



The Pathway To Success



We're For Strategic Planning

Goal One:

Increase Enrollment and Student Success

Initiative: 12 Initiative Name: Co-Curricular Life

Introduction

The foundation for this initiative was launched under the direction of President Bradley and Student Success to develop a Strategic Enrollment Management Plan (SEM) that focused on creating a student experience that contributes to student engagement, student success, and student satisfaction. Within the SEM plan, the co-curricular experience specifically focuses on efforts “to enhance student persistence to graduation by building a culture that is more intensively focused on effective academic and social engagement.” Enhancing the co-curricular experience contributes to increasing a sense of student satisfaction as gauged through the MAP-Works assessment (campus involvement: participation in a student organization; campus involvement: hold a leadership position in a student organization; sense of belonging: do you belong here; sense of belonging: are you fitting in). This initiative is categorically focused on increasing student satisfaction with campus life, increasing involvement in campus organizations, and providing avenues for students to find a sense of community at Indiana State University.

Purpose

The goals of this project are to create a set of campus life experiences for students capable of reaching all types of students and connecting them to ISU, each other, and to faculty/staff. The activities will also serve to create a vibrant student community at ISU, where students can indulge their social and intellectual interest, while developing as individuals and professionals. This request focuses in part on building greater capability for the Graduate Student Association and enhancing international student life programming. However, the core of the request focuses on the development of expanded weeks of programming. Along with existing programming weeks, the overall plan means one major set of programs occurs every three weeks. The core of the programming will be focused on the weekends and provides highlighted programs for student engagement distributed programming. Two GA's support these areas.

Methods

*Establish and enhance Icon/Legacy Program series: 8 theme-based programming models with each programming week including the following: (a) 1 anchor event, general large scale appeal with target audience 1000-1500; (b) 2 major events for an audience not reached by anchor event with target audience 300-500; (c) 1 educational event for undergraduates with target audience 100-200; (d) 1 student achievement/celebration/awar

*Strengthen Graduate Student Association

*Enhance International Student Life Programming

*Develop comprehensive Student Marketing Company

*Expand Operation Beautiful, positive women's development seminar series

*Faculty and Staff Led Learning Trips provides experiential learning opportunities to complement the curricular experience



Discussion

The Graduate Student Association provides social, educational, and professional development programming for its members. The additional funding will allow the members to be more active in the pursuit of their mission.

The establishment of student life funding for international students is necessitated by the rapid growth in the last five years of international students. They are in need of specialized programs and services to build a base of relationships before branching out to new experiences. The funds will be under the direction of the staff of the Center for Global Engagement, in conjunction with International Student Leadership Council, which was formed through the efforts of the Strategic Initiatives in 2013-14.

The Student Marketing Company is necessitated by the expanded programming and the growth of student organization efforts. This Company utilizes students majoring in marketing, communications, graphic design, business management and provides an experiential learning opportunity. The Company utilizes a project management model for the intake and deliverable of all jobs and work. The graduate assistant would manage the operations, seek opportunities for growth, advise the undergraduate employees and report to the Associate Dean of Students. The work of the Company is critical in ensuring all ISU students are aware of and connected to the expanded model of student engagement and co-curricular life. Graduate Assistant provides leadership for the Company.

Club Month is critical to ensure that effective programming occurs within the first 30 days of the Fall semester. There will be ~80 programs implemented. Graduate Assistant for Campus Life provides leadership for co-curricular offering.

Summary

ISU has an intentional focus on retention and embedded in the retention efforts is a strategic focus related to the quality of the campus life experience for students. For example, of the students who reported they would not or probably would not choose ISU if they started college again, the largest predictor was campus events. When asked "How much does the institution emphasize Attending campus events and activities (special speakers, cultural performances, athletic events, etc.)," more of the students who answered negatively to this questions were unwilling to choose ISU again than any other population (ISU Summary of Results: BCSSE-NSSE-FSSE Surveys , 2009-2010 Data Cycle, p. 14). National research points to the same conclusions. Going home for the weekend is closely associated with the perception of campus life by students. In addition, going home is closely associated with lowered retention rates (Off Off Off Campus, Abigail Sullivan Moore, New York Times, January 31, 2013). Focused campus events with a greater degree of student participation are a direct element in the student's relationship with their university. The right brand, packaging, and set of activities can dramatically change campus culture.

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