

Strategic Plan – Initiative Work Plan FY2015

Initiative Name: Student Government Association

Date: May 31, 2014

Goal # 2

Goal Chair(s)

Nancy Rodgers and Carmen Tillery

Initiative # 6

Initiative Chair(s): Olivia Finley and Daniel Dooley

Thesis Statement: SGA is to provide opportunities for student engagement, enhancing the co-curricular experience, and contributing to student retention. This is accomplished through leadership development programs, increasing student and school spirit and traditions, and providing funding for increased programming efforts of student organizations through funding of events, programs, and activities. SGA is committed to increasing leadership opportunities for incoming students and to ensuring inclusive and meaningful events for the ISU community.

1. Introduction/Background – What?

SGA is the recognized student governance unit for all ISU students and as such, is charged with providing representative programming, initiatives, and leadership for enhancing student life and contributing to the co-curricular experience of all students. In addition to legislative and policy responsibilities, SGA provides three primary services through the strategic initiatives: Sycamore Spirit and Traditions (The Forest), Student Organization Funding, and Emerging Leadership Development (Sycamore Leadership Coalition).

2. Proposal/Purpose/Justification – Why?

SGA maintains a responsibility for increasing student satisfaction, helping student create a sense of connection to the University, and increasing the breadth and depth of on campus programming sponsored by student organizations. The sponsorship of these initiatives has proven to be successful in increasing student involvement in Sycamore athletics, increasing the number of student organizations, and developing a leadership cohort among first year students.

This initiative relates most directly to:

- Increasing student satisfaction and student success
- Contributing to student retention
- Increasing student involvement in student and campus life
- Supporting the development and implementation of on campus programming

3. Discussion of Past Years Results – Benchmark Successes?

Objectives/Actions Achieved:

- Student Organization Funding: \$60,000
 - Fall 2013: allocated \$30,000 to 43 student organizations
 - Spring 2014: allocated \$30,000 to 57 student organizations
- Emerging Leaders/Sycamore Leadership Coalition: \$10,000
 - 4 students attended Conference on Student Government Association at Texas A&M University
 - Funded Student Leadership Challenge course materials for leadership development curriculum seminar series, 25 participants

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- Funded “Sycamore Towers Intramural Day” activities and group development field day with residential life, 60 attendees
- Sycamore Pride and Traditions: \$12,000
 - Established The Forest with 994 members supporting all Sycamore Athletic events, and providing transportation to Purdue Football game, MVC Basketball game, and home-game spirit inducing items
- Diversity: funded \$1500 for keynote speaker during African American Cultural Center student leadership conference
- In-Shape ISU: funded \$1500 and co-sponsored with Student Health Promotions and Dean of Students the “Blue Fun Run” in Spring 2014, 54 attendees

Assessment Evidence:

The Forest

Total Membership: 994

Football

Total Attendance 3401
 Average Attendance 680
 Largest Attendance 1720

Men's Basketball

Total Attendance 3870
 Average Attendance 242
 Largest Attendance 697

Women's Volleyball

Total Attendance 604
 Average Attendance 60
 Largest Attendance 111

Women's Basketball

Total Attendance 1220
 Average Attendance 76
 Largest Attendance 262

TOTAL STUDENT ATTENDANCE 9095

Student Organization Funding - Fall 2013

Organization	Amount Funded
Air Force ROTC Cadet Fund	\$ 379.50
Alpha Kappa Psi	\$ 975.86
Alpha Omicron Pi	\$ 400.71
Alternative Break Trips Student Organization	\$ 1,166.79
American Marketing Association	\$ 726.00
Arnold Air Society	\$ 394.11

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African Student Union	\$ 1,177.39
Bless The Mic Productions	\$ 784.93
Brotherhood of Successful Scholars	\$ 622.29
Club YPR	\$ 459.64
Delta Sigma Pi	\$ 1,142.04
Eta Sigma Phi	\$ 353.57
Females in Technology	\$ 1,087.23
Finance Management Association	\$ 795.54
Full Owt Dance Crew	\$ 1,016.52
Indian Student Association	\$ 1,155.12
ISU Dance Marathon	\$ 1,069.55
Kappa Alpha Psi Fraternity, Inc.	\$ 1,060.71
Kappa Kappa Psi	\$ 73.07
Lambda Alpha Epsilon	\$ 312.32
Lambda Chi Alpha	\$ 791.14
Minority Pre-Health Organization	\$ 300.00
MSA	\$ 1,113.75
Music Student Association	\$ 300.00
National Society of Leadership and Success	\$ 795.54
Omicron Delta Kappa	\$ 724.82
Phi Mu Alpha	\$ 1,046.57
Political Science Club	\$ 406.61
Precision Step Team	\$ 736.61
Public Relations Student Society of America	\$ 695.36
Side Show Musical Theatre Workshop	\$ 1,131.43
Sigma Chi	\$ 1,104.91
Society of Automotive Engineers	\$ 300.00
Spectrum	\$ 727.77
Student African American Sisterhood	\$ 1,138.50
Sycamore Gaming	\$ 954.64
Technology Student Leadership Council	\$ 300.00
The Honors Council of ISU	\$ 219.21
The Outdoors Club	\$ 300.00
Timmy Global Health	\$ 429.00
Vegetarian and Vegan Student Fellowship	\$ 371.25
Why You Laughing?	\$ 300.00

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Xpressions of Colour Modeling	\$	660.00
TOTAL	\$	30,000

Student Organization Funding - Spring 2014	
	\$
Alpha Tau Omega	1,200.00
	\$
Lambda Chi Alpha	2,000.00
	\$
Sycamore Video	250.00
	\$
Vision	1,100.00
	\$
Kappa Alpha Order	1,100.00
	\$
Sigma Chi	2,000.00
	\$
African Student Union	2,000.00
	\$
Zeta Tau Alpha	888.00
	\$
Circle K International	584.03
	\$
Eta Sigma Phi	500.00
	\$
The Political Science Club	500.00
	\$
Alpha Sigma Alpha	1,100.00
	\$
Why You Laughing?	584.03
	\$
Pi Kappa Phi	1,200.00
	\$
Design, Build, Fly!	408.82
	\$
Delta Gamma	1,500.00
	\$
NSLS	467.22
	\$
Dance Marathon	710.96
	\$
Precision Step Team	511.02
	\$
Panhellenic Association	900.00
	\$
Euchre Club	500.00
	\$
B.O.M.B	633.19
	\$
PHACT	100.00

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Miss ISU Supporters	\$ 342.77
Black Student Union	\$ 493.64
Phi Mu Alpha	\$ 1,000.00
Baseball Club	\$ 495.51
National Association of Musical Educators	\$ 300.00
Delta Sigma Pi	\$ 657.87
Divine Praise	\$ 657.87
Arnold Air Society	\$ 500.00
Honors Council	\$ 400.00
Investigation Supernatural Unit	\$ 484.97
Sisters Too	\$ 339.48
Lights Camera Fashion	\$ 300.00
Order of Omega	\$ 253.03
Music Student Association	\$ 200.74
Feminist Majority	\$ 100.00
Alpha Phi Alpha- Black and Gold	\$ 387.98
SOTA	\$ 300.00
Epsilon Sigma Alpha	\$ 123.27
AHSC	\$ 100.00
Computer Technologist Alliance	\$ 350.04
Timmy Global Health	\$ 300.61
Saudi Student Union	\$ 459.64
Kappa Alpha Psi	\$ 315.30
WAR	\$ 300.00
NAACP	\$ 100.00
TOTAL	\$30,000

4. Work Plan, Next Fiscal Year – Action Steps – Process – How?

Sycamore Spirit and Traditions: Funding to continue growing The Forest as a student spirit entity, and increase student involvement in Sycamore athletics, university traditions, legacy, and icon programs. The Forest creates an increasing exposure to all Sycamore athletics, and will coordinate additional theme nights at games, meet-and-greet with players and coaches, provide incentives for attendance and participation, and aid in keeping students on campus attending those signature events of ISU. This year The Forest will be expanding even more. Our goal is to reach over one thousand student members. Our Director of Pride and Traditions will be expanding theme nights from the traditional black and white outs to themes such as neon and a very large expansion on military appreciation day and family day. Also, SGA plans on promoting even more athletic events than the previous year. SGA and the Director of Pride and Traditions will be working especially hard to hold events that are not just at athletic games, but throughout the entire year to push membership and provide Forest, and non-Forest members with the opportunity to participate in fun campus-wide events.

Student Organization Sponsorship: allocating funds to student organizations allows these student clubs to plan, sponsor, and host programs for all ISU students. This allows the growth of student organizations, increase in on-campus programming, and increased involvement of students in social, cultural, recreational, service,

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honorary, pre-professional, residential, performing arts based groups. This funding allows for member development, leadership training, travel to professional development conferences, and on-campus activities. Student Organization sponsorship is greatly expanded in this proposal: \$90,000 for undergraduate student organization development; \$20,000 for establishing a funding source for academic, departmental, and pre-professional student organizations.

Emerging Leaders: funding provides for a comprehensive first-year student leadership development series to be continued whereby the members of Sycamore Leadership Coalition are identified, trained, and cultivated as student leaders. Funds allow for members to attend national leadership development conferences and upon their return to campus, host sessions and trainings based on the workshops they attended. Further, the funding for Leadership development allows for SGA members to attend state-wide student leader training in Indianapolis (Indiana Coalition of Student Leaders). The Sycamore Leadership Coalition will be working with Campus Life to help plan monthly weekend events which will be specifically directed towards first year students to keep them on campus on the weekends, rather than going home.

5. Reporting and Deliverable Schedule – When?

Sycamore Pride and Traditions: sponsorship of Fall football, men's and women's basketball, women's soccer, track, cross-country, spring men's baseball, women's volleyball. Fall bus trips for students to attend the away football games at Indiana University and Purdue University. Spring bus trips for student to attend the MVC Tournament and hopeful NCAA tournament.

Student Organization Sponsorship:

Undergraduate Organization Funding: \$37,500 for Fall allocations, administered in September
\$37,500 for Spring allocations, administered in January

Emerging Leaders: ISU leadership development training/conference held at ISU for students to attend. Fall leadership development series, every Wednesday afternoon a leadership topic is presented. In March, travel to Texas A&M for national conference. Sycamore Leadership Coalition will be partnering with Campus Life for monthly weekend programming series which will be focusing of the first year students that live in the residence halls. Sycamore Leadership Coalition will also be partnering with leadership development on a first year student development conference.

6. Budget – How Much, a General Discussion of Funds Use?

Sycamore Spirit and Traditions, The Forest, SGA Awareness: \$10,000

\$7500: The Forest and Sycamore Athletics promotion and involvement;

- \$500: student ticket promotion for ISU football game
- \$1000: bus trip to Purdue for ISU Football game
- \$2000: football promotions, SGA-sponsored student tailgates, blue-out homecoming game, white-out conference game, black-out conference game
- \$500: bus trip to travel to postseason NCAA tournament game
- \$2000: promotional items for men's and women's basketball games, theme nights, half-time student contests, t-shirt give aways

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- \$750: baseball game tailgate and student fan nights
- \$750: volleyball, soccer, cross-country, track promotions and student promotion game night
- \$3250: SGA Awareness and Involvement
- \$500: SGA Fountain Party – welcome to Fall semester
- \$1000: SGA promotional items, awareness campaign, involvement opportunities, marketing and publicity
- \$500: SGA Open House, Candidate Debate
- \$500: What Do You Want Wednesdays? constituent engagement program

Student Organization Sponsorship: \$75,000

Registered student organizations will apply to the SGA Senate Budget and Appropriations Committee for funding. Priority is given to on-campus programming that students can attend. Funding is allocated for social, cultural, recreational, leadership development, membership training, and student activities sponsored by student organizations. Further, organization funding will support the growth and development of academic, departmental, and pre-professional student organizations. Keynote lectures, research presentations, intellectual discussions, conference travel, cross-departmental research and development opportunities.

Emerging Leaders: \$10,000

- Sycamore Leadership Coalition: \$6000
- Texas A&M SGA Conference: \$3000
- Weekly leadership development trainings: \$500
- ISU Leadership Conference: \$500

7. Stakeholders and Management Plan – Who?

Sycamore Spirit and Traditions: SGA President Olivia Finley, Director of Sycamore Spirit and Traditions Matt Masengale, SGA Treasurer Scott Noble

Student Organization Sponsorship: SGA President Olivia Finley, SGA Vice President Daniel Dooley, SGA Senate Chairperson Bethany Alkire, SGA Senate Speaker Phil Ulrich, SGA Treasurer Scott Noble

Emerging Leaders: SGA President Olivia Finley, SGA Director of Leadership Development Jessica Neumann, SGA Treasurer Scott Noble, SGA Chief of Staff Audrey Nichols

8. Outcome Assessment & Future Testing

Sycamore Spirit and Traditions: attendance records from Athletic Department; card swipe from Student Activities and Organizations Office at Fountain Party; attendance record from bus trips.

Student Organization Sponsorship: Student Activities and Organizations provides total number of registered student organizations and log of on-campus programs sponsored by student organizations.

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Emerging Leaders: increased number of student attending and card-swipe records from leadership conference day and weekly leadership training sessions. Retention to Spring semester of student attendance at these sponsored programs.

9. Line Item Budget Discussion that tracks Budget Templates ...

Sycamore Sprit and Traditions: \$10,000 – this will provide funding to promote student involvement and attendance at athletic events, annual SGA programs, and create an awareness of SGA and its role for student engagement. Funds will be utilized to allow a greater sense of student spirit and pride in the university, allow more students to attend signature events and have shared experiences on away trips. The SGA Fountain Party attracts approximately 2000 students as the one of the first on-campus socials during Welcome Week. After the Forest was created last year, the amount of members within the student organization has grown immensely. The Forest now has almost one thousand members within it. The Forest has also organized many activities for its members as well as ways to reach out to other students that may not have joined yet. It is a wonderful student-based organization that allows students to take part in all athletic events. The Forest hosts student sections for volleyball, football, basketball, softball, and baseball. With that being said, the expansion into all athletic events is something that the members of the Forest can begin to look forward to. The Forest will only continue to rise this year hoping to reach the membership up to over one thousand students. Also, our Director of Pride and Traditions wishes to expand theme nights from the typical black and whiteouts into more fun and creative themes such as neon nights. The Forest will also be planning to make family day and military appreciation day for football games even bigger and more special to those involved. There will be tailgates at every home game and the SGA is specifically looking to have more attendees at the games.

Student Organization Funding: \$75,000- this has grown significantly in the past two years and continues to provide the funding support for student organizations to be able to host on-campus program and activities for members and all students. The funds allow events to be free or low cost so students can attend. Funds are allocated to events ranging from fashion shows to late night dances, from service and philanthropy to recreational sports tournaments, from speakers and lecturers to travel to conferences and symposiums.

Emerging Leaders: \$10,000- will continue to develop a curriculum-based leadership program for first year students and begin a partnership with Campus Life weekend program to sponsor a monthly activity focused on the residential population of first year students.

We track 991 numbers at as many events as possible and utilize attendance logs from facility management staff and student organization sponsors.