

Strategic Plan – Initiative Work Plan FY2016

Initiative Name Student Government Association **Date** May 31, 2015

Goal # 1 **Goal Chair(s)** John Beacon, Josh Powers, Willie Banks

Initiative # 10 **Initiative Chair(s)** Vernon Cheeks, Shannon Anderson

Thesis Statement

SGA provides 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 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 students 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?

A. Student Organization Funding

- SGA allocated \$70,000 in FY15 to fund student organizations. We successfully allocated \$70,000 with \$35,000 being funded to organizations each semester.
- 128 student organizations received funding during FY15 (92 orgs in FY14; 90 orgs in FY 13)

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B. Pride and Traditions

- 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. SGA sponsored a baseball tailgate party and promotion event for a weekend series game. SGA sponsored a softball tailgate party and promotion event for a weekend series game.
- Forest membership grew to 1,100 members – the largest student organization at ISU (FY13 membership: 125; FY 14 membership: 994).
- SGA sponsored and supported the inaugural ISU Color Run during Fall Welcome Week. With the \$1000 contribution, students received an ISU-specific shirt for the event. Over 4,000 participants participated in this event.

C. Emerging Leaders Program

- Membership in the Sycamore Leadership Coalition was 32 for the 2014-15 academic year. All 32 first-year students completed a year-long leadership curriculum program based on the leadership text “The Leadership Challenge.” All 32 members earned their Leadership Certificate through the Career Center certificate program.
- Eight members of SGA attended the Conference on Student Government Association at Texas A&M University (an increase from 4 in FY13, 6 in FY14). This is a conference for emerging leaders that will transition into executive leadership roles within SGA or branch out to other organizations on campus. It has proven to be a huge success and a great experience for ISU students.
- The Sycamore Leadership Coalition hosted an end-of-the-year celebration for first year students in conjunction with the residence halls. The “Sycamore Scurry” was designed as an on-campus “Amazing Race” and culminated in a cookout on the Condit Lawn.

D. Assessment Evidence

- The Forest
 - i. Total Membership: 1,100
 - ii. Football Total Attendance: 4,638
 - iii. Football Unduplicated Attendance: 2,917
 - iv. Men’s & Women’s Basketball Total Attendance: 7,444
 - v. Men’s & Women’s Basketball Unduplicated Attendance: 3,196
 - vi. 3 Sports Total Attendance: 12,182
 - vii. 3 Sports Unduplicated Attendance: 6,113
 - viii. The Valley @ Memorial Stadium Student Tailgate Total Attendance: 1,110
 - ix. The Valley @ Memorial Stadium Student Tailgate Unduplicated Attendance: 798
- Sycamore Leadership Coalition: 32 members
- Student Organization Funding:
 - i. Fall 2014
 1. \$85,896 requested in funds
 2. \$35,000 allocated

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- ii. Spring 2015
 - 1. \$140,291 requested in funds
 - 2. \$35,000 allocated

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 Sycamore 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 Sycamore 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.

SGA would like to continue the student tailgating experience at home football games. During Fall 2014, The Forest partnered with the Division of Student Affairs, Sodexo, and Sycamore Athletics to identify a formal space at Memorial Stadium and the student tailgating experience was named “The Valley @ Memorial Stadium.” Two commercial tents are constructed (one for food preparation and service with Sodexo) and one for student gathering, socializing, and eating. Free food is available for all student attendees. A partnership with Student Media is in place for WZIS to provide live entertainment and DJ for the students. In addition, traditional tailgate games are organized (such as corn hole, ladder golf, etc.) for student enjoyment. SGA would like to continue this initiative as it proved very successful and helps build a fun and engaging atmosphere for all students. Shuttle buses run from campus to The Valley providing free transportation to all students, which helped attendance for students living in the residence halls who might not normally attend a tailgate or the football games. Attendance figures support this program as a benefit and welcomed addition to building student spirit and Sycamore pride.

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, 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 expanded in this proposal to \$75,000. While it would never meet the total need student organizations have for sponsored initiatives, it does provide funding support in partnership for these organizations to be able to provide unique opportunities for ISU students.

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

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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?

A. Student Organization Funding

1. Funding is divided into programs sponsored on a per semester basis. \$37,500 would be allocated for Fall initiatives and \$37,500 would be allocated for Spring initiatives.
2. Fall 2015 funding results will be available September 1
3. Spring 2015 funding results will be available February 1

B. Pride and Traditions

1. The Forest membership growth, game promotions: results are ongoing as membership drives continue throughout the year. Report figures will be given quarterly on membership and game results.
2. The Valley @ Memorial Stadium: attendance figures are available after each game and will be compiled by December 1.

C. Emerging Leaders Program

1. Sycamore Leadership Coalition membership is compiled by October 1
2. Members of SLC earning the Leadership Certificate is compiled by April 1
3. Attendance at Conference on SGA (Texas A&M) is completed by March 1

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

A total of \$105,000 is being requested to support the three functional initiatives of SGA: Pride and Traditions; Student Organization Funding; Emerging Leaders Program.

A. Sycamore Spirit and Traditions: Awareness and Promotions: \$20,000

1. The Forest: \$7,500

- \$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
- \$750: baseball game tailgate and student fan nights
- \$750: volleyball, soccer, cross-country, track promotions and student promotion game night

2. The Valley @ Memorial Stadium: Student Tailgating: \$10,000

- \$5000: food at each home football game
- \$5000: tents at each home football game

3. Spirit, Involvement, Awareness and Promotions: \$2,500

- \$1500: SGA Fountain Party – welcome to Fall semester
- \$1000: SGA promotional items, awareness campaign, involvement opportunities, marketing and publicity

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- B. Student Organization Funding: \$75,000
 - 1. Fall 2015: \$37,500
 - 2. Spring 2015: \$37,500
- C. Emerging Leaders Program: \$10,000
 - 1. Sycamore Leadership Coalition: \$4,000 (35 members)
 - 2. Conference on Student Government Association: \$6,000 (8 members)

7. Stakeholders and Management Plan – Who?

Sycamore Spirit and Traditions: SGA President, Vernon Cheeks; Director of Sycamore Pride and Traditions, Rodney Lockman; SGA Director of Finance, Zach Wittmann

Student Organization Funding: SGA President, Vernon Cheeks; SGA Vice President, Shannon Anderson; SGA Senate Chairperson, Dylan Stolz; SGA Senate Speaker, Emily Gillette; SGA Director of Finance, Zach Wittmann

Emerging Leaders: SGA President, Vernon Cheeks; SGA Director of Leadership, Sarah Anderson; SGA Director of Finance, Zach Wittmann; SGA Chief of Staff, Michael Shepard

8. Outcome Assessment & Future Testing

Sycamore Pride and Traditions: attendance records from Athletic Department; card swipe from Student Activities and Organizations Office at The Valley, 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.

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 Spirit and Traditions: \$20,000 – 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. As the University begins the Sesquicentennial Era, celebrating 150 Years of Indiana State University, creating a greater sense of student pride and tradition in the institution, SGA is uniquely positioned to implement programs, themes, and offerings that invoke school pride. These funds will be used to enhance Sycamore Athletic support, 150 Year Celebration, Fountain Party, Midnight Yell, Homecoming and Founder’s Day Celebrations.

The SGA Fall Welcome Party attracts approximately 2000 students as the one of the first on-campus socials during Welcome Week. This year, the Welcome Party will be relocated to The Quad due to the Fountain construction. In this new location, more amenities will be available to grow the program with music, food, games, and create an atmosphere of student engagement. This is one of the first large-scale student programs

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which allow new and returning students to interact and have fun together. The Forest and SGA will also implement a “midnight yell” pep rally prior the first home football game at Rec East. This midnight yell will include Sycamore Athletics, the ISU Spirit Squad, the band, and significant entertainment. During midnight yell, students will be entertained with music, the band, cheerleaders and dance squad. This is when new students are first taught the ISU traditions, cheers, chants, and spirit initiatives. This program is being modeled from a similar event that SGA has been exposed to at Texas A&M while attending the national SGA conference.

SGA would like to continue and expand The Valley @ Memorial Stadium tailgating program. This started in Fall 2014 and proved successful in getting students to home football games, providing a gathering space for students who do not have other pre-game events to attend, and a socializing opportunity for students who may not normally attend. Partnering with Residence Life and Sycamore Athletics, a bus shuttle service is provided from campus to Memorial Stadium and hundreds of students take advantage of this as a way of getting to and from the game. Food, entertainment, games, and formal gathering places are setup in The Valley. Student Media/WZIS provides live radio remotes and DJ services for those in attendance.

The Forest has grown to be the largest student organization at ISU, with over 1,100 student members. This group supports all ISU athletic teams and organizes in-game promotion, theme nights, and meet-and-greet activities for members with coaches and players. The Forest hosts student sections for volleyball, football, basketball, softball, and baseball.

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 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.