

Student Affairs Division  
Assessment of  
2007-2008  
Goals & Objectives

Presented by  
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# Office of Student Affairs Year End Status Assessment Report 2007-2008 Goals & Objectives

**Goal 1: Provide qualified staff, facilities and budget to provide quality delivery of services.**

**Objective 1.1: Hire and retain qualified staff to provide quality services for our growing student population.**

Assessment: Two new hires were made during the academic year to meet the needs of some growth areas. Mr. William Price, our new Director of Student Conduct, came on board April 1, 2008. His main duties/responsibilities are to process judicial cases, assist with investigations, conduct intakes with students, deliver educational programs to faculty, staff and students, update student policies, create various reports, etc.

Mr. David Burns was employed as our new Associate Director of Residential Facilities effective April 14, 2008. His main duties/responsibilities include planning, organizing, coordinating and directing the quality and operational efficiency of the maintenance and housekeeping functions for all on-campus student housing.

Due to two resignations during the year, Ms. Sherry Ann Boudrias, Staff Counselor/Psychologist, and Ms. April Oxendine, Prevention Education Coordinator, were hired in the Counseling and Testing Center.

All of these candidates brought strong qualifications, credentials and relevant work experience in their respective fields.

**Objective 1.2: Provide adequate facilities for students and support services.**

Assessment: The University Center Annex came on line in October, providing a much needed multi-purpose assembly room for students, faculty and staff programming and meeting space. This facility also provided a centralized housing department in which all Housing and Residence Life staff could occupy, providing an environment to operate as a cohesive team. The University Center Annex provided space for two of our University publications – the *Indianhead* yearbook and the *Aurochs* – providing much needed working space for the production of these publications.

We successfully completed and occupied Oak Hall, a beautiful new 360 bed housing facility for Fall 2007. This facility is an upperclassmen facility and has proven to be both functional and popular among our students. This project was brought in at an approximate cost of 14 million dollars.

**Objective 1.3: Provide adequate budgets to accomplish the mission statement, goals and objectives of each individual Student Affairs Department.**

Assessment: The Student Affairs Division oversaw the administration of \$ 9,681,000 in its annual 2007-2008 budget which served twelve major departments. Departmental needs were assessed and prioritized. Funds were allocated based on the assessment and input of the staff.

**Goal 2: Promote student retention efforts in all Student Affairs departments.**

**Objective 2.1: Develop retention strategies within each department.**

Assessment: Retention is a major goal for Student Affairs. Each department developed retention strategies for their respective areas for the 2007-2008 academic year and was part of our discussions from a division and individual bases. Examples of retention strategies ranged from:

- 1) Student Life programming with special emphasis on a 90-day plan to engage students early in their college career.
- 2) Career Services outreach programs to help students identify career choices and an introduction to Career Development class was offered.
- 3) Increased week-end programming.
- 4) Expanded intramural program.
- 5) A strong presence and programming by our Office of Multicultural and Minority Affairs to support the cultural diversity of our student population.
- 6) Housing and Residence Life received training on recognizing and intervening with students who are having difficulties on transitional issues.
- 7) Residence Life staff worked closely with the Center for Academic Excellence relative to Early Alert Program.
- 8) Functional and attractive facilities.
- 9) Selective programming and special promotions through the Givens Performing Arts Center to encourage student involvement in the performing arts.
- 10) Greater opportunities and outreach for student engagement through the Center for Leadership and Service and Greek Life.

- 11) Affordable student health insurance plan that will help students attain and maintain an optimum health status.
- 12) A counseling center that is responsive, provides outreach, maintains qualified staff in working with a changing student population.

**Objective 2.2: Provide more demographic analysis and research on our students for greater understanding of “who is our student body”.**

Assessment: Various activities were conducted to ensure that we understood the changing student population we serve. Institutional research data and Student Wellness Surveys were reviewed and studied by staff. Student focus groups were conducted in conjunction with our SGA and housing department to determine concerns, issues and suggestions for future direction and ways to better serve our students. Staff were given opportunity for staff development through professional conferences/workshops and publications to stay abreast in the areas of Student Affairs and a demographic of our changing student population.

**Objective 2.3: Engage students in student life activities early in their college career.**

Assessment: A 90-day plan was developed to engage students in a variety of activities and programs during the first 90 days of school. Various departments, such as Housing and Residence Life, Student Life, Center for Leadership and Service and Multicultural and Minority Affairs, planned and provided opportunities for students to meet and begin to build “a sense of community.” A survey was distributed to incoming students at Freshmen Orientation sessions to identify areas of student interest. Although this was a good idea in theory, the follow-up was not consistent and did not bring the results we had hoped. We will work with our Director for Student Life to implement this plan to engage students in activities in which they identify an interest.

**Goal 3: Promote “town and gown” relations.**

**Objective 3.1: Strengthen the Student Affairs role as liaison with the greater community.**

Assessment: Student Affairs staff members continue to be viable members of the community through involvement in activities and programs. The Director of Multicultural and Minority Affairs currently serves as president of the local Chamber of Commerce. The Vice Chancellor for Student Affairs serves as a director on the Pembroke Chamber as well as serving as chairperson for the First Bank Advisory Board and the Community Reinvestment Board. Student Affairs staff

members routinely attend Town Council meetings on the first Monday of each month and attend community functions and programs.

We continue to host many community events, such as Lumbee Homecoming activities, Project Graduation, Pembroke Day, Lumbee River Electric Membership Cooperative Annual Meeting, local high school graduations, community concerts/singings and serve as host for community meetings, camps, forums, etc.

**Objective 3.2: Partner with community outreach initiatives and activities.**

Assessment: We continue to successfully involve the community in a number of our local boards and activities initiatives. We engage business and community residents on our Givens Performing Arts Center Advisory Board, LSOP Advisory Board, C-PARC and Town and Gown Committee. We hosted and partnered with various agents to provide university and community services including health screenings, American Red Cross Blood Drive, Relay for Life, privatized housing developers, American Indian Women's Conference, Project Graduation, to name a few, during the academic year.

**Objective 3.3: Host Pembroke Day program to strengthen relationship with the Pembroke Community and to introduce our University community and students to the town of Pembroke residents.**

Assessment: The Division of Student Affairs was a major contributor in hosting and facilitating our annual Pembroke Day event. The Office of Student Life coordinated program activities among student clubs and organizations and the Chamber of Commerce in cooperation with the Office of University and Community Relations.

Our Student Health Services department coordinated an Annual Health Fair as part of Pembroke Day. Over 40 health agencies participated in this event.

**Goal 4: Enhance student learning, development and success.**

**Objective 4.1: Provide a wide range of learning opportunities in each Student Affairs Department that will lead to student learning and development.**

Assessment: The Student Government Association and over 50 clubs/organizations provide opportunities for student growth and

leadership development through participation in co-curricular activities and participation in campus governance.

There are two formal major external student leadership programs offered to UNCP students. One is Impact Institute sponsored by Greek Life for students in fraternities and sororities. The other is LeaderShape Institute, co-sponsored by the Center for Leadership and Service, Student Life and Greek Life. Both programs utilized outside facilitators, supplemented by UNCP faculty and administrators.

Speakers sponsored by Multicultural and Minority Affairs, Association of Campus Entertainment and Student Life's Distinguished Speaker Series provide well known and occasionally controversial topics which challenge our students to learn in a global environment.

Student Life and Greek Life offer educational programs throughout the year in areas of student development, such as running effective meetings, team building, leadership transition, goal setting, anti-hazing, budgeting and student organization management.

Intramurals offers sessions for team captains on recruiting team members, team conduct and sportsmanship. Overall, intramurals provides learning opportunities for students by creating conditions for students to learn physical discipline, teamwork and accepted social norms.

The Center for Leadership and Service provides opportunities for students to learn social justice issues by reaching out to the local and regional communities. The one-stop shopping for community service projects allows students to explore the various community needs and broaden their knowledge beyond the boundaries of UNCP.

**Objective 4.2: Provide qualified staff leaders to work with students and student organizations that understand the concepts of student development.**

Assessment: Staff members have a solid working knowledge and educational credentials in student development. Placing theory into practice is a work in progress to develop the new staff. Each student organization is required to attend training sessions each semester in order to maintain active status. Staff members working with the student organizations not only train the students but also train their advisors in student development theory and liability issues.

**Goal 5: Coordinate, evaluate, and document all aspects of the judicial process.**

**Objective 5.1: Provide education on judicial matters.**

Assessment: During student judicial hearings, policies were reviewed, appropriate behaviors were discussed and educational sanctions were imposed to help students make better choices. Educational sanctions included: alcohol and drug education, anger management, counseling assessments, reflection papers, apology letters, referrals to the writing center, etc. Student organizations that violated the Code of Conduct were required to sponsor educational programs related to the violation for example, risk management, hazing, and ethics.

Note: The Counseling Center will provide information in their assessment report concerning learning outcomes for students who were required to complete the alcohol/drug education programs and anger management.

Survey Results: A survey was emailed (via SurveyMonkey) to every student who participated in the judicial process. Only 45 students completed the survey process but the results were interesting relative to fairness and educational nature of the adjudicatory process and learning comes. A few of the survey questions are highlighted below.

I was aware of the rule(s) or regulation(s) when I was charged:

74% True                      26% FALSE

I believe the hearing was educational in nature:

98% TRUE                      02% FALSE

I think the sanction I received was educational in nature:

88% True                      12% FALSE

I believe I was treated fairly in the conduct process:

90% TRUE                      10 % FALSE

The decision maker was genuinely concerned about my personal academic success:

90% TRUE                      10% FALSE

My experience with the conduct process and Student Affairs will positively influence future choices I make concerning my behavior as a student:

95% TRUE                      05% FALSE

My experience with the conduct process had a positive impact on my values and attitude:

83% TRUE                      17% FALSE

What have you learned from the conduct process? :

“Think before I act.” “Don’t break the rules.” “Be careful about what you do.” “I have made a mistake and this is the last time I will need to go through this experience.” “I learned not to get into fights, just walk away.” “Don’t drink and drive.” “Getting into trouble is expensive.” “The faculty care if you about your success in school.” “Life is not always fair.” “It is not wise to always speak your mind.”

#### Off Campus Behavior, "Know the Code" Campaign:

In an effort to better educate students about the Code of Conduct, Dr. Schaeffer designed a poster specifically related to off campus behavior. The colorful poster was printed and posted in all on campus housing locations as well as the local apartments off campus. The Student Affairs directors were ask to display the poster in their office reception areas or on bulletin boards. The poster states: "You are held accountable for your off-campus behavior! Any student whose conduct on or off campus becomes unsatisfactory and is determined to have a detrimental impact of the mission of the University will be subject to appropriate judicial action. No student will be permitted to graduate or officially withdraw form the University while disciplinary action is pending against him or her."

Dr. Schaeffer invited the off campus apartment managers to a luncheon with the Chancellor to determine ways to enhance our partnership to better serve students. Members from law enforcement, Greek Life, Student Life, Student Conduct, Campus Housing and Residence Life, and the Counseling Center discussed student concerns, safety issues, and provided information on policies, procedures, and campus activities. The managers were very appreciative of our time and information. It was determined that the off campus managers will meet with various campus representatives on a monthly basis during the 2007-08 academic year.

2006-07 Campus Judicial Board and Campus Appeal Board Training Sessions: Donna Payne and Dr. Schaeffer facilitated the training sessions. Information discussed included hearing process and procedures, weighing the evidence, and rendering appropriate decisions and educational sanctions. A second training session was scheduled for the Campus Judicial Board and the Campus Appeal Board to review the UNCP Sexual Assault Policy and hearing procedures.

#### Survey Results for the CJB and CAB Training:

Overall survey results were very positive but the following suggestions were made: "Schedule the training session before the semester becomes too hectic." "I think the process this year was great, but we could increase interaction between the instructor and board members." "Include more examples of cases going on at other institutions and more references to cases we have at UNCP." "Present sample cases and let us decide as a group what sanctions to impose."

Six New Student Orientation sessions were scheduled during the summer. Dr. Schaeffer and Detective Ed Locklear provided information on Student Rights and Responsibilities and Campus Safety initiatives during parent sessions. The title of their presentation was, "Your Baby is All Grown Up Now."

Survey Results: New Student Orientation Surveys showed the following ratings: 86% of the parents attending rated the presentation Excellent. 11% of the parents attending rated the presentation Fair.

**Objective 5.2: Assist with the evaluation of student criminal records, safety issues, and student grievances.**

Assessment: Dr. Schaeffer serves as the Chairperson of the Admissions Safety Review Committee. Other members include the: University Attorney; Chief of Police; Director of Undergraduate Admissions; Registrar; and the Dean of Graduate Studies. The committee reviews new applications and readmit applications that list previous/pending criminal charges or suspension histories and determine if the applicants are denied or accepted under special conditions.

Statistics: 61	Applicants required background checks.
05	Five applicants were in the UNC Suspension database.
1036	Were processed through the clearing house.
05	Applicants were denied admission to the University.

Several football tailgating event planning meetings were scheduled during the summer. A tailgating event policy was written by the committee, approved by the Board of Trustees, and posted online. Brochures were also designed and given to everyone who purchased season tickets. Many student affairs team players contributed to the success of all tailgating events.

In August, Student Affairs directors were invited to attend the annual meeting with Campus Police to discuss updates, policy changes, safety concerns, issues, and to distribute each department's calendar of events for the upcoming year. The annual meeting is an excellent way to keep everyone informed before the hectic fall semester begins.

The Student Government Association (SGA) scheduled several safety walks through campus to identify areas of concern. The SGA Student Issues Forums also provided an opportunity to address safety issues with Campus Police and UNCP administrators.

Training sessions were scheduled for the Grievance Panel and the Grievance Panel for Students with Disabilities. Dr. Schaeffer and Donna Payne facilitated the session. A survey was emailed to the members to determine suggestions for improving the training. Note: There were NO formal grievances submitted during the 2007-08 academic year.

Survey results for the Grievance Panel training sessions:

“The training was very conversational and conducted in a concise manner.” “I think that part of the training should include mock sessions to emphasize the areas discussed in the training.” “Also, having the training after work would be helpful.” “Provide cases and let the committee render decisions.” “The handouts were great, no major improvements necessary.” “I need more information on the terms and phrases used in the training.”

**Objective 5.3: Conduct investigations, document violations and sanctions, and maintain all judicial records.**

Assessment: Code of Conduct Violation Reports. The total number of violation reports for the 2007-08 academic year was only 8 less than the previous year. Note: The following totals do not include academic honor code reports, housing visitation violation reports, or reports received on non-students.

Seven Years in Review:

2007-08: 285 Violation Reports  
 2006-07: 292 Violation Reports  
 2005-06: 248 Violation Reports  
 2004-05: 192 Violation Reports  
 2003-04: 215 Violation Reports  
 2002-03: 125 Violation Reports  
 2001-02: 103 Violation Reports

Sanctions were imposed on 279 cases, see below. There was a slight increase compared to last year. Totals do not include dismissed or not guilty cases. Note: The fall semester totals also include cases posted in the previous summer sessions. Totals from the previous five years are also listed for comparison.

Code of Conduct Cases

Fall 2007: 198	Spring 2008: 81	Total: 279	19 Suspensions
Fall 2006: 158	Spring 2007: 115	Total: 273	10 Suspensions
Fall 2005: 141	Spring 2006: 99	Total: 240	12 Suspensions
Fall 2004: 111	Spring 2005: 70	Total: 181	07 Suspensions
Fall 2003: 104	Spring 2004: 99	Total: 203	10 Suspensions
Fall 2002: 73	Spring 2003: 47	Total: 120	10 Suspensions

Assessment: Academic Honor Code Violations. There was a slight decrease in the number of academic honor code cases compared to last year. Totals from three previous years are also listed for comparison. Note: The fall totals also include academic honor code cases posted in the previous summer sessions.

Academic Honor Code Cases

Fall 2007: 51	Spring 2008: 21	Total: 72	03 Suspensions
Fall 2006: 40	Spring 2007: 49	Total: 89	01 Suspensions
Fall 2005: 46	Spring 2006: 39	Total: 85	01 Suspensions
Fall 2004: 30	Spring 2005: 21	Total: 51	00 Suspensions

The UNC Suspension Expulsion Database was established in March of 2005. General Administration mandates that all suspensions and expulsions be posted in a secure database on their website. This database enables other UNC institutions to determine if applicants have been suspended or expelled from another institution within the system. Currently, UNCP has 59 suspensions posted in the database.

Student Judicial records are purged according to the State of North Carolina Records, Retention and Disposition schedule. Code of Conduct violation records are kept for eight years and Academic Honor Code violations are kept for a period of ten years. If a student is suspended or expelled the file is kept indefinitely.

We keep an accurate daily log of all judicial cases in order to monitor: judicial sanctions; education/counseling deadlines; Banner registration and transcript holds; court dates, state charges; suspensions; community service deadlines, etc. Our student judicial database and file cabinets house all code of conduct and academic honor code cases since 1999.

Money was allocated to establish our new Director of Student Conduct position. Due to the increase in student conduct violations and the current UNC Campus Safety Task Force initiatives mandated by President Erskine Bowles, the time was right to add this position. Therefore, on April 1, William Price began his duties as our Director of Student Conduct and will conduct judicial hearings, train and work with campus judicial and appeal boards, serve as an educational resource for students, faculty and staff, maintain all judicial records, work with law enforcement, Greek Life, review policies and procedures, etc.

**Goal 6: Publish information on student policies, programs, and events.**

**Objective: 6.1: Update the Office of Student Affairs publications.**

Assessment: The UNCP Student Handbook has been revised for the 2008-09 academic year and will be delivered to the campus before June 2, 2008. Significant changes were made in various sections and a couple of new polices were added including: the UNCP Football Tailgating Policy and information concerning the state’s mandated Smoking Ban on UNC campuses. The University Attorney made a few adjustments to the Free Speech Event Policy and student records as they relate to FERPA. The 2008-09 UNCP Student Handbooks will be distributed to all new students

during the summer New Student Orientation sessions and the fall freshman seminar classes. The 2008-09 edition of the handbook will also be updated on the Student Affairs website.

Student Affairs Websites are periodically updated throughout the semester. The University Webmaster, Lawrence Locklear, updated the Office of Student Affairs website. The site includes new pictures, a message from the Vice Chancellor, and easy access to all policies and procedures. We have requested rotating pictures for our main page and hopefully this feature will be installed before the fall semester begins. We continue to publish our weekly newsletter, *THIS WEEK*, during the fall and spring semesters. Event information is collected from the UNCP Master Calendar and via email requests from the campus community. Patricia Floyd, in Student Affairs, is the new contact person for collecting information and distribution. *THIS WEEK* is posted on our Student Affairs website and is forwarded weekly to the student listserv.

Our parent newsletter, *Campus Connection*, was published four times during the 2007-08 academic year, twice during the fall semester and twice during the spring semester. The newsletter is sent to all parents whose student is under the age of twenty-one. Over 2000 parents received newsletters. The following topics were included: important dates; financial aid and tuition; emergency contact information; the UNCP Writing Center services; Greek Life; Center for Academic Excellence services; student housing; Parent's Weekend; Parent Council updates; Career Services; physical and emotional health concerns, FERPA legal issues, special events and programs, and safety tips.

The Parent Council focus group made the following comments concerning the parent newsletter:

- 1) they all appreciated receiving the newsletter;
- 2) sending the newsletter twice a semester is sufficient;
- 3) they stated information on the following topics is very helpful: financial aid, refund schedules, self-help tips for students, and campus events and activities; and
- 4) some parents would like to receive the newsletter electronically.

**Goal 7: Monitor budgets, deadlines, and assignments for the Student Publications Board.**

**Objective 7.1: Meet monthly with the student editors and faculty advisors: *The Aurochs* literary magazine; *The Pine Needle* newspaper; and the *Indianhead* yearbook.**

Assessment: *The Aurochs* Literary Magazine met their printing deadline for the first time in four years! The 2008 edition was delivered to campus on May 1, 2008. The student editor, Stephanie Hammond, did an outstanding job networking with students and academic departments soliciting artwork, poetry and short stories for this year's collection. The magazine did not request an increase in student fees this year. Their magazine's budget is adequate for supplies, printing, equipment and editor's salary. The faculty advisor, Dr. Karen Helgeson, was concerned that they would not have enough funds to furnish their new workspace reserved in UC Annex. Dr. Helgeson met with the UC Annex manager to receive the keys to the UC Annex and discuss furniture selections for the office. Unfortunately, the magazine staff did not make arrangements to move into the UC Annex during this academic year. The faculty advisor stated she will organize the move this summer.

*The Pine Needle* Student Newspaper continued to make improvements on article content, newspaper design, website coverage and community distribution. This year, the student newspaper was printed in Lumberton because *The Robesonian* bought out *The Laurinburg Exchange*. The *PineNeedle* newspaper did not request a student fee increase for the 2007-08 academic year. The newspaper budget is adequate to cover printing costs, supplies, equipment, and student salaries.

*The Indianhead* Yearbook staff met their printing and delivery schedule. Yearbooks were distributed two weeks before graduation. *The Indianhead* did not request a student fee increase this year. The yearbook budget is very healthy and will provide adequate supplies, equipment, and student salaries for the upcoming academic year. The yearbook office and staff successfully moved to the new UC Annex in October. Staff members are pleased with their new location but are concerned about the lack of storage and directional signs in the UC Annex. Both problems have been addressed. Signs have been ordered for the interior and exterior locations of the building and the UC Annex manager has agreed to loan closet space for yearbook storage.

The following student editor positions have been filled for the 2008-09 academic year: *The Aurochs* Literary Magazine Editor will be graduate student, Stephanie Hammond; *The Pine Needle* Newspaper Editor will be junior, Christian Felkl; and *The Indianhead* Yearbook Editor has not been determined. The faculty advisor, Sara Oswald, is recruiting candidates over the summer and is optimistic that she will fill this position by the fall semester.

**Goal 8: Provide opportunities for staff development and planning in Student Affairs.**

**Objective 8.1: Determine staff development topics, concerns, issues and team building opportunities.**

Assessment: We continue to schedule monthly meetings with the Directors during the academic year. The meetings included a variety of topics or issues and occasionally guests were invited to give us updates in their areas. Presentations for 2007-08 included:

- 1) a tour of our new student housing facility, Oak Hall, and a conversation about residence life programming;
- 2) a webinar presentation on the assessment program StudentVoice, facilitated by Doug Frasier;
- 3) a presentation and tour of the Career Services Center, facilitated by Dr. Denisha Sanders;
- 4) services provided by the Office of Institutional Effectiveness, presented by Dr. Beverly King;
- 5) Question, Persuade and Refer (QRP) Training for dealing with suicidal students, facilitated by Dr. Monica Osburn;
- 6) an overview of the UNCP freshman and sophomore year experience, presented by Sandra Richardson-Cox;
- 7) information on purchasing deadlines and business services, presented by Denise Carroll; and
- 8) technology enhancements for the campus, presented by Robert Orr.

Several staff members attended and/or presented at professional conferences and actively serve on regional or national boards. Student Affairs staff members continue to be very active in committee work across campus and participate in a variety of programs.

**Objective 8.2: Provide opportunities for long range planning and assessment reporting.**

Assessment: The Student Affairs directors were asked to participate in the University's strategic planning process which included three campus-wide discussion forums on the following goals: Goal #1, Intellectual Capital; Goal #2, Diversity; and Goal #3, Technology. Several Student Affairs staff members serve on the SPARC Strategic Planning Committee.

In order to prepare for the University's SACS visit in 2010, Dr. Schaeffer is representing the Student Affairs Division as a member of the SACS Quality Enhancement Plan Committee and the SACS Compliance Certification Committee. She will provide SACS material timeline information with our division, collect data from student support services and assist with writing various sections in the SACS report.

In an effort to enhance our assessment process, we signed a contract with StudentVoice, an assessment web-based service. StudentVoice provides a complementary set of tools and programs that make assessment practice actionable, effective, and non-intrusive. Departments can now assess the academic and social outcomes for their programs and effectively manage resources. At this point, four departments are using StudentVoice. By fall 2008, every Student Affairs department should have active assessment projects live on StudentVoice.

## **Office of Student Development Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Develop a culture of outcomes assessment and program evaluation.**

**Objective 1.1: Determine student needs and effectiveness of programs.**

Assessment: Goal accomplished. Each area within Student Development conducted assessments. CAS standards were implemented in all areas. Student Development advocated to Institutional Research for the National Survey of Student Engagement implementation which was administered in spring 2008. A commuter/graduate student advisory council was created and met monthly. Written debriefing process was conducted for major events. A five year student compensation proposal has been submitted.

**Objective 1.2: Use technology to reduce costs, monitor attendance and communicate with students.**

Assessment: Goal was partially accomplished. Club Manager was purchased and implemented to track student organizations. System-wide student e-mails have been reorganized with new staff. Cbord "Troubadours" were purchased to track students attending events. The implementation of the new Braves card and technical complications have delayed full integration. Facebook advertising is ongoing. Student interest surveys are administered at each new student orientation session.

**Objective 1.3: Increase educational awareness of staff and students.**

Assessment: Goal was accomplished. Each professional staff member within Student Development attended at least one state, regional or national meeting or conference. Travel was conducted to six UNC campuses. Once a month, SGA members attended the ASG meeting rotating throughout the UNC campuses. One ASG meeting was hosted by UNCP.

**Goal 2: Address needs of commuter students.**

**Objective 2.1: Market programs to commuter students.**

Assessment: Goal was partially completed. Paper surveys and focus groups were conducted. A commuter/graduate student advisory council met throughout the year and their input was shared with the Graduate School, SGA, ACE and Student Life.

**Objective 2.2: Encourage commuter students to remain on campus.**

Assessment: Goal was accomplished. Football weekends brought out large numbers of commuter students for tailgating. Dance hours were extended to 2:00 a.m. with students remaining at the dances until closing. Student Development departments met several times throughout the year with Housing/Residence Life to collaborate on programs such as Pembroke Idol series and block parties. Staff were given flex time to cover the weekend programs.

**Goal 3: Increase engagement by employees with students.**

**Objective 3.1: Fill all open positions and propose long range staffing plan.**

Assessment: Goal was not fully accomplished. A new position was created in the Center for Leadership and Service. Proposals for new positions in Student Life and Greek Life are forthcoming. Consolidation of Student Life staff in one suite was an effective move. Lack of office space hinders possible growth in all departments of Student Development. Training student organization advisors is ongoing, especially for events with large attendance.

**Objective 3.2: Target at risk first year students for intervention.**

Assessment: Goal was only partially completed. Pilot "meals with mentors" program was not funded. Programming for first 90 days of academic year was completed. Student organization advisors were required to train on Club Manager. As a result, they reported they were more involved with their student group.

**Goal 4: Produce good citizens.**

**Objective 4.1: Nurture students to embrace critical values in an ever-changing world.**

Assessment: Goal was completed. SGA worked extensively on voter participation by promoting voter registration, inviting MTV "Rock the Vote" performances, sponsoring a governor candidates forum and sponsoring three national primary figures. Student Development sponsored the campus and regional Ethics Bowl. Student Development promoted collaboration with the local apartment managers by providing campus calendars and intramural support for their tenants.

**Goal 5: To seek additional funds to develop at least one new retention program.**

**Objective 5.1: To increase retention through a higher increase in interaction between students and faculty/staff.**

Assessment: Goal was not completed. A grant was considered to create UNCP as a Vista/Americorps coordinating site but was tabled due to the lack of office space.

## **Housing & Residence Life Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide adequate facilities for the health, safety, and physical needs of students that contribute to their ability to continue their education.**

**Objective 1.1: Implement the second year of the renovation plan in residential facilities.**

Assessment: Bids were accepted for the removal of the plaster ceilings and replacement with acoustical ceiling tiles in Wellons Hall and North Hall bathrooms. The projects are expected to be completed by June.

At a cost of \$47,000, Goins Plumbing Service, Inc. will remove the existing shower valves on all five floors in North Hall and replace with stainless steel single lever control surface mount units.

NWN Corporation, from Morrisville, NC, was awarded the contract to install wireless internet equipment for Pine Hall and Oak Hall. The \$300,000 project will be completed in Pine hall in May and in Oak hall in June.

The contract to design the fire sprinkler system for Wellons Hall was awarded to A. B. Engineers, Inc. Installation will be completed during the summer of 2009.

**Objective 1.2: Develop a plan for the opening of a new residence hall.**

Assessment: The start of construction for a new residence hall was delayed due to lack of funding. The University requested through the General Assembly's Capital Budget process a request in the amount of \$19 million. The project is not funded at the time; however, the university is attempting to acquire funding for the construction cost.

**Objective 1.3: Relocate the central office upon completion of the UC Annex and provide minimal disruption in service to the UNCP community.**

Assessment: A random survey was conducted to determine if services offered by the department were affected during the period of the move from Lumbee Hall to the University Center Annex. Students were also surveyed on how they learned of the departments move to the UC Annex. The following are the results from the 112 students surveyed:

Services not affected                      96%

How they learned of the move:

Announcements on floor	32%
Residence hall list serve	17%
Flyers and posters	20%
Another student	28%
Unaware of move	3%

**Objective 1.4: Increase participation at the Greek Village, a housing complex for recognized Greek organizations.**

Assessment: The number of Greek organizations participating in the Greek Village, a housing complex for recognized Greek organizations, did not increase. The number of organizations remaining at the Greek Village remain the same and some members of the organizations are residing at new off-campus apartment complexes.

**Goal 2: Enhance and expand educational and developmental programming opportunities for residential students.**

**Objective 2.1: Develop programming relative to "hot topic" issues that are at the forefront of the news media and prevalent on college campuses.**

Assessment: The development of programming topics utilizing resources which included television and print media, the internet and professionals in

counseling and health care profession proved to be beneficial to most program participants.

Survey results indicate that from a sample size of 1682 total programming attendees and participants for the 2007-08 year, 70.03% or 1178 either agreed or strongly agreed that program offerings were relevant and beneficial to them as college students.

**Objective 2.2: Incorporate more “theme” programming into the current programming structure.**

Assessment: Incorporating “theme” programming into the current programming structure was implemented to add interest and focus to program offerings. Programs were planned around major themes and other annual observances such as Women’s History Month, Black History Month, National Collegiate Alcohol Month, World Aids Day, Native American Heritage Month, just to name a few.

Survey results indicate that, from a sample size of 1682 total programming attendees and participants for the 2007-08 year, 67.4% or 1134 either agreed or strongly agreed that they gained new incite into different issues and cultures from attending program.

**Objective 2.3: Improve programming marketing and advertising strategies.**

Assessment: Efforts to improve programming marketing and advertising strategies included the implementation of the residence life building listserv which was comprised of residential students only. It allowed Residence Life to market programs directly to residential students rather than have the advertisements included within the mass email format currently utilized by the administrators of the UNCP student listserv. Additionally, the use of more colorful and attractive posters and banners were posted throughout the residential community and other areas where there was heavy student traffic. A free standing sign board was purchased for each residential facility to display in the entry of each building to be used solely for advertising programs. This was done so advertisements would not get lost among the many flyers that are posted in the residence halls. The use of traditional forms of advertisement including the This Week publication, Electronic Marquee System, university master calendar, event flyers, handbills/snap advertising continues to work well in getting the word out about programs. Finally, the Residence Life Staff were also required to set up at the University Center and pass out handbills and promote programs on the day of the event. Information obtained from the sign-in sheets utilized at each programming event indicated that the total attendees/participants for the 2007-08

programming year was 1682, an increase of 54.8% over 2006-07 where the total number of attendees /participants was 1086.

**Goal 3: Provide quality staff development opportunities.**

**Objective 3.1: Research and provide more staff development opportunities for the professional live-in staff.**

Assessment: The training and development of the staff is both an important and ongoing role. Annual and mid-year staff trainings are designed to address issues and challenges directly related to residence life. This year's training topics included: Customer Service Is Everyone's Job, Campus Safety, First Aid & CPR, and Crisis Intervention and Diversity. Several staff members participated in a conference in October 2007 sponsored by the North Carolina Housing Officers. Additional training facilitated by the UNCP Human Resources Department included Career Banding. Based on interim staff evaluations and feedback from staff and students, the professional development and overall preparedness of the staff continues to improve.

**Goal 4: Design a Residence Life web site that can be accessed using a link posted on the UNCP housing web page.**

**Objective 4.1: Increase resident access to information regarding UNCP Residence Life including programs offerings, important dates, staff.**

Assessment: The Residence Life web page was under construction for much of the fall 2007 semester. Some basic features and links went live in December. Major updates to the page occurred in January of 2008. The page includes the following features: Residence Life mission statement, Resident Advisor of the Month, Bulletin Board of the Month, the Living and Learning programming calendar, upcoming events, a link to submit work request, the Resident Advisor application and supporting documents and a photo gallery of programs and events.

## **Givens Performing Arts Center Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Increase attendance at GPAC events and activities for 2007-2008.**

**Objective 1.1: Develop alternative sources for recruiting new subscribers and maintaining current subscribers for the Professional Artist Series while continuing to refine and improve practices already**

in place.

Assessment: GPAC was able to reach both of the expected outcomes for the 2007-2008 season. Through the purchase of a localized mailing list and through increased participation at local and regional marketing events, we were able to add in excess of 600 new potential customers to our database. Standard subscriptions for 2007-2008 increased by 10%, growing from 352 to 386. Pick-Your-Own and Works subscriptions added another 71 packages for a total increase of approximately 14%.

**Objective 1.2: Increase UNCP student involvement at GPAC events for the 2007-2008 Season.**

Assessment: We were able to reach and exceed this goal. With combined UNCP student totals for the Broadway and More events, Nostalgia Concerts, On Stage for Youth events, Bonus event and University Theatre events, GPAC welcomed 4,784 UNCP students during the 2007-2008 season compared to 3,252 in 2006-2007, representing an increase of in excess of 45%.

**Objective 1.3: Expand the GPAC Group Sales Program for 2007-2008.**

Assessment: While we were able to add seven (7) new group sales clients for 2007-2008, we did fall short of our expected outcome with an average of 27 group sales tickets sold per event for the 2007-2008 season.

**Objective 1.4: Develop various special promotions for the enhancement of single ticket sales and reduction of day of show inventory.**

Assessment: Each event during the 2007-2008 season was supported by at least one special promotion or activity. Many events, such as RENT, included multiple student, faculty and staff and general public promotions.

**Goal 2: Increase non-ticket revenue for the 2007-2008 season.**

**Objective 2.1: Increase support received from corporate, foundation, individual and private sources for the 2007-2008 season.**

Assessment: It is estimated that non-ticket revenue for the Givens Performing Arts Center for the 2007-2008 season will be \$37,135. This represents approximately a 27% increase over the 2006-2007 total of \$29,486.

**Objective 2.2: Increase revenue generated from GPAC rental events**

for 2007-2008.

Assessment: With roughly six weeks remaining in the fiscal year and a number of rental events still to come, it is anticipated that GPAC will end the 2007-2008 season with roughly a 14% increase in non-ticket revenue for the 2007-2008 season.

**Goal 3: Continue to improve operational efficiency at GPAC.**

**Objective 3.1: To add an SPA Clerk I (Administrative Assistant) position for the GPAC Offices to handle switchboard operation, general customer service, accounts receivable and payable, administrative support for the Director, Assistant Director and Director of Marketing and additional support for Box Office Operations.**

Assessment: This position was not obtained during the 2007-2008 year; therefore, this objective was not met.

**Goal 4: Continue to enhance and upgrade the appearance of GPAC through basic maintenance, repair and renovation.**

**Objective 4.1: Improve the overall appearance and efficiency of GPAC and its available spaces.**

Assessment: Through increased efficiency in the backstage area, less time was spent on building turn-arounds between events during the 2007-2008 season.

**Objective 4.2: Identify and report deficiencies found in both the equipment and building as a result of the advancement in technology and equipment, coupled with the age of the building and the equipment found therein. (Ongoing objective)**

Assessment: The GPAC team has worked together during the 2007-2008 fiscal year to develop a plan of action in identifying and correcting any issues found within the facility. Therefore, maintenance and operational issues are discovered much sooner and corrected in a more timely fashion.

**Goal 5: Increase student employee recruitment, training, and retention.**

**Objective 5.1: Identify and recruit quality student employees in a timely manner. Provide adequate training and compensation of these employees to aid in retention in order to reduce turnover and cost of training new employees.**

Assessment: This goal is an ongoing one for GPAC. During the 2007-2008 season, we were faced with an all new student production team. The benefits of this new philosophy in recruitment of student employees will be seen in the upcoming years.

## **Student Health Services Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide high quality and cost effective health services to students with a strong emphasis on prevention including, but not limited to, immunizations, health screenings and health education.**

**Objective 1.1: Ensure that all students enrolled in the university meet all N.C. Immunization Requirements.**

Assessment: Student Health Services continues to inform students of the immunization requirements. Health Forms that were received by Student Health Services during the summer were reviewed and letters returned to students who were noncompliant. At the 30 day deadline in Fall 2007, there were 186 students noncompliant but received compliance within two weeks. In Spring 2008, there were 84 students noncompliant at the 30 day deadline. These numbers were up due to the fact that our new software program is now able to report students who have been enrolled in the university for a couple of years and need an up to date tetanus.

**Objective 1.2: Offer health educational programs/services, that encourage/assist, students in developing healthy behaviors.**

Assessment: Student Health Services worked with various departments on campus to provide needed health educational classes. Health Education Classes were provided to students in the Residential Halls, University Center, Freshman Seminar Classes and Student Health Services Classroom. A total of 17 classes were offered.

Robeson County Health Dept. continued to provide Free HIV/Syphilis screenings twice a month, a total of 158 were performed. Robeson County Health Dept. also continued to offer Family Planning Classes, a total of 9 classes were conducted and 61 pap smears were performed by Robeson County Family Planning Program. Student Health Services also performed 82 pap smears. A total of 98 student teaching physicals were performed and a total of 403 STD (Sexual Transmitted Diseases) screenings. Student Health Services offered two Blood Drives Sept. 19, 2007, with 161 participants and Jan. 24, 2008, with 70 participants. Blood Pressure Screenings were offered once a month in the University

Center.

Three Health Fairs were offered this academic year. The Pembroke Day Health Fair had over 40 agencies that participated and over 2000 people in attendance. Two (2) Family Planning Health Fairs were also conducted and over 100 participants attended each Health Fair.

**Objective 1.3: Evaluate on-going services.**

Assessment: Student Health Services continues to evaluate on-going services to meet the needs of UNCP students. This spring, the Student Affairs Division purchased an assessment program (Student Voice). This program helped Student Health Services develop a patient satisfaction survey that students could complete by using a PDA (Personal Digital Assistant). This satisfaction survey was completed and ready for students to use by the end of the Spring Semester. Almost 200 participants completed the survey and the data was analyzed by Student Voice. This will be an ongoing assessment tool. Additional programming assessment tools will be added for Fall 2008.

**Goal 2: Provide an affordable student health insurance plan that fits the need of the student.**

**Objective 2.1: Keep the insurance premium at an affordable rate.**

Assessment: By working with the North Carolina Association of Insurance Agents, Student Health Services was able to receive a premium of \$243 per semester for the 2007-2008 academic year. Several other universities have joined the consortium with Pearce and Pearce Insurance. By having most of the 16 university campuses join this consortium, the premium for the upcoming year will remain the same, \$243 per semester for 2008-2009. The following several enhancements will be added at no additional cost: an Express Script Drug Card with co pays of \$10 and \$25, a 24-Hour Student Emergency Care Hotline and a 24-Hour Mental Health Hotline.

Student Health Services along with the North Carolina Association of Insurance Agents is continually reviewing alternatives to maintaining a low premium rate. SHS currently provides 28 hours per week for students to see the provider here on campus. By offering more provider hours, UNCP students have less reason to use off campus providers, which in turn helps maintain a reasonable insurance premium. The number of students who participated in the school insurance for Fall 2007 was 2002 and for Spring 2008 was 1893.

**Goal 3: Incorporate a medical management software program (Medicat) to help with immunization requirements, scheduling appointments and data collection.**

**Objective 3.1: Provide a medical software program to staff that is user friendly, increases staff productivity and provides reporting capabilities.**

Assessment: The University of North Carolina General Administration signed a Software License Agreement with Medicat, LLC. Student Health Services purchased the Medicat Software Program and went live in October 2007. Student Health Services staff received training from Medicat support staff in October 2007. This software program was purchased to help with immunization tracking and compliance and was greatly needed to replace the SIS Immunization Program. All immunizations, appointments and diagnoses are currently entered into the Medicat Software. Student Health Services also has the capability to compile data for reports regarding students' visits and diagnoses.

**Goal 4: Provide continuing education opportunities to the staff that strengthen the ability to meet students' needs.**

**Objective 4.1: Encourage staff to build upon their nursing skills for effectively delivering skills-based health education and quality health care.**

Assessment: Each nurse continues to work on attending nursing workshops. Each nurse is currently certified in CPR/AED, Safety and Blood Borne Pathogens. Each nurse has had training on immunization techniques, safe-effective-caring, and also on protecting college students from meningococcal disease. Each nurse has also had training in confidentiality in regards to HIPPA guidelines. Our Student Health Services staff has attended workshops offered by Human Resources. Several nurses have also completed self study (CNE) online courses through the CDC website. Several nurses were also enrolled in classes at UNCP for the Fall and Spring Semesters and two nurses are currently working on their RN degrees through Excelsior. Professional Staff Development will be an ongoing goal.

**Goal 5: Provide a facility that is safe, attractive, and comfortable and meets OSHA requirements.**

**Objective 5.1: Enhance the waiting room environment.**

Assessment: Student Health Services looked at several different vendors for waiting room furniture. Bids were received from Shaw Office Supplies

and the order was placed to purchase the antimicrobial clinically approved vinyl furniture. The new waiting room furniture was purchased and in place before students arrived for the Fall 2007 semester. Furniture was also purchased for the nursing triage room. Hand Sanitizer Dispensers were also placed in the waiting area and in the hallway for student usage.

Student Health Services also placed historical medical items on display in a curio cabinet in the waiting area.

**Objective 5.2: Upgrade one of the examination rooms.**

Assessment: Student Health Services made an agreement with Robeson County Health Dept. for a Family Planning Program on campus. In order to make this program effective Student Health Services needed two (2) examination rooms for gynecologic exams. There was a need to upgrade one of the examination rooms since only one room was equipped with a gynecologic table. Student Health Services looked at several different vendors for a new examination table. Bids were received and a new examination table was purchased from Tarheel Physicians Supply. The new examination table was in place before students arrived for the Fall 2007 semester.

## **James B. Chavis University Center Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Improve the quality of facilities, programs, services and provide accessible, safe, and sufficient facilities, space, and equipment.**

**Objective 1.1: Promote programs and services.**

Assessment: There were 2,188 facility requests for 2007-08, a 14% increase compared to 1,881 in 2006-07 and 1,793 in 2005-06. There were 336 major programs (a 12.8% increase) compared to 293 in 2006-07 and 49 external groups compared to 49 in 2006-07. The UC Annex came online in October 2008 providing additional programming/conference space with 4 conference rooms and an assembly room that seats 484 theatre style. There were 148 requests to use the Annex assembly room from October 2007 – April 2008. Activities were posted on the UC web site – *Today in the UC*. Information Center attendant posted announcements/activities on the UC internal electronic signs and the UC director posted announcements/activities on the UC external Electronic Marquee System (EMS). Sixty-six requests (177% decrease) to post announcements on the EMS were received compared to 183 in 2006-07 and 223 in 2005-06. This decrease is attributed to increased usage of the master calendar and Student Affairs' awareness that notices are

automatically posted using the Student Life calendar, LSOP, Career Services, GPAC and Counseling and Testing brochures. Total announcements were not tracked—no software tracking capability. Did not program EMS scheduler for automatic updates—office assistant will handle this for 2008-09. The student list serve was utilized to promote programs, activities were uploaded to the master calendar, and events co-sponsored with other departments and student organizations were promoted through Facebook. Announcements were posted in *This Week* regarding UC services. Utilized The University Network (TUN) plasma color displays to submit 28 commercials for programs/services (an 18% decrease) compared to 33 in 2006-07. Since TUN gives UNCP 3 free commercials per week, this advertisement tool is not being utilized to its full potential. Initial submission of announcements directly to the display was unsuccessful but this process will be implemented for 2008-09. There were 75 requests to use the UC van and 57 requests for the shuttle bus in 2007-08—reflects usage through April 2008--(132 total) compared to 79 requests for the van and 55 requests for the shuttle bus in 2006-07 (134 total)

**Objective 1.2: Collaborate with Facilities Planning to assess space utilization, expansion needs and improve facility configurations.**

Assessment: Hours for the UC computer lab were adjusted to accommodate students' need for 24-hour access to a computer lab. Designs for a new 24-hour lab to be constructed on the UC first floor were completed by Anderson Architect. Construction on the project is expected to begin June 5 and should be complete by August 12. Conference room 233 was redesigned and new furniture purchased to accommodate the redesign. Interior building signage was replaced with ADA compliant signage. The director was assigned to serve on the Student Affairs Space Assessment Team. The team met with Facilities Planning to review committee charge. The Student Supply Store was discontinued; however, discussions were initiated with Sodexo to discuss their option to lease this space. Pending this decision, the Information Center will remain in its current location. Room 221 will be converted into office space for Counseling and Testing Center staff. The meditation room was renovated to provide access as dictated by the Office of Civil Rights. The UC lounge furniture layout was redesigned to allow greater access to all faculty, staff, and students. Office occupants in the Student Life and SGA suites were switched to house Student Life staff in the same suite. An office in the Student Life suite was renovated to include a closet for relocation of the University Center safe.

**Objective 1.3: Form an advisory council for the University Center/Annex.**

Assessment: The director selected individuals to serve on the council but the council did not meet. Instead, the director met several times with members of the Student Government Association and the Association of Campus Entertainment since this group serves both roles on some campuses. The director plans to utilize survey instruments through Student Voice during the 2008-09 year.

**Objective 1.4: Develop a comprehensive plan for equipment replacement, facility enhancement, and renovation.**

Assessment: The University Center Annex project was completed and the facility came online in October 2008. State of the art audio visual equipment was installed in the UC Annex. The AV equipment in the University Center was upgraded: installed three (3) flat panel televisions in conference rooms, upgraded the sound system and purchased two (2) 52" televisions for the UC lounge, and installed a sound system in conference room 213. The dance floor in the UC was refurbished. The flag display was updated to include 29 flags (a 45% increase compared to 16 in 2006-07, representative of the UNCP international student population. The carpet in the Meditation Room was replaced and the pews were recovered. The support staff computers were upgraded. The first phase of the lounge renovation project, the construction of the 24-hour computer lab will begin on June 5 and should be completed by August 12.

**Objective 1.5: Enhance security in facilities.**

Assessment: A part-time evening security officer/building manager was hired. Panic devices were installed in the game room and the Information Center. Security cameras were included in the UC Annex project design.

**Goal 2: Streamline facility usage guidelines/procedures.**

**Objective 2.1: Establish policies for University Center Annex that correlate with University Center policies.**

Assessment: The director established policies for the University Center Annex that complement the existing policies established for the University Center. Several policies were reviewed/established during the academic year including a lounge usage policy, event coverage policy, and guidelines for hosting an auction. Facility room reservations were not computerized but initial meetings/discussions were held with the University webmaster and UCIS on the possibility for implementation in 2008-09. The Administrative Support Associate assigned to the Information Center was reassigned to assist with facility reservations and an office was established on the second floor for this purpose. The

director and support staff participated in an on-line training session on the Event Management System Scheduling Software.

**Goal 3: Provide a comprehensive student employment program and staff development program.**

**Objective 3.1: Encourage student/staff employees to enhance employment and customer service skills.**

Assessment: The director conducted an orientation program for new and returning student employees. Staff was given the opportunity to participate in workshops and in-service training. Full-time support staff participated in a campus-wide retreat – 100% participation. Customer complaints decreased—only one comment card specifically addressed a student employee. Did not purchase t-shirts for employees but hope to implement this in 2008-09. Full-time staff was recognized during national recognition day and student employees were treated to a luncheon at the end of the spring and fall semesters to encourage continued excellence and to assist with retention of trained employees. Of the 18 student employees hired for 2007-08, 12 are returning in 2008-09 for a 67% retention rate.

**Objective 3.2: Streamline/strengthen/enrich student employment program.**

Assessment: The director redesigned the employee training manual to address changes in procedures with the acquisition of the new point of sale system in the game room service area. An employee recognition program was designed and will be implemented in fall 2008.

**Goal 4: Market and expand services/programming in game room.**

**Objective 4.1: Promote bowling area upgrades.**

Assessment: The number of bowling classes offered increased during the 2007-2008 academic year. Thirty-one classes were offered (35.5% increase) compared to 20 in 2006-07, 23 in 2005-06, 26 in 2004-05, 23 in 2003-04 and 16 in 2002-03. The bowling area upgrade was completed with the replacement of all bowling balls with glow balls that can support cosmic bowling. Student bowling revenue at the end of April was \$9,794.22 compared to \$5,071 the same time in 2006-2007, a 48.2% increase. Faculty, staff and family bowling increased from \$18.75 to \$185.06 in 2006-07, an 89.9% increase. Class bowling increased from \$2,816.25 to \$3,825, a 26.4% increase. Open bowling after 6:00 p.m. increased from \$143.50 to \$1,127.96, an 87.3% increase. Special bowling increased 100% from 0 to \$627.63. Held 47 promotions/tournaments in

2007-08 (4.3% increase) compared to 45 in 2006-07, 28 in 2005-06, 27 in 2004-05, 25 in 2003-04 and 19 in 2002-03. Approximate patron counts for 2007-08 was 11,763 including churches and schools and special programs, i.e., Project Graduation, Science Fair, etc. (16.4% increase) compared to 9,838 in 2006-07, 13,169 in 2005-06, and 14,419 in 2004-05. Events were co-sponsored with Student Life (late night bash), Intramurals (tournaments), as well as several student organizations (SGA, Greeks). Twenty-two groups reserved the game room in 2007-08 compared to 47 in 2006-07 and 44 in 2005-06. Two community bowling league interest meetings were offered, but no response.

## **Counseling and Testing Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide for the psychological and emotional welfare of students through services and programs that contribute to their ability to continue their education.**

**Objective 1.1: Continue to provide mental health counseling services and education to students with personal concerns that interfere with their academic progress.**

Assessment: A master's level intern was secured for the fall to assist with academic performance issues and mild to moderate psychological concerns. A psychological associate was secured for both fall and spring semesters to assist with assessments and moderate psychological concerns. We were unable to house a master's level intern for fall due to space constraints.

The counseling center had 1755 appointments. Our waiting list was managed to no longer than one week. Our consulting psychiatrist completed 49 appointments, serving 31 different students.

**Objective 1.2: Strengthen the ability to meet students' needs through professional development and knowledge enhancement.**

Assessment: Dr. Osburn attended the annual college counseling center directors' meeting as well as the American College Counseling Association Conference. Dr. Gressman attended two day long workshops and Mr. Schwarze attended a bipolar workshop as well as the BACCHUS national conference. April Oxendine attended the BACCHUS regional and national conference. Mark Schwarze met all criteria for his CCS which is a certified clinical supervisor in substance abuse. He only has the examination to take.

CTC has implemented several online evaluation procedures. The following areas of assessment were established this year:

1. Intake assessment for all initial counseling appointments.
2. Counseling evaluation for all clients at the end of the semester.
3. Workshop evaluation for each workshop conducted.
4. Drug and alcohol education program assessment for all mandated referrals.

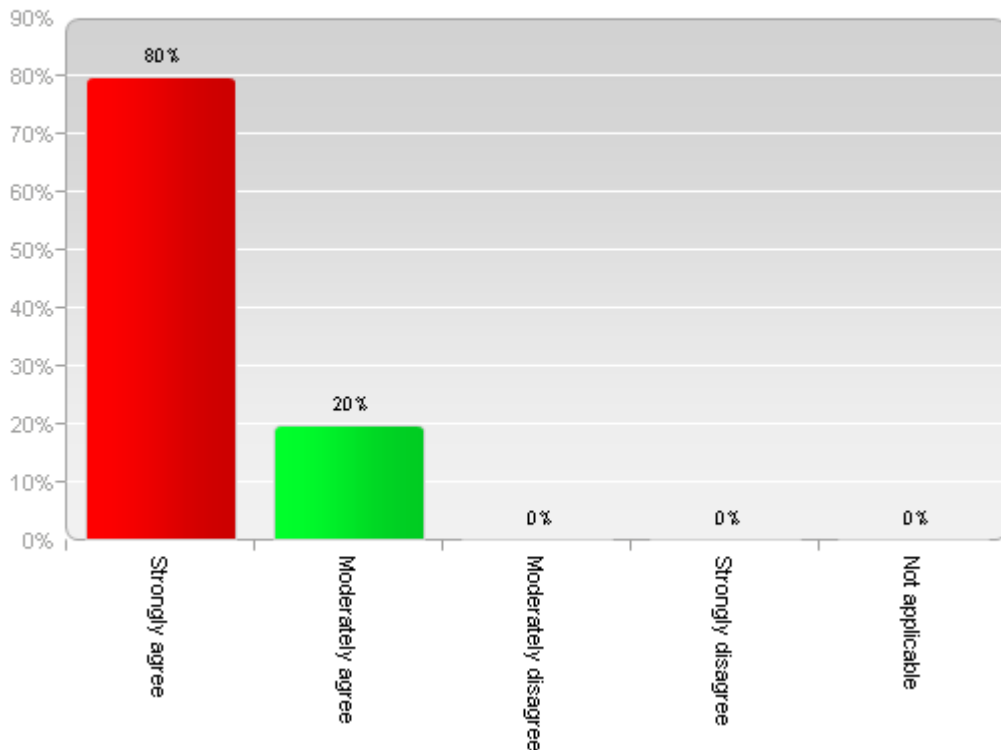
The CCAPS assessment instrument was also implemented in January 2008 for each counseling student. This assessment measure track changes from start of counseling and is administered every fourth session to measure success.

Titanium software also tracks crisis response. 83 different crises were handled by the CTC this year. The two top reasons for crisis behavior was suicidal ideation and an elevated screening score that demonstrated an extremely high risk for dangerous behavior.

The center had limited data from Student Voice given implementation in the Spring semester; however, below are graphs representing some assessment measures of success.

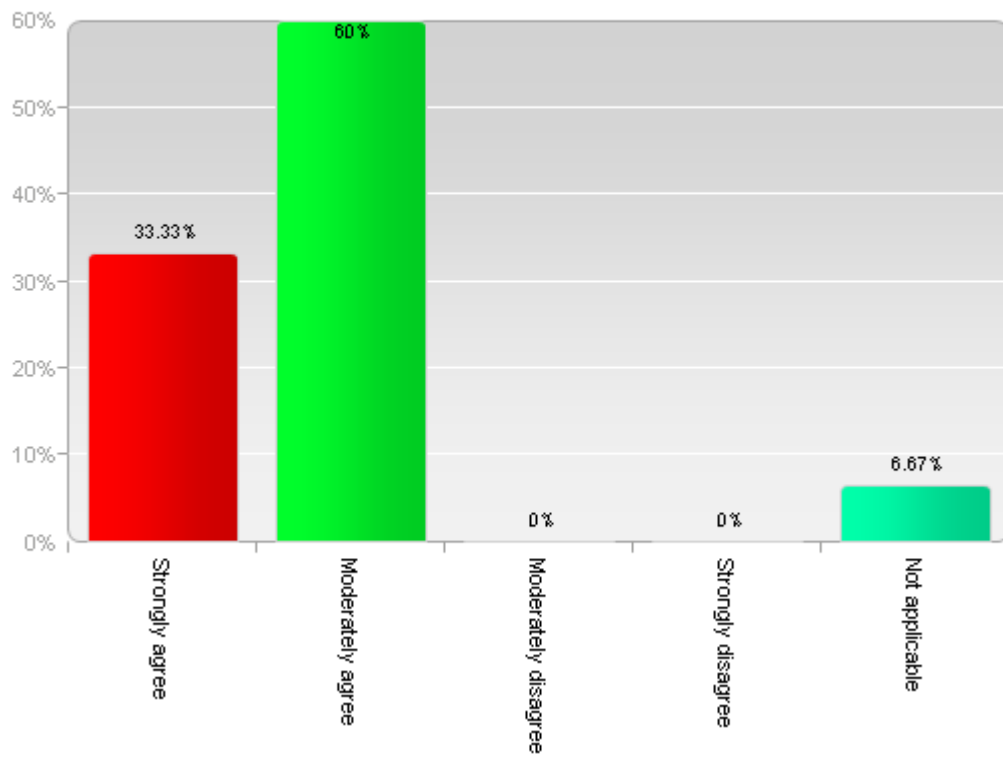
Q8. Please indicate your level of agreement with the following statements:

My counselor... - Is helping me to understand myself better.



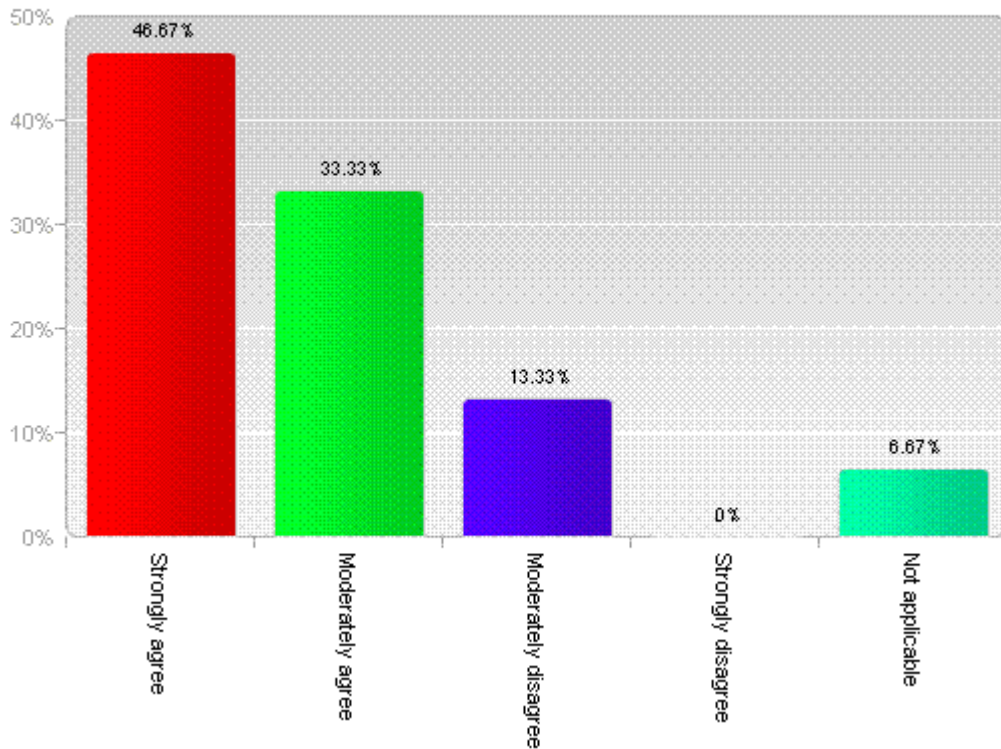
Q12. Please indicate your level of agreement with the following statements:

As a result of counseling... - I have learned how to balance my time better.



Q14. Please indicate your level of agreement with the following statements:

As a result of counseling... - I am more successful in school.



**Objective 1.3: Enhance efficiency of the office procedures.**

**Assessment:** In January 2008, the latest update of Titanium was installed and the weekly half-hour update and discussion of Titanium features attended by all staff members was increased to one hour.

As part of the Titanium update in January 2008, the Counseling Center Assessment of Psychological Symptoms (CCAPS) has been implemented for use as an intake instrument, periodic progress assessment, and outcomes assessment.

Current Titanium features in this area that have been implemented include: an electronic client file that includes CCAPS, progress notes, and scanned copies of client correspondence and other assessments, as well as the ability to email clients directly. Features to be implemented during Summer of 2008 include: the direct entry of client demographic data, symptom checklist, and electronic signature of the Rights and Responsibilities statement by the student.

Additionally, client satisfaction/outcome surveys of: 1) Intake Processes,

2) Overall Counseling Experience, 3) Mandated Alcohol Education Experience, and, 4) Mandated Marijuana Education Experience are now available on 3 laptop computers. Also, 10 PDAs have been loaded with outcome/satisfaction surveys for students attending CTC workshops and seminars. All these measures are collated, scored, and analyzed using the Student Voice program.

**Goal 2: Provide testing for increased academic opportunities and self-awareness for current and potential students.**

**Objective 2.1: Administer placement tests for new UNCP students.**

Assessment: The number of SAT testing sessions increased from 6 in AY 2006-2007 to 7 in AY 2007-2008. Students tested decreased from 87 to 72. The number of placement testing sessions decreased from 11 in AY 2006-2007 to 10 in AY 2007-2008. Students tested decreased from 1316 to 1275.

**Objective 2.2: Investigate need for testing facilities to meet the requirements of test producers so that we may offer the ever increasing assortment of computer-based and internet-based tests.**

Assessment: Preliminary discussions have occurred to move the Counseling & Testing Center to the Nursing Building once that program vacates in two to three years. Unfortunately, the short-term outlook for testing is not good. The testing component is limited by space, and especially by location. Tests are often disturbed by loud noises from programming inside and outside the University Center. Without control of the environmental system, the Center is often confronted by no air or heat during evening and Saturday testing.

Funding increased to accommodate two part-time positions that total a 60% FTE. This has been extremely helpful because most tests require a minimum of two staff members to be present.

**Objective 2.3: Administer graduate admission and other academic tests for UNCP students and the community.**

Assessment: The MAT is offered weekly on Wednesdays at 1:30 p.m. and 3:30 p.m. The number of testers increased from 262 in AY 2006-2007 to 304 in AY 2007-2008.

The TOEFL was offered 22 times. The number of testers increased from 59 in AY 2006-2007 to 85 in AY 2007-2008.

The CLEP is offered weekly on Wednesdays at 1:30 p.m. and 3:30 p.m.

The number of testers increased from 17 in AY 2006-2007 to 39 in AY 2007-2008. The Academic Affairs office implemented the CTC recommendation to bring the number of CLEP exams accepted at UNCP up to the number accepted by most UNC campuses.

We continued our pursuit of this goal without any commitment being made by ETS. The decision by ETS to scrap the internet-based GRE hurt UNCP along with hundreds of other schools across the country.

**Objective 2.4: Administer undergraduate entrance tests for programs such as education and nursing.**

Assessment: We continued our pursuit of this goal without any commitment being made by ETS.

**Goal 3: Increase wellness education campus wide.**

**Objective 3.1: Evaluate on-going programs and promote wellness.**

Assessment: The Wellness Survey was administered to entering students during the Placement Testing experience. Results were shared with appropriate campus personnel. A new survey software suite was installed and will be used for the Wellness Survey in AY 2008-2009.

Our staff conducted 22 different screening sessions on the following categories: anxiety 277 students, anger 519 students, depression 224 students, alcohol 160 students, tobacco 182 students, eating disorders 263 students, healthy relationships 158 students for a total of 1783 students screened for mental health issues.

Our staff conducted 17 academic success workshops for 131 students, 3 depression and suicide workshops for 100 students, 5 study skills and test anxiety workshops for 159 students, 2 tobacco workshops for 45 students, 2 diversity workshops for 18 students, 5 alcohol workshops for 108 students, a student athlete program for 400 athletes, 2 roommate issues workshop for 43 students, and a sexual awareness activity at the UNC-P Family Planning Health Fair, 80 students. We also conducted our exam stress breaks for fall and spring. It was held for two weeks for a total of 1053 students. We also offered 3 sections of Rape Aggression Defense Training to certify our students.

**Objective 3.2: Reduce tobacco use in the campus community.**

Assessment: The NC Quitline was promoted on campus through a variety of methods. Three ads were placed in the Pine Needle newspaper over the course of the fall and spring semester. Two media spots were

earned including a TV interview with the UNC-P campus television station. NC Quitline information was also featured at 25 different events on campus during the fall and spring semesters. For the month of February, the 6 residence halls on campus had NC Quitline bulletin boards in each residence hall.

A campus wide tobacco use and attitudes survey was conducted with 856 UNC-Pembroke faculty, staff and students. From this data, a social norming message was developed by the Tobacco Task Force, presented and approved by the Chancellor.

The Tobacco Task Force meets 4 times a year and is developing a Tobacco Social Norm campaign and is currently researching different compliance techniques to use once the tobacco policy is adopted.

Using NC HWTF grant resources, the Tobacco Task Force was able to sponsor a Freedom from Smoking Facilitator training on campus. During the training, 14 UNC-P staff and community partners became trained Freedom from Smoking facilitators. The Tobacco Task Force partnered with Housing and Residence Life with a campus wide "Kick Butts Day" event with an attendance of over 200 students and staff.

**Objective 3.3: Provide RAD (Rape Aggression Defenses) classes to the female students.**

Assessment: One one-credit class of RAD for Women was taught each semester. There were a total of 23 female students who participated in the classes, an increase from 19 in AY 2006-2007. There were no non-credit workshops offered this year.

Permission was granted by the Physical Education department to offer a credit RAD for Men for AY 2008-2009 in addition to the ongoing RAD for Women class.

A new staff member from CTC who will be RAD certified during Summer 2008 assisted with the Spring 2008 class. RAD for Men certification will be achieved by a CTC staff member and a UNCP police officer during Summer 2008. An additional UNCP police officer will be certified in Advanced RAD for Women.

Cooperation between CTC and UNCP Police is exceptional. It takes a minimum of 2 staff members and ideally 4 staff members to conduct each class meeting. This personal attention is reflected in the student evaluation praising the coordination and execution of the class. Another indicator of student satisfaction has been the referral of new students to the class by current members.

**Goal 4: Help develop leadership skills, self-awareness and helping skills in students.**

**Objective 4.1: Provide training for campus peer-educators and student leaders.**

Assessment: Due to scheduling conflicts, no students were able to complete the Campus Peer Educator training this year.

Four APPLE Corps students attended the National Bacchus Network Peer Education Conference in Atlanta, GA, on Nov. 8-11.

Five APPLE Corps students attended the Bacchus Network Area 12 Regional Conference in Richmond, VA, on March 23 & 24.

APPLE Corps members developed and implemented 5 programs throughout the year. "Family Feud – Battle of the Sexes" was a sexual responsibility educational game show held on October 11 and "Fear Factor- Pembroke", a tobacco education program was held on November 5. "Safe Spring Break Island" was a two-day event aimed at educating students on various ways to have a safe spring break. "Breath of Fresh Air Scavenger Hunt", a tobacco education program was held on March 27 and "This is Beauty!" was a positive body image week held on April 14-17. A total of 570 students attended these programs.

APPLE Corps elected new officers for the year and was able to recruit and train 4 new members.

Four APPLE Corps programs were approved for LSOP certification.

**Objective 4.2: Provide training and assistance for campus resident hall assistants and supervisors.**

Assessment: Provided 2 trainings for RA staff covering suicidal students and conflict mediation.

Networked with Student Affairs personnel through co-sponsoring programs for the students and providing resources for the staff to better help them in their jobs. Through formal and informal meetings with the Student Affairs staff the CTC was able to strengthen the working relationship between the two departments.

**Goal 5: Increase student welfare by increasing awareness of negative consequences of alcohol and other drugs.**

**Objective 5.1: Coordinate and implement the campus alcohol prevention, intervention, and education efforts.**

Assessment: CPARC and Wake Forest University conducted training on January 23, 2008, to applaud the accomplishments during SPARC Phase I and to introduce SPARC Phase II. SPARC Phase II consists of the coalition approaching the Town of Pembroke to adopt an Unruly Gatherings and Accountability Ordinance. An ordinance committee has been constructed with UNC-P and community individuals to strive for the adoption of this ordinance. Late Night Programming is still active with Fall 2007 including Family Feud and Fear Factor; Spring 2007 included a scavenger hunt and "This Is Beauty" campaign. A town hall meeting was also held September, 2007, to discuss addiction and treatment options.

The ADAPT team did not formally meet this year, however, members of ADPAT and CPARC were able to provide structured input on the alcohol issues surrounding the tailgating policy.

The updated and approved official drug policy was published and distributed by mail at the beginning of the fall semester to every student on and off campus. Copies of this policy were also widely distributed to departments and offices on campus.

The Counseling and Testing Center in conjunction with APPLE Corps co-sponsored 32 workshops, screenings, and presentations with Student Health Services. The events covered a variety of topics including drug and alcohol education, sexual responsibility, mental health, and wellness issues. 1783 students were screened for health and wellness problems at 19 screenings. 570 students attended APPLE Corps programs.

The drug policy was distributed by mail to every registered student on and off campus.

Phase II of the Health and Wellness Trust Fund tobacco grant was funded and Phase II of the CPARC Alcohol grant was funded and we were able to hire a full time Prevention Education Coordinator to run both programs.

One theater style GPAC drug and alcohol event was made mandatory for all freshman. Five other individual freshman seminar classes were given the ATOD program reaching 108 in class and the entire freshman class in the fall.

**Objective 5.2: Provide drug assessment, education, and counseling to students who violate the drug policy.**

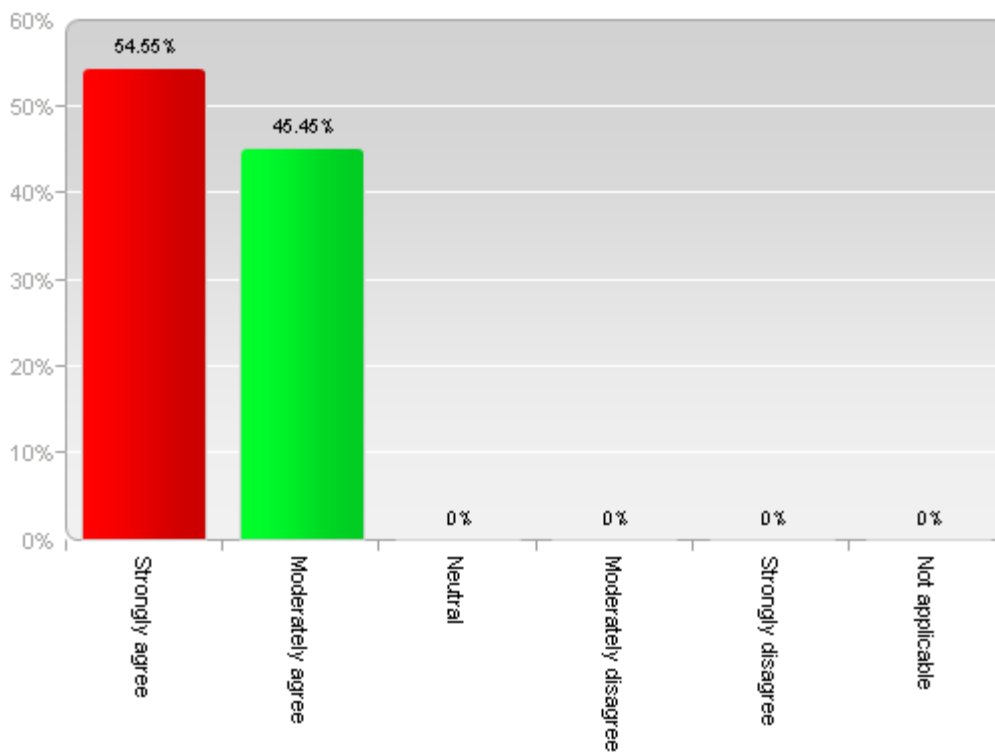
Assessment: Conducted several comprehensive substance abuse

assessments that led to placements in outpatient levels of care. Provided outpatient counseling services for substance abusing students that were appropriate for that level of care.

Conducted 289 mandated substance abuse appointments serving 133 students. Conducted 10 alcohol groups, 8 marijuana groups, serving 117 students.

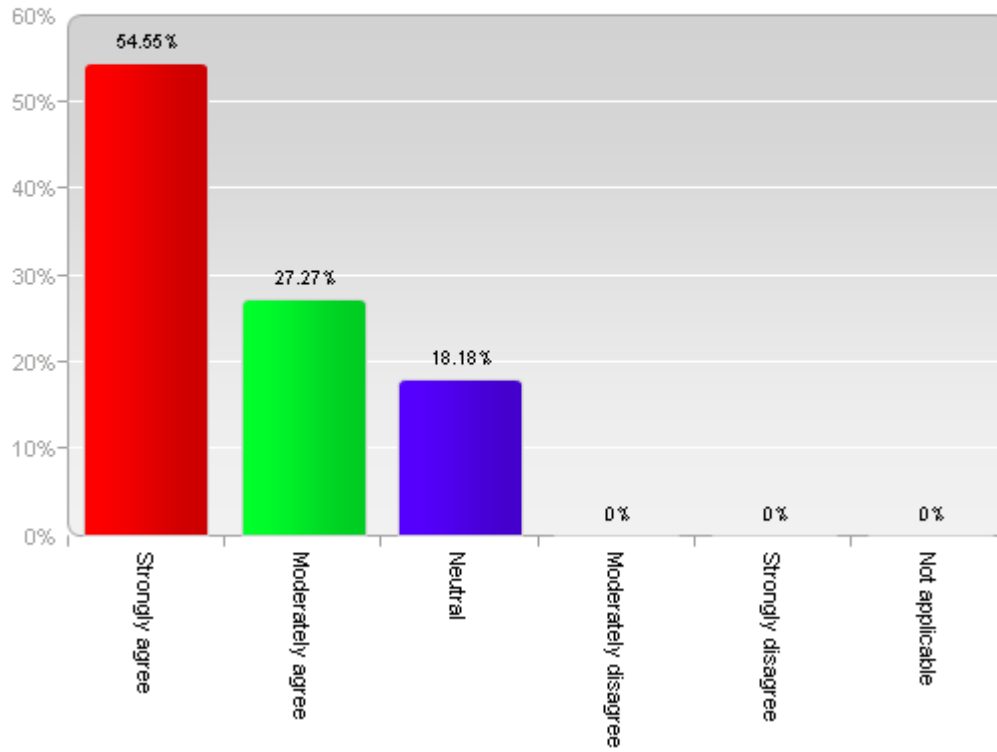
Q1. Please indicate your level of agreement with each of the following statements:

As a result of my experience(s) at the Counseling & Testing Center, I became more knowledgeable of... - General alcohol awareness facts



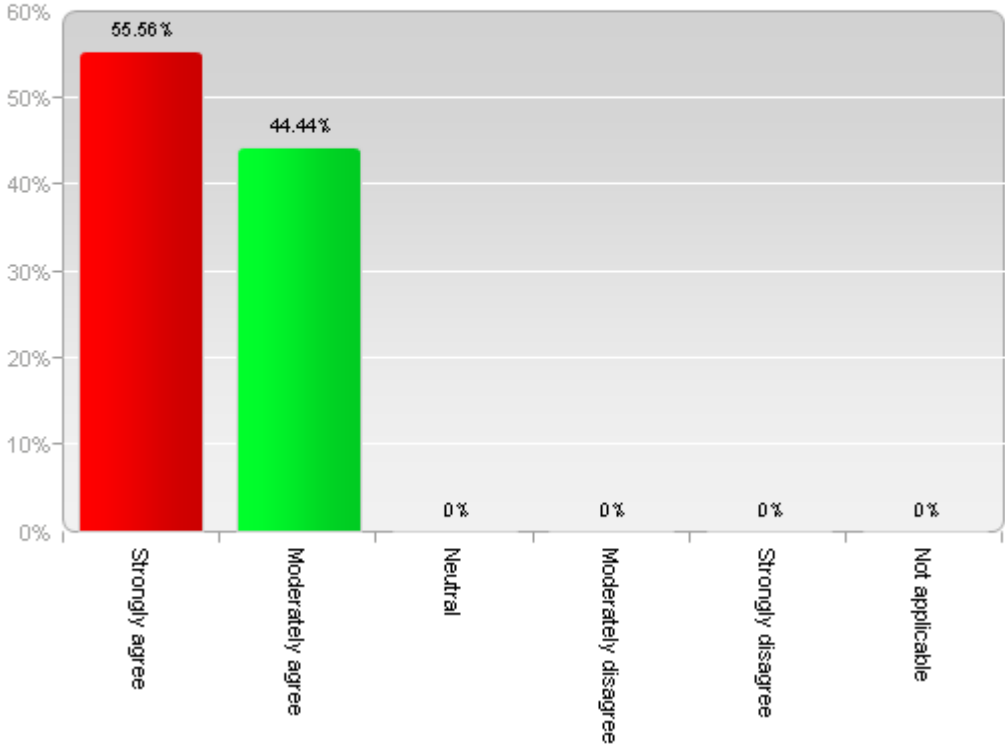
Q12. Please indicate your level of agreement with each of the following statements:

The Alcohol Education Program has helped me... - Improve my ability to choose how to respond to problem situations involving alcohol



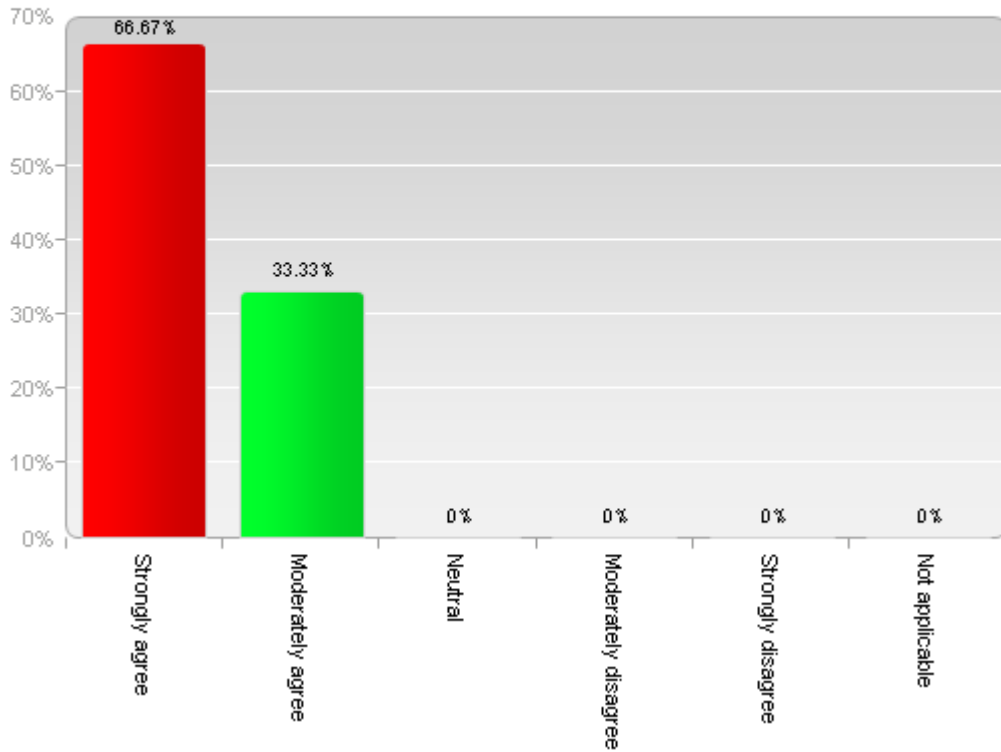
Q1. Please indicate your level of agreement with each of the following statements:

As a result of my experience(s) at the Counseling & Testing Center, I became more knowledgeable of... - General marijuana awareness facts



Q11. Please indicate your level of agreement with each of the following statements:

The Marijuana Education Program has helped me... - Improve my ability to choose how to respond to problem situations involving marijuana



## Career Services Center Assessment of 2007-2008 Goals and Objectives

**Goal 1: Continue to develop innovative programs and services designed to educate students about the career planning process and to guide them through it.**

**Objective 1.1: Offer specific programs for UNCP's Annual Career Development Week in October/November 2007.**

**Assessment:** After a thorough review of data and comments from 2006 – 2007, it was determined that the 2007 Career Development Week would be scaled back and refocused. While all of the programs and events of past Career Development Weeks were held in the fall of 2007, they were not coordinated under the umbrella of a focused week of activities. Instead, focus was put on the new and larger Career EXPO and the

Business Etiquette Dinner and holding those events in conjunction with one another. The Career Expo was held on October 10, 2007, with the Business Etiquette Dinner the evening before. Nearly 80 employers, graduate schools, school systems, and governmental agencies were represented by 100 individuals at the Career Expo that was attended by approximately 200 students. Representatives attending the Expo were given the opportunity to host a table at the dinner. Three organizations took advantage of the opportunity. The turnaround of having these events so close together proved to be logistically difficult to manage, so the events were held separately in Spring 2008. All workshops of the former Career Development Week were held during the Fall 2007 semester, just not with the focus on one week.

**Objective 1.2: Continue to provide innovative career-related workshops and presentations to prepare UNCP students for lifelong career planning.**

In 2007 – 2008, the Career Center continued to provide in-house workshops and offered them on a weekly basis, repeating them at different times to encourage attendance. This is being re-evaluated for 2008 – 2009 due to low participation. The entire workshop series is being evaluated to try and determine what might encourage the most student participation. This will be a focus in 2008 – 2009. The schedule for the year, with attendance numbers was as follows:

- During September, the series featured: Careers In...Politics, Government and Law (1 student); Career Center 101 for Students (3 students); Career Center 101 for Faculty (total of two participants); Resume Writing (17 students); Networking: It's Who You Know and Who Knows You (24 students); Careers In...Health and Science (3 students); and Careers In...Consulting, Management, Human Resources, and Sales (1 student).
- During October, the series included: Working Lunch on Getting into Law School, facilitated by Carole Graham (6 students); Getting into Grad School (two sessions – total of 7 students); a Working Lunch on Getting into Grad School (1 student); and the Fall Business Etiquette Dinner (94 participants).
- During November, the Center presented: Careers in...Arts, Communications, and Media (3 students); Global Career Connections as part of International Education Week (3 participants); two interviewing workshops (total of 13 students); and a Working Lunch on Interviewing (4 students).
- During January, the series included: Choosing a Major or Career (7 students); two sessions of Career Center 101 for Students (5 students); and Careers In...Computer Science and Information Technology (8 students and 1 faculty member).

- During February, the Career Center presented: Getting Into Grad School (12 students); two resume writing workshops (10 students); Careers In...Education and Social Services (1 student); and a Working Lunch on Getting into Law School presented by Carole Graham, UNCP's Pre-Law Advisor (3 students).
- During March, the series included: Networking and the Career Expo (1 student) and a Working Lunch on Networking (one student).
- During April, the series included: Careers In...Accounting, Banking, and Finance (1 student); Smooth Moves: The Transition from College to Work (4 students); two sessions of Interviews That Get You the Job (14 students); a Working Lunch on Interviewing (7 students); and the Spring Business Etiquette Dinner (approximately 120 participants).

**Objective 1.3: Expand options for access to career-related information.**

Assessment: Completed and on-going. The networking workshop has been recorded and will be loaded to the Career Center website during June 2008. Review of handouts and other information for relevancy is an on-going effort.

**Objective 1.4: Continue to develop partnership between UNCP and Roadtrip Nation (RTN) and to market the RTN opportunity to UNCP students.**

Assessment: Efforts to work with Roadtrip Nation (RTN) to bring them to UNCP again in 2007 were unsuccessful. RTN was unable to return to UNCP in 2007 – 2008. However, the Career Center continues to market the RTN opportunity to students and encourages them to apply for the program.

**Goal 2: Offer enhanced Employment Services through the Career Center.**

**Objective 2.1: Hire new Assistant Director of Employment Services as addition to the Career Center team.**

Assessment: Not met. Added to 2008 – 2009 goals.

**Objective 2.2: Increase number of employers offering job opportunities to UNCP students.**

Assessment: In progress and on-going. Added to 2008 – 2009 goals. In 2007 – 2008, the Brave Opportunities and Career Fair databases went

through a dramatic “clean-up” effort. In addition, employers were added to the Career Expo invitation list after thorough research to identify prospective employers for UNCP students and alumni. These additions included the employers that participated in the Florida High-Tech Corridor Career Expo in February 2007. While none of the Florida employers chose to attend, the expectation is that they will participate in UNCP recruiting in 2008 – 2009. Efforts to collaborate with Corporate and Foundation Relations and to begin visiting prospective employers in person are on-going. In 2007 – 2008, 161 new employers were added to the *Brave Opportunities* system. As of May 13, 2008, a total of 1150 employers are registered in the system. During the 2007 – 2008 academic year, 517 new jobs were posted to the system. The new Career Expo event was held on October 19<sup>th</sup> and on March 9<sup>th</sup>. In the fall, 80 employers and graduate schools sent 100 representatives to talk with nearly 200 students that attended. In the spring, 64 employers and graduate school programs sent representatives to talk with approximately 200 students that attended. Employer registrations for the Expo were intentionally limited by the Career Center in the spring because of spacing issues that were experienced at the fall Expo. In addition to the Career Expo events, on-campus recruiting included visits from Metrics, Inc.; the CIA; Enterprise-Rent-A-Car; Clarkson University; the US Census Bureau; the Joint Warfare Analysis Center; and the Department of Homeland Security. The Federal Government’s Workforce Recruitment Program also conducted interviews on campus in January for the second year in a row. Eleven students from UNCP, UNCW, FTCC, and FSU met with the recruiter at UNCP. So far, three students have been placed in internships for the summer of 2008 through this program.

**Goal 3: Promote and market programs and services of the Career Center for the purpose of increasing active participation and involvement.**

**Objective 3.1: Establish chapter of Delta Epsilon Iota, the academic honor society focused on career development, at UNCP.**

Assessment: Not met. Decision was made to develop Career Peer Program and to possibly pursue Delta Epsilon Iota at a later date after the Career Peer Program has been fully established.

**Objective 3.2: Consider establishing career peer mentoring program instead of chapter of Delta Epsilon Iota.**

Assessment: Met and on-going. The Career Peer Program was introduced in Fall 2007 and was met with tremendous enthusiasm. Forty students submitted applications for the program throughout the year and 20 were selected as Career Peers. The group was very active during the academic year, assisting with all Career Center programs and events,

training to critique resumes, advertising Career Center programs, and offering input into the work of the Career Center. The group is very strong and has become an integral part of the work of the Career Center.

**Objective 3.3: Implement and continue on-going evaluation of overall marketing plan and promotional materials for the Career Center.**

Assessment: On-going. Marketing efforts in 2007 – 2008 included e-mail messages to students, faculty and staff; weekly flyers; Brave Opportunities online newsletter; Facebook; UNCP Master Calendar; Career Center web site; ground signs; Student Activities Calendar; Career Peer announcements; marketing tables in various areas around campus; The Pine Needle; posters in the UC; the Career Center's bulletin board outside Bert's; This Week; and marketing materials such as stress balls, pens, and cups distributed at various locations and events. Added to 2008 – 2009 goals.

**Objective 3.4: Increase awareness of Career Center programs and services among faculty and staff.**

Assessment: Completed and on-going. Career Center 101 For Faculty was developed and offered during the fall 2007 semester. Two faculty members took advantage of the program. Although a targeted mailing was not done, many faculty and staff members requested presentations in their classes and group meetings. These strategies are being added to 2008 – 2009 goals. Faculty and staff requested presentations included:

- During August, FRS presentations included: Dr. Mandjiny (8 students); Ms. Watts (3 sections, 47 students); Ms. Godwin (23 students); and Ms. Johnson (19 students). Dr. Bowman requested information on the Career Center and services for graduating students in his internship class (7 students).
- In September, FRS presentations included: Dr. Meadors (12 students); Dr. Canada (17 students); Ms. Jahansouz (two classes – total of 38 students); Mr. Schwarze (20 students); Ms. Freeman (8 students); Ms. Johnson (14 students); Ms. Floyd (16 students); Ms. Hayes (16 students); Ms. Gooch (12 students); Ms. Mack (13 students); Dr. Osburn (13 students); and Ms. Clark (21 students). Other presentations for faculty and staff included: information on goal-setting for the Residence Life Living and Learning Series in Pine Hall (4 students); information on the Career Expo and Business Etiquette Dinner at All-Greek Council; a Residence Life workshop, "Campus and Community Diversity," in Pine Hall (2 students); and job search strategies for two of Dr. Chet Jordan's classes (total of 31 students).

- In October, FRS presentations included: Mr. Bass (20 students); Dr. Gressman (19 students); Ms. Richardson-Cox (two sections, total of 41 students); Mr. Kenney (20 students); and Mr. Lundin (21 students). Additional presentations for faculty and staff included: resume-writing skills for Education majors (24 students) and a diversity discussion for Ms. Jahansouz's FRS class (35 students).
- November presentations for faculty and staff included: information on applying to graduate school to students who are part of the RISE grant (5 students); a resume writing workshop for Don Soucy's Business Communication class (23 students); and a resume-writing workshop for Debra Branch's Social Work class (16 students).
- In January, presentations for faculty and staff included: a resume-writing workshop for students of Ms. Susan Edkins (3 students); a resume workshop for Ms. Mary Evans in Pine Hall (11 students); an overview of Career Center services to Dr. Bowman's internship course (5 students); and FRS presentations for Sandra Richardson-Cox's two classes (51 students).
- During February the following presentations were made at the request of faculty and staff: resume writing and a Career Center overview for Dr. Christopher Ziemnowicz's two marketing classes (37 students) and one Career Center overview (20 students) and one Career Liftoff presentation in FRS classes (26 students).
- In March the following presentations were made at the request of faculty and staff: a resume-writing workshop for Teaching Interns (approximately 20 students) and a mock interview session for the Health Careers Club (25 students).
- In April, a resume writing workshop was presented in Jennifer Doyle's REC 3000 course (20 students).

**Objective 3.5: Increase exposure of *Brave Opportunities*, the Career Center online newsletter.**

Assessment: On-going. Added to 2008 – 2009 goals.

**Objective 3.6: Increase exposure to Career Center activities among commuter students and students at satellite campuses.**

Assessment: Not met. The Career Center staff participated in UNCP's "Meet and Greet" days with local institutions in an effort to begin to reach-out. Added to 2008 – 2009 goals.

**Objective 3.7: Increase alumni involvement and use of Career Center**

programs and services.

Assessment: On-going. Added to 2008 – 2009 goals.

## **Office of Student Life Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide advisement and counseling for student organizations.**

**Objective 1.1: Provide effective advisement to the Student Government Association.**

Assessment: Goal accomplished. SGA members spoke to all freshman seminar classes at New Student Orientation and the Open Houses. Two training retreats were conducted in the fall and spring semesters for both new and returning SGA members.

In the fall 2007 semester, all 20 class senator seats were filled plus 13 senator at-large positions for a total of 33 senate positions. For the spring 2008 semester, the number of senators dropped from 33 to 14 due to grades and a change of leadership. During the fall 2007 freshman and spring 2008 general elections, 4 and 10 students ran for senate positions respectively. 765 students voted in the general elections (compared to 637 last spring) with three president/vice president tickets (Barry Burch, Jr./Efrain Colon, Hannah Simpson/Candy Pambu, Marvin Jacobs/Mardella Costanzo).

SGA continued its community service program with its Clothing/food drives, Thanksgiving dinners for the needy, Adopt-A-Highway, Relay For Life and the new UNCP Day of Service.

**Objective 2.1: Work with all clubs and organizations to provide effective direction, leadership and training.**

Assessment: This goal was not fully accomplished with regards to the Chancellor's Cup, training for advisors and update on organizational handbook.

In August 2007, the Office of Student Life launched a new software program to improve the registration, tracking, and communication of clubs/organizations. A total of 50 recognized clubs/organizations attended trainings and registered through Club Manager (not including Greek Organizations). Through Club Manager, the student organizations

received regular updates on all campus notices to participate in activities as well as any new policy changes or clarifications.

A total of 5 student organizations participated in the Chancellor's Cup competition compared to 9 the previous year and 18 the year before. The number of activities hosted/participated in by the 50 registered student organizations is 405 as self-reported through Club Manager.

**Goal 2: Provide educational, entertainment, and weekend programs to UNCP students.**

**Objective 2.1: Provide educational programs to the UNCP student body.**

Assessment: The goal of a minimum of 20 educational programs by Student Life was not met. In previous years, the number was based on programs that were partially funded by Student Life and may or may not have had any Student Life involvement. The Office of Student Life actually hosted 11 educational programs during the 2007-2008 year with a total student attendance of 1390 students.

Marketing utilized flyers, posters, brochures, weekly all-student e-mails, Facebook advertising and the Student Life website to advertise/market the programs. The use of the new Club Manager and the listserve was able to contact clubs/organizations immediately about campus events.

**Objective 2.2: Provide entertainment programs to the UNCP student body.**

Assessment: Goal was 3/4 accomplished. The Association of Campus Entertainment (ACE) had a total of 36 member students in the Fall 2007 semester and 15 in the Spring 2008 semester.

This year, ACE planned and implemented 50 events with an attendance of 7535 students. There were 18 weekend programs, 12 programs during the day for commuter students and 20 programs during weeknights.

**Objective 2.3: Provide programming around weekend athletic events.**

Assessment: Goal was accomplished. Student Life provided programs for students each weekend in the fall semester including during tailgating and during halftime for each home football game and the spring Gold/Black scrimmage. Parents Weekend and Homecoming schedules were designed around the weekend athletic events. Attendance increased substantially with Parents Weekend (735 participants in 2008 versus 386

participants in 2007) in part due to scheduling the event on a home football weekend.

**Goal 3: Promote positive relations and collaborations between Student Life and other offices in and out of the Division of Student Affairs.**

**Objective 3.1: Provide collaboration with other offices in and out of Student Affairs.**

Assessment: Goal was accomplished. Student Life collaborated with other areas for the following programs: Admissions Open Houses; New Student Orientations; Housing and Residence Life with “Strike at the Wind,” Pembroke Idol and two Block Parties; all home football games; Impact Institute; UNCP Day of Service; Pembroke Day; Miss UNCP Pageant; Harmony Walk; iWorld; MLK celebration; Career Services Business Etiquette Dinners (2); Parents and Homecoming Weekends; Student Development Awards; Leadershape Institute. The Student Life staff assisted advising SGA on working closely with both Physical Plant and UNCP Public Safety on the very successful SGA Nightwalk series.

An Admissions Open House was scheduled during Student Life’s Family Day. Participation in Family Day increased substantially (783 participants in 2008 versus 450 participants in 2007) with Student Life showing off an active campus to not only the families of employees and students but also to perspective students and their families.

**Goal 4: Promote positive relations between UNCP and the community.**

**Objective 4.1: Provide services/partner with community entities.**

Assessment: Goal was accomplished. Student Life began the year by financially sponsoring a trip to “Strike at the Wind”. The Distinguished Speaker Series drew guests from the community. Student Life partnered with the Public Schools of Robeson County on Project Graduation, advising SGA on voter advocacy “Get out the Vote” program, the governor candidates forum and collaborated with a Relay for Life team. A forum, sponsored by SGA, was held on town/university relations that involved Pembroke town leaders.

**Goal 5: Increase regional and national publicity of the Student Life/Student Government Events and Programs.**

**Objective 5.1: Have programs highlighted in regional media 7 times per year. Have programs highlighted by national media 1 time per year.**

Assessment: Goal was accomplished. Each one of the Distinguished Speakers (Bob Woodward, Rosie Perez and Bill Bradley) received regional coverage. The major Homecoming event (T-Pain Concert) hosted a record crowd of 3,000 and attracted regional attention and was one of the largest concerts in UNCP history. The national presidential election brought Former President Bill Clinton as well as two Barack Obama surrogates to UNCP.

**Goal 6: Provide and improve Distinguished Speaker Series.**

**Objective 6.1: Have at least 4 Distinguished Speakers on campus. Have speakers interact with UNCP community.**

Assessment: Goal was not completely met. Only 3 speakers were brought to campus due to a scheduling oversight and the increased cost of nationally known speakers. Each speaker received regional media coverage. Attendance was also down, drawing less than 1,000 total attendance with 3 speakers compared to the previous year with 2,792 people attending from 5 speakers.

## **Multicultural & Minority Affairs Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide ongoing educational and cultural programs and services that will assist students of color in achieving their educational goals and to encourage student involvement in the academic and social systems of college life and society.**

**Objective 1.1: Develop or co-sponsor programs and/or services that will assist in the academic and personal success of this student population.**

Assessment: Goal update (3/4<sup>th</sup> accomplished). OMMA's "*Let's Talk About It*" session, which was scheduled for every Wednesday, will have to take a new approach in regards to making it productive. During the 07-08 academic year, there were approximately 2 sessions. This informal and inclusive environment and dialogue area provides students an opportunity to come and freely discuss societal and cultural issues that are common place for today's college student. Issues/topics ranged from academic excellence, interracial dating/marriages/unions, role models, race, to stereotypes.

OMMA held its second Diversity Film Series by showing 8 culturally/ethnic movies. Each month, beginning in August, a culturally based movie was shown that was indicative to that month. For example, in October

(Disability Awareness Month), *The Color of Paradise* was shown. Over the course of the academic year, the attendance reached about 60. Although the attendance was down from last year, we are planning to host another Diversity Film Series for the 2008-2009 academic year. Once again, this cultural endeavor will have to be revisited. The idea of inviting professors to lead the movie discussion and even choose the movie may attract more students.

Mzuri, a voting rights activist, was invited to campus to perform her rendition of Civil and Voting rights activist, Fannie Lou Hamer. Mzuri's performance outlined the life of Ms. Hamer, but more importantly, addressed the importance of voting. During the two performances, approximately 65 persons attended.

The Burial of the N Word program was the highlight of Fall 07. This program, which was organized by the Multicultural Council of Presidents and the NAACP, spoke volumes, regarding the work that still must be accomplished to eradicate prejudice, racism, sexism and cultural incompetencies. The program yielded over 100 participants. The NAACP State President, Dr./Rev. William Barber was the key note speaker.

The Annual MLK program yielded 70 persons. This year, in conjunction with the Center for Leadership and Service, Mark Vickers, served as the guest speaker. Dr. Vickers presented a transformational program that asked the audience participants to seek solutions to the issue(s) of hate.

In partnership with the Mary Livermore Library, the African-American Read In was truly a diversity program. The program consisted of oral readings, book discussion and book readings to several local HeadStart groups. Participants ranged from students, faculty, staff, community (local and surrounding counties). Participation reached the 104 mark.

**Goal 2: Implement or be involved with programs and services that will aid in the retention and/or success (academic and personal) for students of color.**

**Objective 2.1: Provide academic and personal counseling.**

Assessment: Goal Update (accomplished). OMMA's "*Let's Talk About It*" session was an informal and inclusive environment and dialogue area where students could come and freely discuss societal and cultural issues that are common place for today's college student. Issues/topics ranged from academic excellence, interracial dating/marriages/unions, role models, race, to stereotypes.

OMMA submitted a 90 day Retention Plan at the beginning of the 07-08 academic year which addressed this goal.

In partnership with the Planned Parenthood of Central North Carolina, 8 students graduated from their Leadership Initiative. The Leadership Initiative was a 6 week program that allowed the participants to challenge their own biases, prejudices and really look and critically think about life differently.

Through the direction of the Diversity Committee for Communities of Interest, an assessment instrument/survey was created. The survey was utilized in assessing the Diversity Film Series, along with several other programs sponsored by the Diversity Committee. The survey yielded very positive comments, most asking for additional cultural/diversity programs to be developed. As for the Diversity Committee, several programs were offered to engage our targeted student populations

OMMA sponsored a weekly shopping service to local businesses for all students. This academic year, the shuttle was filled to capacity (a maximum of 12 passengers), particularly by our Asian students.

**Objective 2.2: Continue the minority peer mentoring program.**

Assessment: Via the Minority Peer Mentoring Program, which comprised students of color, there were 2 pairs of mentors and mentees. The number did not increase as predicted. This program will be revisited in order to produce a better outcome.

**Goal 3: Continue the “Back To School” cookout for students of color, in conjunction with International Programs and Honor’s College.**

**Objective 3.1: Collaborate with other offices to sponsor a cookout at the beginning of each fall semester that would highlight the importance of UNCP’s ethnic diverse populations.**

Assessment: Goal update (accomplished). Co-sponsored the annual Back To School Cookout with the Center for International Programs and Honors College. The attendance averaged about 75 students, faculty, staff, alumni and community. There was not an increase in attendance from 2006-2007; however, more culturally based entertainment was offered. For the coming academic year, the cookout will be scheduled one week after classes begin in order to accommodate international students. The main purpose of the cookouts is to acclimate our international students to a small segment of UNCP and the town’s rich culture. Students are encouraged to interact with other new and returning students, along with faculty/staff and community persons.

**Goal 4: Promote, educate, and celebrate cultural diversity on campus.**

**Objective 4.1: Provide formal and informal avenues for inter-dialogue exchanges between the diverse communities on campus.**

Assessment: Goal update (accomplished). Approximately six on-campus presentations from OMMA were delivered throughout the academic year addressing diversity and cultural awareness.

The Offices of Leadership and Service, Student Life, and OMMA sponsored the 4th Annual Harmony Walk: Celebrating Diversity One Step At A Time program, September 20th. The event brought out approximately only 75 UNCP constituents and Pembroke community persons due to inclement weather. The highlight of the program was the banner competition by 10 student organizations. The speaker's message was to not only celebrate cultural diversity, but to appreciate it as well. Our students enjoyed former Mayor of Fayetteville, Marshall Pitts.

The Diversity Committee for Communities of Interest held a diversity forum, entitled "Us Versus Them: Are We Really That Different." This forum engaged dialogue regarding the issues of perception. Twenty students from across the color spectrum participated in this forum.

The Annual Taste of Culture, which has been changed to the Taste of iWorld, established a new twist for the program. The program offered participants the opportunity to visit the diversity from the seven continents and sample the various cultural backgrounds. Entertainment ranged from North American Indian dance to Asian story telling. Along with the 12 student organizations and Ambassadors from the Lumbee Tribe that participated, over 200 persons attended this annual event.

With the numerous cultural programs being sponsored by the Office of Multicultural and Minority Affairs or collaborated with other campus offices, OMMA's mission is continuing be achieved. The continued goal is to educate the University community, particularly our students, on the issue of diversity and cultural competency. Furthermore, we continue to create a learning environment that lends itself to the retention and recruitment for our students of color.

**Goal 5: Provide advisement/support to designated minority based student organizations and clubs and encourage campus and community involvement.**

**Objective 5.1: Ensure that each designated minority based student organization is properly operating and advised.**

Assessment: Goal update (accomplished). The Director of OMMA provided advisement to eight (1 new organizations) ethnic/minority and/or cultural student organizations (African-American Student Organization, Lambda Theta Phi Latin Fraternity, Inc. Epilson Xi Nu Fraternity, Kappa Alpha Psi Fraternity, Inc. National Council of Negro Women, Ten Percent Society, African Student Organization, and NAACP) The majority of these organizations utilized the services of OMMA and the Multicultural Center. The advisor was very active in the events/activities of each organization as appropriate and ensured that all of the organizations were active, engaged and followed UNCP policies and procedures.

Through the advisement of these student organizations, the Multicultural Council of Presidents assisted in sponsoring several educational programs that addressed the mission and purpose of OMMA and also supported UNC Pembroke's Student Affairs philosophy through information sharing, collaboration, strategic planning, and community outreach. The Multicultural Council of Presidents served as a mechanism to coordinate the activities and functions of these groups within the UNC Pembroke community. An example of service provided by the Council was the trips to two high schools where they spoke about the college experience. Both trips were very productive thus establishing the Personal Touch Tour as established by the Council.

While student groups are most often recognized and advised by dedicated faculty and staff, the Office of Multicultural and Minority Affairs provides ongoing support and guidance to the student organizations it advises and/or that have a focus on minority student leadership, service, scholarship, issues, and activities.

**Goal 6: Utilize the Diversity Survey, as an assessment tool that will survey student attitudes and feelings on diversity.**

**Objective 6.1: Post a diversity survey for students to complete at the end of each fall semester.**

Assessment: Goal update (not accomplished). A Campus Diversity Climate Survey assessing the attitude (general feeling) at the University was developed but not posted for the University community to participate. Discussions with Student Affairs' new partner, Student Voice, OMMA may revamp the survey and/or figure out a way to yield a higher return rate. The first year that the survey was given, less than 1% of the University community responded.

**Goal 7: Establish a Graduate Assistant position for the Office of Multicultural and Minority Affairs.**

**Objective 7.1: Develop/create programs or services that will enhance**

**the mission of the Multicultural Center and the Office of Multicultural and Minority Affairs.**

Assessment: Goal update (not accomplished). After discussions were held with the Dean of Graduate Studies, it was determined that assigning a Graduate Assistant to OMMA would not be appropriate and/or did not meet the Graduate Studies' policies on assigning Graduate Assistants. Therefore, plans are underway to establish an Associate Director's position within OMMA to fulfill this goal.

**Goal 8: Continue the communication between Student Affairs' Administration and Students of Color in assessing needs and developing programs to meet those needs.**

**Objective 8.1: Ensure prompt and efficient communication.**

Assessment: Goal update (accomplished). Periodic meetings were held to discuss the progress and needs for the Office of Multicultural and Minority Affairs.

## **Office of Greek Life Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Create congruence between the reality of the Greek community and the idealistic values of all Greek organizations.**

**Objective 1.1: Provide continual development and implementation of Greek Life assessment tools.**

Assessment: In conjunction with the Center for the Study of the College Fraternity, the Call for Values Congruence, and the Association of Fraternity Advisors; learning outcomes were developed for students affiliated with Greek organizations based on community values and expectations as well as CAS Standards. The assessment of these learning outcomes took place through the use of continuums of development as well as one-on-one meeting formats. Some pre- and post- evaluations were utilized for assessing educational programming and recruitment processes i.e. Panhellenic Recruitment. The Office of Greek Life continued using a comprehensive assessment program based on community values and the mission of the Office of Greek Life. The assessment program was put into place for the purpose of feedback and growth of fraternal organizations, while the secondary outcome consisted of recognition at the Second Annual Student Development Awards. The assessment consisted of written information evaluated by student affairs professionals across the nation accompanied

by verbal information shared at interviews with UNCP faculty and staff members. This process allowed for the continued engagement of faculty and staff within the Greek community as well as an opportunity for constructive feedback and the creation of action plans for individual chapters.

The Greek Experience Survey was administered August/September 2007. The findings were compared to normative data and shared with community stakeholders. The findings determined future programming and educational initiatives to best serve the UNCP Fraternity and Sorority Community.

**Objective 1.2: Provide values-based education and programming initiatives.**

Assessment: Due to an increase in student fee funds, the Office of Greek Life was able to provide extensive programming to the Greek community. The Office of Greek Life hosted the following educational programs during the academic year:

- All Greek Council meetings included educational topics i.e. risk management, theme sensitivity, Fraternal Values Movement etc.
- Advisor training – 27 Advisors to fraternities and sororities participated.
- Second Annual Greek Leadership Summit – 46 students in attendance.
- Anti-Hazing Workshop – 73 Students in attendance.
- Black Greek Letter Organization Conference, (Charlotte, NC) – 2 students in attendance.
- NPHC Homecoming Step Show – 1257 people in attendance.
- North American Interfraternity Conference IMPACT – 53 students in attendance.
- Panhellenic Opportunities for Women and PHA Recruitment – 63 students in attendance.
- NPHC Week:
  - Black Greek 101 – 75 attendees.
  - Stroll Off – 400 attendees.
  - Pan Showcase Step Show – 550+ attendees.
- Greek Week:
  - Hunt for a Cure – 76 students participated.

- Greek 101 Forum – 94 students participated.
  - Advisor and Friends Breakfast – Approximately 100 attended.  
(come & go)
  - Risk Management Workshop – Approximately 100 attended.
  - Movie, Dinner, and Discussion – 54 students participated.
  - Step Off – Approximately 400 attended.
  - Day of Service – 110 members participated.
- LeaderShape 2008 – 60 students in attendance.

The level of dialogue among students has developed much further upon attendance and completion of educational programs. Students are engaging in dialogue regarding the fraternal values movement as well as increasing the sense of accountability among peers. Conversations about fraternal values are much more meaningful and are beginning to be reflected through the actions of individuals and organizations.

**Objective 1.3: Educate Director of Greek Life in regard to new trends, programming opportunities, and professional best practices.**

Assessment: The UNCP Office of Greek Life is a standard member of the Center for the Study of the College Fraternity (CSCF). Our CSCF membership entitles the university to fraternity/sorority life research and best practices, as well as normative data with which to compare our Greek Experience Survey findings.

The Director of Greek Life served the Association of Fraternity Advisors (AFA) as the Committee Chair of Assessment for a second term. She was responsible for authoring and editing the publication, "Assessment Tools for Daily Practice: A Resource Guide for Campus Professionals". She was also responsible for creating and facilitating educational programs at the annual meeting: Assessment 101, Advising NPHC, Values-Based Business Theory, Large-Scale Assessment as well as an international webinar on Assessment in Fraternity and Sorority Life. She also co-authored the published article, "The Native American Fraternal Values Movement: Past, Present, and Future".

The Director of Greek Life attended the joint conference of NASPA Region III/SACSA/TACUSPA, which provided an opportunity for reviewing research-driven programs as well as best practices within student affairs. She presented Assessment 101 for Fraternity and Sorority Life Professionals. The Director of Greek Life also attended the Black Greek Letter Organization Conference, NASPA, and ASJA to gain additional competencies in Student Affairs and Higher Education.

The Director of Greek Life was invited to facilitate the International Delta Upsilon Winter Educational Conference, the North American Interfraternity

Conference Undergraduate Interfraternity Institute, the North American Interfraternity Conference IMPACT at the University of Vermont and Indiana University, and keynoting the Lambda Theta Alpha Latin Sorority, Inc. National Convention.

**Goal 2: Establish standard procedures for Greek Life in order to enhance the Greek community.**

**Objective 2.1: Establish meaningful partnerships with various campus constituencies.**

Assessment: The Office of Greek Life has become an active participant in participating in Admissions and orientation programs. This has provided potential new members and parents an opportunity to gain information about Greek Life. Greek Life was present at all University Open Houses and Summer Orientation programs for 2007-2008.

The Office of Greek Life has created recruitment publications that are made available via campus events, offices on campus, as well as on-line. This was complimented by an Office of Greek Life ink pen, coffee mug, and tote bag. The Office of Greek Life took marketing to a new level with a graduate assistantship focused on creating and producing fliers and posters as well as redesigning the Greek Life wall in the Game Room. The Panhellenic Council utilized a t-shirt campaign for women's recruitment which was complimented by an interest meeting titled, "Panhellenic Opportunities for Women".

The Office of Greek Life continues to collaborate and seek active partnerships with campus departments. Through All Greek Council meetings, the Office of Greek Life collaborated with Health Services, Center for Leadership and Service, Office of Multicultural and Minority Affairs, Office of Student Life, Career Services, Counseling and Testing, Center for Academic Excellence, Givens Performing Arts Center, Athletics, Intramurals, etc.

The Office of Greek Life coordinated the Second Annual Student Development Awards and LeaderShape on behalf of other campus departments.

The Office of Greek Life built a partnership with the Office of Housing for the purpose of providing Greek Housing in the form of Village Apartments. Unfortunately, very few organizations showed interest in partaking. This venture should be further evaluated with student input as Greek organizations have stated on numerous occasions that this is not of interest to them.

**Objective 2.2: Create and update Greek Life policies and procedures.**

Assessment: The Office of Greek Life revoked the deferred recruitment policy as a means for granting fraternities and sororities the same rights to freely associate as all other student organizations are granted at UNCP. Research was completed to ensure that revoking an institutional deferred recruitment policy can attribute to higher retention of students affiliated with fraternities and sororities during their first semester of attendance.

We also worked collaboratively with Student Conduct and Headquarters Staff to assist in investigating risk management violations reported to the Office of Greek Life. Educational sanctions and opportunities were created to better engage chapters that struggle with following policies and procedures.

It was determined that ICS is not compatible with banner; therefore, it was not possible to move chapter rosters on-line. It was also not possible to utilize ICS as a means for creating and generating academic reports. This process continues to remain on-paper and very time consuming.

Comprehensive advisor training was implemented and 27 advisors were trained regarding UNCP Risk Management Policies and UNCP's Advisor Policy. This was complemented with advisor roundtables throughout the year, an advisor appreciation breakfast during Greek Week, and advisor recognition during the Second Annual Student Development Awards.

**Objective 2.3: Increase communication in regard to Greek Life.**

Assessment: *Greek News You Can Use* has continued to serve as an electronic newsletter that keeps alumni, advisors, Faculty/Staff, and undergraduate members in the communication loop. The Office of Greek Life has received very positive feedback from all stakeholders in regard to this communication.

The Office of Greek Life established a website that includes weekly updates of *Greek News You Can Use*, all policies and procedures pertaining to the Office of Greek Life, information for potential new members, current members, and advisors, as well as information pertaining to All Greek Council. Electronic registration for IMPACT and LeaderShape were instituted on the website. Qualitative data from the Greek Experience Survey was noted under the "Student Spotlight" section of the website.

All Greek Council continued to serve the purpose of increasing communication among chapters, governing boards, and members of the

Greek Community. All chapters are represented at each meeting. The meetings consist of guest speakers from across campus, educational programming, Office of Greek Life updates, Governing Board updates, and chapter updates. Feedback received through the Greek Experience Survey and Chapter President One-on-One meetings indicates that 100% of students surveyed found All Greek Council to be beneficial to the Greek Life program at UNCP.

**Goal 3: Continue growth contributed by Office of Greek Life Services.**

**Objective 3.1: Increase chapter membership and number of organizations.**

Assessment: During the Fall 2007 semester, 8 freshman seminar classes were visited to introduce the importance of Greek Life throughout the undergraduate experience. The Office of Greek Life revoked the deferred recruitment policy as a means for granting fraternities and sororities the same rights to freely associate as all other student organizations are granted at UNCP. Research was completed to ensure that revoking an institutional deferred recruitment policy can attribute to higher retention of students affiliated with fraternities and sororities during their first semester of attendance.

The following organizations were added during the 2007-2008 academic year:

Lambda Theta Phi Latin Fraternity, Inc. – Fall 2007  
Sigma Tau Gamma Fraternity – Spring 2008  
Sigma Gamma Rho Sorority, Inc. – Spring 2008

A long-range plan for Panhellenic Extension was established, the following chapters were invited to join our campus and they accepted our invitation:

Kappa Delta – Fall 2008  
Gamma Phi Beta – Fall 2009 or Spring 2010  
Alpha Sigma Alpha – Fall 2011

Established relationships and held campus on-site visits with the following NIC groups and expect expansion efforts for the following:

Pi Kappa Alpha – Fall 2008  
Delta Upsilon – Spring 2009  
Delta Tau Delta – Fall 2009

Current chapter membership is approximately 300 active undergraduate members. Membership is approximately 20% higher than 2006-2007.

**Objective 3.2: Create and hire an Assistant Director of Greek Life Professional Position and Greek Life Graduate Assistant.**

Assessment: A job description was created and submitted to the Assistant Vice Chancellor for Student Development for an Associate Director of Greek Life position. No funding was provided to pursue this initiative.

A graduate assistant was hired. He did not have the experience or competencies necessary to fulfill the job description. Instead of fulfilling the position description, he focused on public relations and marketing which led to a poster campaign and new marketing materials.

A position description was created and an administrative staff member hired to support the Office of Greek Life and Intramurals. This is a welcomed addition to our staff as the Director receives an abundance of administrative support from this position.

## **Center for Leadership & Service Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Increase staff and budget resource support for the Center for Leadership & Service programming.**

**Objective 1.1: Employ part-time and full-time staff to assist with leadership development and programming including Leaders in Training, volunteer recruitment and training related to Reading for Success, and supervising NC ACTS!**

Assessment: Successfully implemented the NC Literacy coordinator, Americorps VISTA to serve as the NC-ACTS! coordinator and seven TWSP students. Twenty-five students completed the NC-ACTS! Program during 2007-08. The student leadership position was not implemented due to insufficient funding of the non-state budget.

**Objective 1.2: Develop a budget for state and non-state funds to support addition of a new staff position and student leadership development programs.**

Assessment: The objective was successfully completed. An expansion budget to appropriate state funding for an Associate Director position was submitted and funding approved. A new auxiliary budget for non-state funds was submitted and approved with partial funding for support of the proposed budget. The student leadership position was not implemented due to insufficient funding of the non-state budget. The Center

collaborated with the financial aid office to utilize seven FWSP students in service opportunities.

**Goal 2: Engage students in leadership and personal development through workshops and experiences.**

**Objective 2.1: Engage students in leadership development through board service and committee activities associated with the Center for Leadership & Service.**

Assessment: The objective outcome was not met. The student leadership position was not implemented and student engagement in civic and service activities was limited. Limited non-state funds prohibited the Center from contracting for this position.

**Objective 2.2: Increase student participation in LSOP sponsored workshops from 29.2% to 33.4%, a 15% increase.**

Assessment: The objective was not completely met. We expanded our programs through collaboration with Office of Multicultural and Minority Affairs, Student Life, Greek Life, Student Health Service, Career Services and Residence Life. Service opportunities and educational programs were well advertised and presented by LSOP students using all available media resources. We saw a decline in reported student workshop attendance and program participation. Changes in internal reporting, tracking mechanisms and turn over in LSOP board members affected accurate reporting of student attendance. Faculty involvement was not measured due to restricted internal measurement tool. We documented that 318 (38%) of 844 students attended workshops which exceeds our goal of 33%. This is a 9% increase from 2006-07 when 245 of 839 (29.2%) students attended workshops. LSOP co-sponsored 121 workshops during 2007-08, a decline from 202 workshops in 2006-07.

**Goal 3: Engage students in community service.**

**Objective 3.1: Increase LSOP student participation in community service activities from 12% of students who are registered to 17% of students who are registered for LSOP.**

Assessment: The objective outcome was not met during the academic year. We documented that 98 (12%) of 844 students participated in community service. This reporting continues to be an inaccurate reflection of the actual number of students who participate in community service. Students continue to engage in community service without reporting volunteer service to the Center.

The Center will maintain this objective for the 2008-09 academic year; however, the strategy will change to accurately reflect student involvement in civic activities, community service and report volunteer service hours.

**Objective 3.2: Increase total number of community service hours documented by students through LSOP from 5,902 hours to 7,378 hours, a 25% increase.**

Assessment: The objective outcome was accomplished. Students recorded 11,572 hours of community service for 2007-2008, exceeding the current goal of 7,378 reported in the previous year. 25 students completed 300 hours or more of community service in order to earn an educational award of \$1,000 through the NC ACTS! grant. In essence, we provided \$25,000 in educational scholarships to our students.

The Center will maintain this objective for the 2008-09 academic year; however, the strategy will change to accurately reflect student involvement in civic activities, community service and report volunteer service hours.

**Goal 4: Develop co-curricular service-learning structure, support and training.**

**Objective 4.1: Collaborate with the Service Learning Director to develop and implement service learning curriculum and program opportunities.**

Assessment: This objective outcome was not fully accomplished and will continue into the next academic year. We engaged in conversations and participated in SL conferences with the new Director of Service-Learning to develop strategies for the Center's involvement and the implementation of SL curriculum.

The Center continued its work to develop new partnerships and encourage current community partners to support the implementation of service-learning curriculum at UNC Pembroke.

**Goal 5: Educate students about civic engagement.**

**Objective 5.1: Raise awareness about the breadth of civic engagement, what it means, and why it is important to be engaged and aware socially, politically, and economically through workshops.**

Assessment: This objective was not met. Work is in progress to develop surveys to measure student awareness and understanding on topics related to civic engagement.

The Center will maintain this objective in the 2008-09 academic year.

**Objective 5.2: Define civic engagement in literature we produce and use the terminology on the listserv when we are hosting programs related to civic engagement.**

Assessment: Progress was made toward fully implementing this objective. The Center continued to advertise civic engagement activities via the listserv. The Center hosted workshops to promote student awareness of social injustice, civic engagement issues and opportunities, and host interactive programs that encourage civic engagement. Work still needs to be accomplished to publish student development educational literature on civic engagement,

The Center will maintain this objective for the 2008-09 academic year.

## **Intramural Office Assessment of 2007-2008 Goals and Objectives**

**Goal 1: Provide opportunities for students to participate in a variety of organized athletic programs.**

**Objective 1.1: Create a schedule of intramural events that includes a minimum of 12 separate athletic opportunities for students and staff.**

Assessment: Not Accomplished. There were 11 separate sporting events in which students and staff could participate. Due to fielding issues in the fall semester, outdoor soccer and ultimate Frisbee were cancelled. There were also three outdoor activity programs scheduled but the deep sea fishing trip had to be cancelled due to bad weather

**Objective 1.2: Increase the number of women that participate in intramural events by 20%.**

Assessment: Not Accomplished. Due to the lack of the two sporting events and the deep sea fishing trip, female participation dropped 17% from 258 to 214. This number would have easily been higher if the previously mentioned events had taken place.

**Goal 2: Improve overall organization of the intramural program.**

**Objective 2.1: Set dates for all meetings and event start dates prior to the start of school.**

Assessment: Accomplished. Throughout the year some dates changed, but all new dates were publicized.

**Objective 2.2: Market program to student more effectively.**

Assessment: Accomplished. There is a need to publicize more in campus publications as well as promote the winners of each event.

**Objective 2.3: Use assistants to better facilitate activities.**

Assessment: Accomplished. Using the Graduate Assistant and student workers for Intramurals assisted in providing multiple events and activities on the same calendar day as well as providing continuity in programming when the Director was unable to attend.

**Goal 3: Improve supervision of intramural program.**

**Objective 3.1: Team with Campus Police to insure that there are no fights and foul behavior at events.**

Assessment: Accomplished. Constant patrolling and contact with Campus Police created a danger free atmosphere for all events this year. Intramurals also purchased a set of four walkie talkies with police frequency in case of emergency. All functions were attended by the Director or the Graduate Assistant. There were no incidents to report for this year.

**Goal 4: Increase events in intramural programming.**

**Objective 4.1: Increase activity schedule.**

Assessment: Accomplished. There were several new activities promoted and carried out this year including: a co-sponsored dodge ball tournament, water balloon fight, Belly Flop Bash, and a two man best ball golf tournament.

**Objective 4.2: Increase travel teams and participation.**

Assessment: Accomplished. There were three travel sports programs this year. In flag football in Wilmington, NC, we included a co-rec team for the first time. Intramurals traveled two men's team and one women's team for the 5 on 5 Basketball ACIS National Championship at NC State. In softball, we had one team participate in the Deacon Slugfest at Wake Forest. With the creation of the Rugby Club, there have also been two competitions that we have sent a team to participate.

**Objective 4.3: Increase events in Outdoor Activity Series.**

Assessment: Not Accomplished. During the fall and spring semesters, there were no increases in the outdoor activity program schedule. During the summer recreation program, there were additional programs offered.

**Goal 5: Increase efficiency and effectiveness of program through purchase of new technologies and equipment.**

**Objective 5.1: Use technologies to better understand participation trends and student needs.**

Assessment: Partially Accomplished. The Troubadour, a hand held card reader, was not fully operational during the past academic year due to an inability to read all student cards. This problem has been rectified and the Troubadour will be fully operational for the 08-09 school year.

**Objective 5.2: Purchase new equipment needed for new and old programs.**

Assessment: Not Accomplished. With nowhere to store the new soccer goals, purchase of this equipment was delayed until the summer. There are canoes available for use from the biology department so purchase of new ones was delayed to determine condition and accessibility.