

# Strategic Plan – Initiative Work Plan FY2015

**Initiative Name**      SEM/Co-Curricular Life      **Date**      May 15, 2014

**Goal # 1**      **Goal Chair(s)**      Carmen Tillery, John Beacon, Josh Powers

**Initiative # 14C**      **Initiative Chair(s)**      Brooks Moore

**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.”

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## **1. Introduction/Background – What?**

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.”

## **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 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 (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 and provides highlighted programs for student

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engagement, distributed programming targeting specific student populations, introducing high-impact celebrated events, and creating multiple points of connection amongst students – with one another and with Indiana State University.

### **3. Discussion of Past Years Results – Benchmark Successes?**

#### **\*Establish and enhance Icon/Legacy Program series: 8 theme-based programming models**

- Club Month: first 30 days of Fall semester, August 16 – October 5
- Sycamore Scare Week: October 26 – November 2
- Heritage Week: November 12 – 16
- Spring Welcome Week: January 8 – 29
- Sycamore Hoopla: February 10 – 15
- Mardi Gras: February 28 – March 5
- International Cultural Showcase: merged with Heritage Week
- Black Alumni and Student Leadership Weekend: March 28 – 30

#### **\*Club Month: first 30 days of Fall semester, August 16 – October 5**

#### **\*Establish Graduate Student Association, provide funding for professional and social development, travel grants**

- Re-organized Graduate Student Association with advising structure in Division of Student Affairs to align with budget source/allocations
- Provided funding grants for professional development conferences
- Implemented social network seminar during Fall Welcome and Homecoming

#### **\*Center for Global Engagement: support and develop programming and student development initiatives for international students, cross-cultural exchanges, social and professional development**

#### **\*Establish a Student Marketing Company:**

- Created student employee model for marketing and communication initiatives with five undergraduate graphic design and marketing/communication majors
- Hired one graduate student advisor to coordinate services and offerings of Company
- Implemented project management system to intake, manage, track, and provide deliverables on all project requests
- Deliverables include marketing strategy, communications plan, graphic design work, and social media strategy plans
- Clients included student organizations, student government, Campus Life, Weekend Programming, Fraternity and Sorority Life, Division of Student Affairs Programming Council, Icon and Legacy Programming
- Scope of work included social, service, cultural, recreational, and educational programs
- **CLUB MONTH**

Event	Date	Location	Attendance
Parent and Family Tent	8/16 - 18	Dede Plaza	265
Sycamore Move-In	8/16 - 18	Campus	947
Welcome to the Neighborhood/Sycamore Cinema	16-Aug	Dede I, II, III	281
Party on the Patio	17-Aug	Res Life Quad Towers	1050
Sycamore Sunday	18-Aug	Wolf Field	2734
Sycamore Trivia League	18-Aug	Sycamore Lounge	43
AACC Street Fair	19-Aug	AACC	375
SGA Fountain Party	19-Aug	Dede Plaza	3150
Movie on the President's Lawn	20-Aug	Quad	1100
Every Third Thursday: Bingo	22-Aug	Dede I	240

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Rec Fest	23-Aug	Rec Center	1957
FSL Welcome @ Rec Fest	23-Aug	Rec Center	559
Late Night Dance	23-Aug	Dede II, III	580
FSL Carnival	26-Aug	Wolf Field	307
Sundaes on Monday	26-Aug	Dede I	225
Maria Falzone	27-Aug	Hulman Center	926
Org Expo '13	27-Aug	Dede Plaza	
Sorority 101	28-Aug	Dede I, II, III	303
Miss ISU Informational	28-Aug	HMSU	23
ISU Con	30-Aug	North Gym	230
Sorority 101	3-Sep	Dede 1	67
Sorority Recruitment	4-Sep	Lincoln Quads	295
Student Organization Orientation	4-Sep	HMSU	90
Designated Walker Training	4-Sep	HMSU	
Men's Intramural Wiffleball Tournament	5-Sep	North Gym	42
ISU Football vs. Purdue	7-Sep	Purdue	50
Sorority Bid Day Celebration	8-Sep	Dede Plaza	750
Designated Walker Training	9-Sep	HMSU	
University Speaker Series: Wilbert Smith	9-Sep	Tilson Auditorium	589
Library Extravaganza	12-Sep	Library	5900
Welcome Carnival	13-Sep	University Apts.	325
Downtown Terre Haute Blues Fest	13-Sep	Downtown Terre Haute	0
University Speaker Series: Neal Barnard	13-Sep	Tilson Auditorium	220
Sycamore Cinema: Monsters University	13-Sep	Dede I	500
Family Day	14-Sep	HMSU	1445
Running With the Trees	14-Sep	Memorial Stadium	63
Fraternity and Sorority Life New Member Social	16-Sep	Dede I	204
Panhellenic Scholarship Reception	17-Sep	Dede I	86
Volunteer Fair	18-Sep	Dede Plaza	201
Wellness Wednesday: Suicide Prevention	18-Sep	Sycamore Lounge	86
Commuter Soup & Substance	18-Sep	Commuter Lounge	
Blue Leadership Workshop	18-Sep	Dede II	2
Every Third Thursday: Bingo	19-Sep	Dede I, II	98
Amazing Race/Sycamore Scavengers	20-Sep	Campus	100
International Student Leadership Development Program/Retreat	Sep 20 - 21	HMSU/Field Campus	45
BOMB Late Night Dance	20-Sep	Dede II & III	350
Performing Arts Series: Borders of the Mind	20-Sep	Tilson Auditorium	
Career Opportunity Fair	25-Sep	Hulman Center	
Stop and Serve	25-Sep	HMSU	
Sycamore Sessions	30-Sep	Dede I	537
Sycamore Sync	1-Oct	Hulman Center	2172
Homecoming Blood Drive	1-Oct	HMSU	258
Homecoming Torch Light Parade	2-Oct	Dede Plaza	750
Homecoming Pep Rally	2-Oct	South Gym	550
Bless The Mic	2-Oct	Dede I	399

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Homcoming Once in a Blue Moon: Mission Improvable	3-Oct	Dede I	150
Homecoming Trike	4-Oct	Simmons Activity Center	
Homecoming Late Night Dance	4-Oct	Recreation Center	1515
Homecoming Parade Entries	5-Oct	Campus	130
Homecoming Designated Walkers	5-Oct	Campus	456
<b>Total Attendance</b>			<b>33720</b>

### • SYCAMORE SCARE WEEK

Event	Date	Location	Attendance
Haunted Bake Sale	28-Oct	COE Atrium	N/A
Fright Fest	28-Oct	Dede II, III	280
Sycamore Sessions	28-Oct	Dede I	227
Commuter Connections: Cider and Cookies	29-Oct	Commuter Lounge	87
PE Halloween Run	29-Oct	Memorial Stadium	N/A
Haunted Tours of ISU	29-Oct	Campus	127
Sinister Cinema: Nightmare on Elm Street	30-Oct	Dede I	71
International Halloween Party	31-Oct	University Apartments	N/A
Haunted Team Handball	31-Oct	North Gym	72
Late Night Dance	1-Nov	Dede II, III	187
Women's Volleyball Game	2-Nov	Arena	33
Dark Parlour: A Spirit Theater	2-Nov	Dede I	76
<b>Total Attendance</b>			<b>1160</b>

### • HERITAGE WEEK

Event	Date	Location	Attendance
Helping Hands - Clothing Donation Drive	12-Nov	Library, HMSU, Res Life	35
International Coffee Hour	12-Nov	Dede II, III	100
Spanish Movie Night - Sin Nombre	12-Nov	HH 117	N/A
Traditional Attire Day	13-Nov	Campus	35
East-West Percussion Ensemble	13-Nov	Fine Arts 108	Cancel
International Dance Party	13-Nov	Dede II	75
Indian Movie Night - 3 Idiots	14-Nov	Holmsted 102	25
Hoosier Muslim? Presentation by Sabir	14-Nov	HMSU 421	50
Ghanaian Music and Dance - Saakumu Dance Troupe	15-Nov	Heritage Ballroom	75
Latin Dance Party	15-Nov	Sycamore Lounge	Cancel
Heritage Day Fair	16-Nov	North Gym	550
Indian Global Night - Jai Ho	16-Nov	Dede I	350
<b>Total Attendance</b>			<b>1295</b>

### • SPRING WELCOME WEEK

Event	Date	Location	Attendance
Fraternity Recruitment Fair	8-Jan	Rec Center	125
Union Board Once in a Blue Moon - Deal or No Deal	10-Jan	Dede I	123
Late Night at the Rec - Roller Skating	10-Jan	Rec Center	223
Family Swim Party at the Rec	11-Jan	Rec Center	N/A
Men's Basketball vs. Bradley	11-Jan	Hulman Center	535
Late Night at the Rec - Laser Tag	11-Jan	Rec Center	239
Women's Basketball vs. Illinois State	12-Jan	Hulman Center	49

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Warm Up with Campus Ministries	13-Jan	Dede I	63
Sycamore Trivia League	13-Jan	Sycamore Lounge	15
Why You Laughing Comedy Troup - Family Feud	15-Jan	UHT Theater	167
Union Board Every Third Thursday - BINGO	16-Jan	Dede I	108
Sycamore Sessions	23-Jan	Dede I	309
Student Organization Expo	29-Jan	Dede I, II, III	527
		<b>Total Attendance</b>	<b>2483</b>

### • SYCAMORE HOOPLA

Event	Date	Location	Attendance
Window Decorating	13-Feb	Hulman Center	249
Women's Basketball Game vs. Southern Illinois	14-Feb	Hulman Center	71
Valentine's Late Night Dance	14-Feb	Dede II, III	218
Stop-and-Serve - Community Thanks	14-Feb	Commons	80
Polar Plunge	15-Feb	Hulman Center	250
Student Tailgate, Men's Basketball Game	15-Feb	Hulman Center	212
Men's Basketball vs. Southern Illinois - Blue Fatigues Theme	15-Feb	Hulman Center	283
Dance Marathon	15-Feb	North Gym	150
Women's Basketball Game vs. Evansville	16-Feb	Hulman Center	49
Penny Wars	10-Feb	Residence Halls	500
Student Organization Expo	29-Jan	Dede I, II, III	527
		<b>Total Attendance</b>	<b>2062</b>

### • MARDI GRAS

Event	Date	Location	Attendance
Women's Basketball Game	28-Feb	Hulman Center	44
Late Night Dance	28-Feb	HMSU	264
Men's Basketball Game	1-Mar	Hulman Center	395
Sycamore Cinema - Hunger Games 2: Catching Fire	1-Mar	HMSU	98
Women's Basketball Game	2-Mar	Hulman Center	50
Sycamore Cinema - Hunger Games 2: Catching Fire	2-Mar	HMSU	102
Mardi Gras Party	3-Mar	HMSU	278
Mardi Gras Safe Spring Break Information/Fat Tuesday Treats	4-Mar	Commuter Lounge	75
Ash Wednesday Service (St. Joseph's University Parish)	5-Mar	Dede II	72
		<b>Total Attendance</b>	<b>1378</b>

### • BLACK ALUMNI WEEKEND

Who's Bad: Ultimate Michael Jackson Tribute Band	29-Mar	Tilson Auditorium	350
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#### **4. Work Plan, Next Fiscal Year – Action Steps – Process – How?**

- Summer 2014: Campus Life will lead the development of the Fall and Spring programming calendar, including program design, space reservations, staff assignments/committee chairs selected
- Summer 2014: Icon and Legacy Weeks confirmed and scheduled
- Summer 2014: Student Marketing Company graduate assistant and student employees hired
- Summer 2014: Center for Global Engagement develops calendar for continued programming efforts throughout Fall & Spring

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- Fall 2014: Graduate Student Association convenes and develops programmatic and professional development calendar
- Fall 2014: call-out for Faculty/Staff led learning trips
- Spring 2015: call-out for Faculty/Staff led learning trips

### **5. Reporting and Deliverable Schedule – When?**

#### **Establish and enhance Icon/Legacy Program series: 8 theme-based programming models**

- Club Month: first 30 days of Fall semester, August 24 – October 4
- Sycamore Scare Week: October 27 – November 1
- Heritage Week: November 10 – 15
- Spring Welcome Week: January 10 – 17
- Sycamore Hoopla: ~ First Week of February, date TBD: Basketball Schedule
- Mardi Gras: February 15 – 18
- International Cultural Showcase: March (first two weeks): TBD
- Black Alumni and Student Leadership Weekend: March (last two weeks): TBD

#### **Strengthen Graduate Student Association**

- Provide funding for professional and social development, travel grants
- Fall Welcome Social and Call-Out Meeting
- Homecoming Networking and Professional Development Summit
- Conference Travel: Fall & Spring
- Professional Development Summit: Spring

#### **International Student Life Programming**

- Partnership with Center for Global Engagement
- Distributed programming throughout Fall & Spring

#### **International Student Life Programming**

- Funding available for trips and excursions that complement curriculum content with experiential learning
- Distributed trips throughout Fall & Spring

#### **Faculty and Staff Led Learning Trips**

- Experiential learning via trips and excursions that complement the curricular experience
- Partnership with faculty and staff to provide off-campus, hands-on experiences

#### **Student Marketing Company**

- Summer 2014: hire graduate assistant to provide leadership for operations of the Company
- Summer 2014/Fall 2014: hire undergraduate student employees to work in the Company
- Employees are students majoring in graphic design, communications, marketing, business management
- Company develops marketing and communications work plans and deliverables for projects initiated by Strategic Planning efforts, student organizations, Campus Life, Student Government, Union Board, and others that need assistance throughout Fall & Spring

#### **Operation Beautiful**

- Spring 2015

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

The total request for the FY 15 budget cycle includes: \$134,000

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The funding distribution:

Graduate Student Association Funding	\$ 3,000
International Student Life Programming	\$10,000
Icon & Legacy Weeks	\$54,150
Club Month	\$21,350
Co-Curricular Record & ISU TreeHouse	\$16,500
Student Marketing Company Wages	\$ 8,500
Student Marketing Company Tuition Waiver	\$ 9,000
Faculty & Staff Led Learning Trips	\$10,000
Operation Beautiful: Women's Development	\$ 1,500

### **7. Stakeholders and Management Plan – Who?**

The person with overall responsibility for the project is: Brooks Moore, Associate Dean of Students – Student Engagement and Leadership Development

The person responsible for specific elements of the design and implementation is: Freda Luers, Director of Campus Life.

Freda Luers will oversee the management of programming efforts, including the Icon and Legacy Weeks series, Club Month, Co-Curricular Record & ISU TreeHouse, Faculty & Staff Led Learning Trips, and Operation Beautiful.

Brooks Moore will oversee the advisement and management of the Graduate Student Association and Student Marketing Company.

### **8. Outcome Assessment & Future Testing**

Student Affairs Impact Reports are maintained for attendance records and documentation of student engagement. All data is loaded into Banner and applied to the Student Co-Curricular Record. Review of MAP-Works data will indicate level of student engagement, satisfaction, and involvement.

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

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 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 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 for them to apply what is being learned in the classroom. 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

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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.

Club Month is critical to ensure that effective programming occurs within the first 30 days of the Fall semester. There will be 50 programs implemented during this time period with an emphasis on weekend programming, distributed programming, and highlighting offerings for a diverse student interest pool.

Faculty and Staff Led Learning Trips provides the opportunity for a faculty or staff member to mobilize quickly around a unique opportunity in the region, secure funds, and travel with students to experience an event/program/activity hands-on that complements what is occurring in the classroom.

The Co-Curricular Record remains the documented account of a student's engagement at Indiana State University. Utilizing the ISU TreeHouse as an involvement portal, these two systems connect and report through Banner the student's participation. Marketing and communicating this feature is critical to create an awareness of and use of these tools.

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 veterans, student parents, non-traditional students, local commuters, long distance commuters, LGBTQ, internationals, etc. This is a niche-based programming model designed to connect unique student communities and students with unique interests.

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.