

## **Goal 1, Initiative #10**

### **Student Government Association**

#### **Initiative Chairs: Olivia Finley & Dan Dooley**

**1. Specific accomplishments/achievements since 2013-14 report (*briefly explain using bullet points, noting any changed/adapted*):**

- SGA was given \$70,000 this year to fund student organizations. We successfully allocated \$70,000 with \$35,000 being funded to organizations each semester.
- With the \$13,000 given to Pride and Traditions, SGA was able to provide students with more promotional items such as “The Forest” crew neck sweatshirts as well as baseball hats. SGA was able to create “The Valley” tailgate which allowed students to have a place to go before football games. They were provided with free food and fun. Pride and Traditions also was able to provide a fan bus for students to attend the men’s basketball game at IUPUI. Pride and Traditions provided more themes to both men and women’s basketball games and also for the first time provided students with free tickets to Arch Madness.
- This year due to the increase in strategic planning money, SGA was able to send eight delegates to COSGA at Texas A&M University, and previously we had only sent six delegates. This is a conference for emerging leaders that will stay or branch out to other organizations on campus. It has proven to be a huge success and a great experience for ISU students.
- SGA’ Sycamore Leadership Coalition has been planning much of their budget from the strategic plan for the end of this spring. The freshman within SLC have been working diligently to plan a “Sycamore Scurry” event that they have budgeted carefully for and look forward to the event being a success.

**2. Objective/Actions Not Achieved (*briefly explain using bullet points*):**

- Although our Pride and Traditions succeeded and provided more for students this year, we did not see much of an increase with attendance. Students showed much more enthusiasm towards themed games, tailgates, and “high priority” games, but overall the attendance has not increased.
- Pride and Traditions wanted to provide students with more opportunities to attend away games for football, basketball, and baseball games.
- In regards to Organizational Funding, the organizations that requested funding asked for much more money than SGA could actually give them.
- Only 99 organizations applied for Organizational Funding within this past year which is somewhat of a disappointment considering there are more than 300 organizations on campus.

**3. Benchmark table and benchmark detail:**



# The Pathway To Success

## INITIATIVE BENCHMARK SHEET

Initiative Name:

Goal #:

Init #:

Goal	Initiative	Impact / Importance to Goal(s)	FY 2013A	FY 2013G	FY 2014A	FY 2014G	FY 2015A	FY 2015G	FY 2016	FY 2017
2	1	Impact experiential learning for students (participation based)	M	M	M	M	M	M	M	M
2	3	Increase choices given to students/freshmen when choosing leadership opportunities	M	M	H	H	M	H	H	H
2	4	Enhance legacy programs and create icon services and programs	H	H	H	H	H	H	H	H
1	3	Create a unified undergraduate student success program	M	M	M	M	M	M	M	M
1	14C	Contribute To SEM efforts in building the co-curricular experience					H	H	H	H

Initiative Benchmarks	FY 2013A	FY 2013G	FY 2014A	FY 2014G	FY 2015A	FY 2015G	Fall 2016	Fall 2017
Increase participation in SGA sponsored events (The Forest, Running With the Trees, Game Day Bus Trip, Open House, Candidate Debates, Meet-and-Greet outreach, What Do You Want Wednesdays?, Budget Hearings)	890	300	1577	350	1450	1750	2000	2000
Increase attendance at SGA campus-wide initiatives (Candidates Debate, Elections, Welcome Back Fountain Party, Color Run, Diversity Week, Constitution Day)	2250	N/A	3575	2500	5200	4000	4500	5000
Increase student attendance at ISU athletic events through The Forest (991 #'s collected)	2500	3500	9095	3500	4635*	10000	10000	10000
Increase number of athletic teams supported by The Forest (football, men's and women's cross country/ basketball, soccer, baseball, softball, volleyball)	8	N/A	7	12	8	9	10	10
Provide organization funding to registered student organizations	\$60000	\$60000	\$60000	\$60000	\$70000	\$75000	\$75000	\$75000
Establish emerging leaders program (Sycamore Leadership Coalition) for first-year students (991 #'s collected)	16	20	22	35	32	35	50	50
Increase membership in The Forest	125	N/A	994		1100	1000	1250	1500
*Football attendance only calculated at this time								



#### 4. Total Funding Allocation for 2014-15:

- \$89,000

#### 5. Expenditures as of report date (*include both expenditures and encumbered costs*):

- Our strategic planning money has allowed SGA to branch out and expand in many areas. Our expenditures are as followed:
  - Professional Development:
    - NAACP Conference
    - COSGA Conference
    - Etiquette Dinner
    - Sycamore Scurry
    - Sycamore Leadership Coalition Retreat
  - Pride and Traditions:
    - Forest T-shirts
    - Mini Footballs
    - Forest Crew Neck Sweatshirts
    - IUPUI Game Day Bus

- Sodexo
- Fear the Forest Flags
- Organizational Funding:
  - \$35,000 Fall Semester
  - \$35,000 Spring Semester

**6. Anticipated Remainder June 30, 2015:      \$0**

**7. Initiative accomplishments since inception of strategic plan:**

- Pride & Traditions
  - SGA has created The Forest, with membership growing to 1,100 in 3 years
  - SGA has created The Valley @ Memorial Stadium as student tailgating for home football games
  - SGA has supported 10 different Sycamore Athletics teams
  - The Forest has created a student seating/cheering section in Hulman Center for home basketball games
  - The Forest has implemented student fan trips to one away football game and one away basketball game each year, including the MVC Tournament and the FCS Playoffs
- Organization Funding
  - \$170,000 has been allocated to student organizations in the past 3 years
  - 2012-13: \$88,000 requested; \$40,000 allocated; 90 orgs funded
  - 2013-14: \$135,000 requested; \$60,000 allocated; 92 orgs funded
  - 2014-15: \$234,000 requested; \$70,000 allocated; 128 orgs funded
- Leadership Development
  - Sycamore Leadership Coalition was created as a first-year student leadership development experience
  - 100 students have participated in the SLC program
  - 60 SLC members have earned their Sycamore Leadership Certificate
  - 18 students have attended the Conference on Student Government Association at Texas A&M University over the past 3 years
  - SLC has sponsored an end-of-the-year celebration with residential life for first year students

**8. Looking ahead, what recommendations do you have for the future of this initiative:**

- In regards to Pride and Traditions, SGA believes that the strategic planning initiatives should continue to push for greater attendance at athletic events. Although the spirits of students are much higher, attendance is somewhat lacking at events. SGA believes that using the money to grab student's attention and put on events that they would like to go to will bring more attendance to games. By

getting more student input, we believe that SGA can have more effective events with the strategic planning initiative money.

- Pride and Traditions will also begin to focus on institutional points of pride and tradition that may not involve athletics, including: Sesquicentennial Celebration, Leaves of Legacy Campaign in HMSU, Midnight Yell Spirit Rally, Blue Friday's.
- Regarding Organizational Funding, SGA should give recommendations to organizations applying. Many organizations ask for large sums of money which just is not possible if we wish to fund almost every organization that applies.

1.

**9. What barriers do you anticipate for full implementation of these recommendations?**

- Some barriers that might challenge SGA would be actually getting more students involved at athletic events. SGA will have to work hard to get feedback for students and what types of events, promotional items, and other things they would like to see at athletic events. Also, SGA may have trouble getting the feedback from students. By pushing more events and engaging activities at events, SGA believes that student engagement in athletic events will increase.
- Some organizations may continue to ask for extremely large sums of money. A barrier to changing that would be that some organizations actually need that specific amount of money to implement their events. However, another barrier is that organizations do not realize that SGA funds huge numbers of organizations and therefore SGA cannot give \$10,000 to just one organization. If SGA can make organizations realize the realities that the strategic planning Organizational Funding money has to reach as many organizations as possible, budgets may be more realistic.

2.

**10. At this point in the implementation of the strategic plan, do you believe that there are new points of emphasis for your initiative? If so, please explain.**

After the usage of the strategic planning money, we believe that in years to come SGA should use the Pride and Traditions money to focus on more traditions. Although The Forest is a large success of SGA, focusing on more tradition making would be ideal for the student experience. SGA did implement some of those things through, "The Valley," and other Forest experience. However, in the future we believe things like pep rallies and other traditions could be implemented to enhance the student experience.

**11. Looking back from this point in the implementation of the strategic plan, do you see any missed opportunities related to your initiative?**

- In regards to missed opportunities, there are a few things that SGA wishes that we could have done better or provided more of. For example, in regards to Pride and Traditions, SGA wishes that more fan buses could have been provided to away games. We believe that will continue student engagement when teams are playing away and also show support of those teams. We would have also liked to see fan buses to more athletics besides football and men's basketball. A missed

opportunity was not showing as much support to those other sports such as soccer, volleyball, and women's basketball.

- SGA also wishes that it could have created another event like, "The Valley," for other athletic events. If SGA could create a tailgate for other athletic events, we believe that we could have shown more support for the teams and also improved student engagement at those events.
- SGA would have liked to provide more events that were not just at athletic events for Pride and Traditions. For example, having a Forest cookout where students could come to the stadium to mingle, play games, and enjoy free food. SGA would have liked to see more events outside of athletics for Pride and Traditions.

**12. Has this initiative been sufficiently integrated into your operations?**

This initiative has been extremely integrated into the operations of SGA. In all realms of strategic initiatives, SGA was able to implement, provide, and expand different areas of campus and the students on campus. With Organizational Funding, SGA was able to fund many organizations with \$70,000 for the year. That is more than previous years and by using all of the money for funding, SGA has proven that those organizations appreciate and utilize that money. For Pride and Traditions, The Forest has grown significantly for many reasons. Promotional items, events, free game day trips, and many other things have improved the enthusiasm of students and also has involved them more than before. In regards to Leadership and Development, SGA was able to send more students to a huge conference. We were able to use the money to provide students with multiple leadership development opportunities that were not implemented in the past.

**13. Do you see opportunity for this project to work more closely with another initiative(s) or University department such that greater impact might be possible (*briefly explain*)?**

SGA believes this money provides the opportunity to collaborate with many other initiatives and departments on campus. For example, SGA has worked with many departments on the implementations of our events this year. Also, in the future, SGA wishes to partner with departments such as the Center for Community Engagement with Pride and Traditions, the Department of Campus Life, Union Board, RHA, and many others. We would also like to see SGA and other organizations to have a mutual understanding and also promotion of Organizational Funding. It would help with implementation of Organizational Funding and would help with confusion from organizations. SGA has worked with some of these different departments before, however SGA wishes to continue those collaborations while expanding to new departments as well.