

Strategic Plan – Initiative Work Plan FY2014

Initiative Name: Co-Curricular Life Initiative

Date June 12, 2013 - Revised

Goal # 1

Goal Chair(s) Drs. Powers and Tillery

Initiative # SEM 3.1

Initiative Chair(s) Nolan Davis

Thesis Statement:

The purpose of this SEM initiative is to “Improve the quality, variety, and volume of outside-the-classroom academic, intellectual, and social activities that encourage students to engage in pro-academic and intellectual behaviors as part of their daily lives.”

1. Introduction/Background – What?

The foundation for this initiative was the direction by President Bradley to Josh Powers, associate vice president for Student Success, and Tom Green, AACRAO Senior Consultant, to develop a Strategic Enrollment Management Plan (SEM). The plan includes three sections. The third section seeks “to enhance student persistence to graduation by building a culture that is more intensively focused on effective academic and social engagement.”

2. Proposal/Purpose/Justification – Why?

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.

The reason why this project is important is that ISU has a retention problem and part of that problem is 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 (Leave That Suitcase In The Closet!, Sarah Bordeleau, Campus Activities Programming, January/February 2012).

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 eight new or dramatically expanded weeks of programming. Along with existing programming weeks, the overall plan means one major set of programs every three weeks. The core of the programming will be located on the weekends.

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3. Discussion of Past Years Results – Benchmark Successes?

(This section needs to be as long as is necessary to assess whether funding should be continued.)

Although this is a new request for a dramatic expansion of efforts, it is a continuation of existing efforts. Current programming has expanded every year for the last five years, in terms of the number of programs and the size of the population attending. The following programs have more than doubled in size Trike, Tandem, sycamore Sync, Sycamore Remix, Sycamore Sessions, Club Week, etc. Other evidence of the increase in the number of student participating on campus is the expansion in the number of student organization from 42 in the fall of 2008 to over 250 by the summer of 2013.

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

This project will be achieved through the following action steps:

April	Funding Approval
April/May	Hiring Student Employees
April	Expansion of Programming Council to include new members
April	Invitation to New Participants in Club Week
May	Comprehensive Schedule Development
May	Space Reservations
June/July	Office Space Reorganization
August Student	Staff Training
January	Fall DSA Impact Report Due (assessment)
March	Preliminary Spring DSA Impact Report Due (assessment)
May	Spring DSA Impact Report Due (assessment)

5. Reporting and Deliverable Schedule – When?

The following is the planned deliverable schedule for those efforts through June 2014:

- * New or substantially expanded events only
- * Major existing events are not listed
- * Names and dates are approximate and may be changed by organizers

July/August	Advertise Sycamore Leadership Coalition
September	Club Week
September	Launch Sycamore Leadership Coalition
Early Fall	Black Student Org Retreat
Early Fall	International Student Org Retreat
Early Fall	Student Organization Conference
October	Halloween
November	Student Leadership Awards - Fall
January	Spring Welcome Back
February	Founders Day
February	Black Alumni Weekend (Diversity Initiative)
March	Sycamore Hoopla
March	Mardi Gras
March	International Cultural Showcase Weekend
April	Heritage Weekend
April	Student Leadership Awards - Spring

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

The total request for the budget period through June 30, 2014:

\$116,500 including the merged in Co-Curricular Record Initiative

The funding distribution:

Graduate Student Association Funding	\$3,000
International Student Life Programming	\$10,000
8 Icon & Legacy Weeks	\$103,500

The request is part of a larger comprehensive reorganization of the co-curricular life efforts of the Division of Student Affairs.

For more detail, please see the attached document:

SEM Co-Curricular Life Initiative Request - Revised - v 2.xlsx

7. Stakeholders and Management Plan – Who?

The person(s) with overall responsibility for the project is/are:

Nolan Davis (Coordination)

The person responsible for specific elements of the project are:

Brooks Moore (General Implementation)

Committee Name	Chair	Department
Family Weekend	Freda Luers	Union Board & Family Services
Hallowfreakweek	Jess Robinson	Residential Life
Heritage Weekend	Zachariah Mathews	IPS
Winter WOW	Kevon Christian	Residential Life
Sycamore Hoopla	Jennifer Cook	Hulman Center
Mardi Gras	Bo Mantooth	Fraternity & Sorority Life
Homecoming	Freda Luers	Union Board & Family Services
Spring Week	Freda Luers	Union Board & Family Services
Club Weeks	Brooks Moore	SAO
Black Alumni Weekend	Stephanie Jefferson	AACC

8. Outcome Assessment & Future Testing

(How will we know that we were successful?)

The benchmark assessments associated with this project can be found on the attached benchmark sheet.

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

(These sections also need to be as long as is necessary to articulate each of the budget line items.)

The Graduate Student Association provides social, educational, and professional development programming for its members. The additional funding will be the first increase in a small budget in more than five years. It 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 on our campus. Current we have approximately 400 students who are not necessarily reached by existing programming. They are in need of some 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 Internationals Programs and Services, in conjunction with student leaders.

The funding for the eight new and expanded weeks of programs are a myriad of programs and activities. Complementing the existing programs, they provide a comprehensive set of programming reaching all parts of the student body.

Each programming week will be asked to try to include the following programs:

Major Weekend Concepts	Target Audience	Target Size
1 - Anchor Event	General large scale appeal	1,000 - 1,500
2 - Major Events	Audiences not reached by Anchor	300 - 500
1 - Educational Event	All undergraduates	100 - 200
1 - Student Achievement Celebration Event	All undergraduates	100 plus
2 - Missing Voices Events*	Specialty student populations	100 plus

* Missing Voices are smaller student populations who often do not attend campus programs, such as vets, student parents, non-traditional students, local commuters, long distance commuters, LGBTQ, internationals, etc.

Every three weeks, a major week of programs will occur, centered on weekend programming. The programs will include a myriad of potential programs that will be changed and updated each year based upon student interest.

For more detail, please see the following file:

Co-Curricular Life Calendars - Jun 12, 2013.xlsx

The file contains a tab in the bottom, left-hand corner with each of the following:

1. Overviews of the all-programming weeks; new weeks are in yellow
2. A draft schedule of planning so far for each of the icon & legacy weeks
3. A list of committee chairs
4. A master calendar list of programming planned so far for all of next year
5. And a legend of abbreviations