

Strategic Plan – Initiative Work Plan FY2016

Initiative Name Enhance the Co-Curricular Experience for Students

Date May 21, 2015

Goal # 1

Goal Chair(s)

John Beacon, Josh Powers, Willie Banks

Initiative # 12

Initiative Chair(s) Brooks Moore

Thesis Statement The purpose of this 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 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.” Enhancing the co-curricular experience contributes to increasing a sense of student satisfaction as gauged through the MAP-Works assessment (campus involvement: participation in a student organization; campus involvement: hold a leadership position in a student organization; sense of belonging: do you belong here; sense of belonging: are you fitting in). This initiative is categorically focused on increasing student satisfaction with campus life, increasing involvement in campus organizations, and providing avenues for students to find a sense of community at Indiana State University.

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).

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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 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 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?

- A. Club Month: the 1st 30 Days @ State: 80 Coordinated Programs offered for Fall 2014.
- B. Icon and Legacy Series: major thematic programming initiatives
 - 1. Homecoming: 13 Programs
 - 2. Sycamore Scare Week: 13 Programs, 1603 Students
 - 3. Heritage Week: 13 Programs, 1925 Students
 - 4. Spring Into State (Spring Welcome Week): 14 Programs, 2104 Students
 - 5. Sycamore Hoopla: 12 Programs, 2537 Students
 - 6. Mardi Gras: 1 Program, 226 Students
 - 7. Spring Week: 14 Programs, 5604 Students
 - 8. Operation Beautiful: 4 Programs, 329 Students
- C. Center for Global Engagement Partnership: 33 Programs, 3012 Students
- D. Graduate Student Association: Transition with Graduate & Professional College advising
- E. Faculty Led-Learning Trips: Partnership with Academic Colleges/Administrative Units: 8 Trips, 37 students
- F. Spring Fest: end-of-semester celebration, concert, and music festival (co-sponsored with RHA, SGA, and Union Board) in Hulman Center: 225 students
- G. Increase # of Student Organizations
 - a. 2013: 265
 - b. 2014: 304
 - c. 2015: 304
- H. Increase # of major events with student attendance greater than 500
 - a. 2013: 15
 - b. 2014: 20
 - c. 2015: 24
- I. Student Marketing Company: staff developed graphic design materials for student organizations and student-focused services offered by university departments. Design materials included fliers, logos, social media images, print and digital advertisements, posters, and banners. Communication and marketing consultations were offered to each user outlining recommendations for publicity and portfolios with blue prints for self-managed implementation

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of each campaign. Student Marketing Company secured office space on first floor of HMSU and provided free consultation and services during office hours (10am – 6pm).

- J. MAP-Works: increase student satisfaction with sense of belonging
 - a. 2013: 54.6% respondents report satisfaction
 - b. 2014: 55.1% respondents report satisfaction
 - c. 2015: 62.2% respondents report satisfaction “as extremely”
- K. MAP-Works: increase participation in campus organizations
 - a. 2013: 32.2% respondents report participation
 - b. 2014: 38.8% respondents report participation
 - c. 2015: 64.4% respondents report participation as “extremely” or “moderately”

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

- Summer 2015: Campus Life will lead the development of the Fall and Spring programming calendar, including program design, space reservations, staff assignments/committee chairs selected
- Summer 2015: graduate assistant to provide leadership and direction for the programmatic offerings of the co-curricular life initiative will be selected, hired, and trained.
- Summer 2015: Icon and Legacy events to be identified and programmatic offerings to be confirmed and scheduled
 - Club Month: 1st 6 Weeks
 - Homecoming
 - Sycamore Scare Week
 - Heritage Week
 - Spring Welcome Week
 - Sycamore Hoopla
 - Mardi Gras
 - Spring Week
 - Spring Fest
 - State Women: Operation Beautiful
 - Exploring the Arts: Theater, Art, Symphony (Community Theater of Terre Haute; Terre Haute Symphony)
- Summer 2015: Student Marketing Company graduate assistant (MBA) and student employees (4 graphic design majors, 2 communications/public relations majors) hired
- Summer 2015: Center for Global Engagement develops calendar for continued programming efforts throughout Fall & Spring
- Fall 2015: Graduate Student Association convenes and develops programmatic and professional development calendar
- Fall 2015: 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: theme-based programming models

- Graduate Assistant coordinates and advises series. Reports to Office of Campus Life.
- Club Month: first 6 weeks of Fall semester, August 22 – October 3

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- Sycamore Scare Week: October 25 – November 1
- Heritage Week: ~ November 8 – 14
- Spring Welcome Week: January 10 – 17
- Sycamore Hoopla: ~ First Week of February, date TBD: Basketball Schedule
- Mardi Gras: February 8 - 13
- International Cultural Showcase: March (first two weeks): TBD
- Spring Week: April 11 – 16
- Spring Fest: April 29
- State Women: Operation Beautiful: 3 programs (9/28, 2/22, 2/27)

Strengthen Graduate Student Association

- In collaboration with Graduate and Professional College
- Provide funding for professional and social development, travel grants
- Fall Welcome Social and Call-Out Meeting
- Conference Travel: Fall & Spring
- Professional Development Summit: Spring

International Student Life Programming

- Partnership with Center for Global Engagement
- Distributed programming throughout Fall & Spring
 - Heritage Week: Indian Global Night
 - Heritage Week: Traditional Attire Day
 - Heritage Week: Saakumu Dance Troupe - Ghanaian Dance and Music Performance
 - Heritage Week: International Coffee Hours
 - Heritage Week: Soccer Tournament
 - Heritage Week: Taste of World Cooking Lessons
 - Heritage Week: Anime Movie Night
 - Heritage Week: Muslim Global Night
 - Heritage Week: Thanksgiving/Harvest Festival Potluck
 - Heritage Week: Girls Night Out! Belly Dance Lessons
 - Heritage Week: Heritage Day Celebrations
 - Hospitality Hour: Taiwanese Student Association
 - Hospitality Hour: Muslim Student Association
 - Hospitality Hour: African Student Union
 - Hospitality Hour: Saudi Student Association
 - Hospitality Hour: ISU Counseling Center
 - Hospitality Hour: Hispanic Student Association
 - Hospitality Hour: Indian Student Association
 - Taste of the World Cooking Class
 - International Cooking Demonstration (Haiti, Venezuela, Puerto Rico)
 - Taiwanese Lunar New Year Celebration
 - Holi Celebration
 - Brazilian Global Night
 - Japanese Cultural Night
 - African Global Night

International Student Life Programming

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- Funding available for trips and excursions that complement curriculum content with experiential learning (attendees include international students and domestic students having the opportunity to interact with one another)
- Distributed trips throughout Fall & Spring
 - Bowling
 - Rock Wall Climbing
 - Grocery Shopping Trip to Ethnic Markets
 - Girls Night Out
 - Skiing Trip - Paoli Peaks
 - Indianapolis Museum Of Art - Go Fly a Kite
 - Laser Tag

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 2015: hire graduate assistant to provide leadership for operations of the Company
- Summer 2015/Fall 2015: 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

State Women: Operation Beautiful – a programmatic series focusing on women’s development

- State Women: Operation Beautiful – Fall Seminar, September 28, 300 student participants
- State Women: Operation Beautiful – Spring Seminar, February 22, 200 student participants
- State Women: Women Rock Conference: February 27, 100 student participants

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

The total request for the FY 15 budget cycle includes: \$136,500

The funding distribution:

| | |
|---|----------|
| Graduate Student Association Funding | \$ 3,000 |
| International Student Life Programming | \$10,000 |
| Icon & Legacy Weeks | \$55,000 |
| Club Month | \$20,000 |
| Co-Curricular Record & ISU TreeHouse | \$16,000 |
| Co-Curricular Life Graduate Assistant Stipend | \$ 8,500 |
| Co-Curricular Life Graduate Assistant Tuition | \$ 9,000 |
| 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 | \$ 5,000 |

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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.

Aimee Janssen-Robinson, Assistant Dean of Students, is responsible for design and implementation of Operation Beautiful.

Brooks Moore will oversee all aspects of the Student Marketing Company and assist the Graduate and Professional College in the support of the Graduate Student Association. Brooks and Freda will assist the Center for Global Engagement in programmatic efforts supporting international student development.

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 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.

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Club Month is critical to ensure that effective programming occurs within the first 30 days of the Fall semester. There will be ~80 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.