of parents responding to the year-end survey think their students have been more successful at the University of South Carolina because of the information they received from the Office of Parents Programs. Regarding the monthly e-newsletter, 94.1% are very satisfied or satisfied and 27.4% share the information with their student each month (an additional 68.8% share the information when they feel it is relevant to their students). Regarding the *Carolina Ties* parent newsletter, 96.5% report that the information they read is helpful. Regarding the Parents Calendar and Handbook, 81.7% report that their student has been more successful because of the information from this publication. Survey results about topics and information parents want to receive and their/their students' greatest concerns will be implemented in 2010-11.

**Initiative 7F:** Increase visibility of programs and services through high-quality publications and community outreach.

**KPI:** Record number of marketing initiatives, attendance at organizational meetings and presentation topics to assess and evaluate the outreach capacity of the Office of Multicultural Student Affairs.

**Analysis:** Efforts have been made to increase visibility of Diversity Dialogue Series resulting in an attendance increase of 100%. Additional marketing efforts are needed in addressing concerns indicated in the Hispanic Student Satisfaction Survey, such as providing brochures from office in Spanish and English and offering a website translation.

**KPI:** Inform university community of student success and achievement in all areas of Student Life through semester reports and high-quality publications.

**Analysis:** A detailed analysis will be available in May.

**KPI:** Establish a more visible Development identity through print and electronic media.

**Progress:** A detailed analysis will be available in May.

**Goal 8: Use assessment and data collection to evaluate programs and services for effectiveness.**

#### **Link to Division Goal 4, outcomes F**

*Goal Analysis: Assessment and data collection has been used in a number of ways this year to examine the programs and services offered throughout the department and to examine the impact those programs and services have had on students and other constituents. Analysis is provided below for specific areas, and additional information is available upon request. In summary, year-end assessments provide valuable data on the work being done and how it has impacted students during their time at the university and beyond. Survey data has been shared throughout this report that evaluates participant feedback.*

**Initiative 8A:** Collect and evaluate participant feedback and provide summary report.

**KPI:** Develop Dobson Volunteer participant survey to collect information on impact of program on career goals, religious participation and overall commitment to filling human needs in their communities.

**Analysis:** A Dobson participant survey was distributed to program participants 2005-2009. Respondents reported cultural benefit as a benefit of their service, in addition to spiritual growth and development and a better understanding of personal faith tradition. 78% of former Dobson participants are currently involved in service and 85% reported that the Dobson program influenced their career choice.

**Analysis:** The Office of Parents Programs used results from the 2008-09 year-end parent satisfaction survey to improve all areas of the office during 2009-10. For the 2009-10 year-end survey, additional questions concerning the value of the programs and services will be asked, and the results will be implemented in all communications and events in 2010-2011.

#### **Goal 9: Develop collaborative partnerships that promote student success and meet recruitment goals of the University.**

##### **Link to Division Goal 4, outcomes B, C**

*Goal Analysis: We all have a role in promoting student success and meeting the recruitment goals of the university. Collaborative partnerships have been developed throughout the department to enhance co-curricular experiences with academic units, involve faculty and staff on advisory boards to provide leadership in decision making, promote awards and contributions of exemplary students, faculty and staff. The Parents Association continues to provide an opportunity for all parents to receive information that will make their student successful. All staff participate in annual recruitment events including Fall Open House, Scholars Day, Preview Days and other special events in order to share opportunities and experiences with prospective students and parents. Over 800 students and parents have participated in weekly tours of the Greek Village, which in turn as led to increased in fraternity and sorority membership. Outreach is also made to the community through city youth summer programs, state high school journalism programs and the aquatics swimming lesson program to continue strengthening relationships with community partners. The Carolina Community Coalition, which includes members of both the*

*Carolina and Columbia communities, continues to provide leadership to our substance abuse efforts on campus. Off-campus student services collaborated with sustainability efforts on campus to encourage students, faculty and staff to bike to campus through the launching of the Commuter Challenge. There are many ways in which our department promotes academic success and assists in meeting university recruitment goals.*

**Initiative 9A:** Promote and develop collaborative partnerships between units within the campus community to enhance the quality of programs and services.

**KPI:** Enhance the co-curricular experiences of students at the University through collaborations with other campus departments and organizations.

**Analysis:** Carolina Productions collaborated with the School of Hotel, Restaurant and Tourism Management and the Darla Moore School of Business on two successful programs during 2009-2010. Community Service Programs collaborated with Residence Life and student organizations to support the execution of a successful Haitian Relief effort t-shirt sale and informational discussion on the country and its issues. These collaborations allow for integrated learning and enhance the experiences of the participants.

**KPI:** Facilitate monthly Russell House Advisory Board meetings, represented by six faculty and staff and seven students, which serves as a partnership board for the Russell House University Union where actions including policy, space allocation, budget review and naming of Carolina Productions president are forwarded to the Director for final decision.

**Analysis:** The Russell House Advisory Board met monthly in FY10 and has provided feedback on various programs and services being considered by the Russell House organization. This affords the opportunity for members of the University community to be involved in decision making of the most-used facility on the campus and builds ownership in its programs and services. Further, this increased connection to the university can result in lifetime relationships and support for the university.

**KPI:** Increase USC student participation by 20% in the Student Leadership and Diversity Conference (SLDC).

**Analysis:** Participation in SLDC by USC-Columbia students increased by 8% over the 2009 numbers. While not the 20% that had been targeted, this increase is a testament to the value the program content and support from external constituents. Future goals will include continuing to focus on increased participation from USC-Columbia students in order to continue promoting leadership and student success.

**KPI:** Increase award nominations by 20% for TOAST recognition, Leadership and Service awards and Outstanding Woman of the Year by April 30, 2010.

**Analysis:** Award applications and nominations for TOAST recognition, Leadership and Service Awards, and Outstanding Woman of the Year increased by 30% from 2009 to 2010. In collaboration with Leadership Programs and Technology Services, a centralized website was created for all applications and nominations this year. Convenience was maximized for

applicants as applications were submitted online. A wider variety of exemplary students, faculty and staff were able to be recognized for their contributions to the Carolina community.

**Initiative 9B:** Provide partnership opportunities for families and the University through the Parents Association.

**Analysis:** Members of the Parents Association receive monthly e-newsletters and other important University updates to educate parents and, in turn, help their students succeed. Parents Association membership stands at 9,668 parents (as of 5/12/10), which is up 14% over 2009 and 52% over 2008. During 2009-10, the Office of Parents Programs implemented a new e-newsletter system, managed by an outside vendor, which provides tracking information and manages bounced e-mails. Thus, the growth of the Parents Association does not appear to be as significant as it actually has been because of removing the “bad” e-mail addresses.

Parents Advisory Council members assist with student recruitment by calling parents of admitted students and hosting “yield” receptions in the spring. Phone calls were made to parents of admitted students in Orlando, FL; Charlotte, NC; and southeastern Connecticut. Receptions were held in Dallas, TX and Atlanta, GA.

**Initiative 9C:** 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.

**Analysis:** Campus Recreation collaborated with City of Columbia Summer youth program in bringing children to campus to learn more about the University

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

**Analysis:**

**KPI:** Produce recruitment materials and target South Carolina high schools with journalism programs to increase awareness of Student Media opportunities, while partnering with SC Scholastic Press Association and Southern Interscholastic Press Association.

**Analysis:** Over 250 high schools in South Carolina counties (Newberry, Orangeburg, Camden, Greenville, Charleston, Richland and Lexington) received marketing materials on opportunities in Student Media. Efforts made last year yielded increased interest and participation in all areas of the office.

**KPI:** Host and participate in Scholar’s Day at the Strom Thurmond Wellness and Fitness Center.

**Analysis:** The event successfully took place on April 10, 2010. According to 2009 CIRP data, 90% of respondents stated that the quality of recreation/fitness facilities and programs affected their decision of which university to attend, compared to 48% in 2000.

**KPI:** Host and participate in fall open houses at the Russell House University Union.

**Analysis:** Two open houses were hosted in the Russell House University Union. Recruitment

events held in the student union provide opportunities for prospective students to learn more about what life at Carolina is all about.

**Progress:** (General info for analysis) Over 800 students and parents have participated in weekly tours conducted in the Greek Village. Survey data shows that those who took the tours were more likely to join a fraternity or sorority.

**Initiative 9D:** Provide collaborative opportunities for campus offices and programs in addressing the needs of commuter students.

Initiative Analysis: Collaborative opportunities were provided to address needs of commuter students on campus. The Fall Commuter Challenge, in collaboration with USC Sustainability, was in October and included 36 participants who saved 815lbs of carbon dioxide. The savings accumulated through our participants ranked 7<sup>th</sup> out of the schools who participated. Students enrolled in the Bridge Program are referred to Off-Campus Student Services office for information regarding off campus living. The office participated in the annual Bridge Day on February 12, 2010 in an effort to meet students and parents and educate them on the services offered through the office. A total of 3 focus groups have occurred. Common themes have been identified to assist with goal setting and planning. Off-Campus Student Services offered free parking at two Carolina Productions events during the spring semester. A total of 66 students attended the events and received parking and seating incentives.

**Initiative 9E:** Create campus and community partnerships through the development of the Carolina Community Coalition.

Initiative Analysis: The Carolina Community Coalition was successful this year in developing partnerships within the university and local community. A needs assessment was conducted that identified areas in which we need to spend additional time and resources. The coalition website has been designed and launched, providing details on specific work plans and focus areas for this year and the coming year.

**KPI:** Identify members of the coalition including faculty, staff, students, community members and law enforcement.

**KPI:** A comprehensive needs assessment was conducted that identified data collection occurring throughout campus. This has enabled the work of the Carolina Coalition to be more intentional.

**KPI:** Coalition goals have been developed and are available on the Carolina Coalition website.

**Goal 10: Increase private funding for Division priorities and create awareness of the Division of Student Affairs and Academic Support (SAAS) as an area for which private support is sought and needed.**

**Link to Division Goal 4, outcome C**

*Goal Analysis: Development activities have been sponsored this year to increase annual funding for student programs and opportunities. In addition to the work of the development officers, the growth of the Parents Advisory Council continues to impact the fundraising and recruitment efforts for the University. Total pledges to the Parents Annual Fund and General Scholarship Funds in FY10 exceeded*

*goals and again, will provide support to Dinner Dialogues and to annual recipients of special project money. Development prospect base and proposals have increased this year, with a focus on parents. Work continues on developing a system of collecting attribute data in order to better cultivate relationships with potential donors.*

**Initiative 10A:** 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 ten members to assist with fundraising efforts.

**Analysis:** Membership of the Parents Advisory Council increased by 50% this year to 20 members. This group continues to provide significant fundraising and recruitment support for the University.

**KPI:** Meet or exceed the pledges to the Parents Annual Fund in FY09 by gaining a total of \$275,000 in pledges.

**Analysis:** Total pledges to the Parents Annual Fund and the General Scholarship Funds in FY10 exceeded the goal by 5%, reaching \$295,000. The Parents Annual Fund continues to support the Dinner Dialogues program, and this year, 66 dinners were held, which is a 32% increase over last year. In addition, the 2009-10 Parents Annual Fund will provide funding for the Office of Pre-Professional Advising (to purchase HIPAA training materials required for job shadowing experiences), the Office of Student Judicial Programs (to purchase the Brief Alcohol Screening and Intervention of College Students—BASICS—program), Campus Wellness (to purchase Personal Wellness Profile software, a Med Gem metabolic tester, and a larger body weight scale), and the Counseling and Human Development Center (to develop the reception area/waiting room and common areas of the center into a space more inviting and aesthetically pleasing to students).

**KPI:** The Office of Parents Programs partners with local hotels to generate additional revenue to benefit undergraduate students. Sponsorship proposals for 2010-11 are in progress, and results will be reported in May.

**Analysis:** The Office of Parents Programs partners with local hotels to offer hotel recommendations to parents and to generate additional revenue. Sponsorship agreements are due May 31, but seven hotel sponsors are expected.

**Initiative 10B:** Increase development prospect base and proposals submitted by June 30, 2010.

**Initiative Analysis:** Development prospect base and proposals have increased this Fiscal Year. Prospects in the primary pool have increased to 50 and include written strategies for each. The secondary pool increased to 100 (from 80 in FY09). Five new prospects were identified, screened and added to prospect pool in the fall. Although there is still no system set up to collect attribute data, staff within the division have been asked to collect student involvement data to assist in adding this into the prospect database.

**KPI:** Primary pool will increase to 50 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, 2010.

**KPI:** Continue to add Student Affairs and Academic Support attribute data to prospect management system with a focus on Greek Life, Omicron Delta Kappa (ODK) and Mortar Board in FY10.