The following are actions steps completed from the 2011-12 Student Life Strategic Initiatives.

**STUDENT ENGAGEMENT**

*Promote greater student engagement in educationally purposeful programs and social activities, encourage greater student interaction with faculty, staff and peers, and provide students with shared experiences and traditions that bind them to the University and enrich their education.*

Engaged students invest their time and energy in educationally purposeful activities that promote learning, personal development and strong ties to the University. These broad-based and diverse activities include leadership development, campus programs, student clubs and organizations, community service, service learning, research, and internships and employment, which are all complementary to a student’s class work. Accordingly, Student Life strives to create a campus environment that is welcoming and inclusive; to establish and communicate high expectations to students; to encourage students to develop strong relationships with peers, faculty, staff and alumni; and to promote involvement in those programs and activities that contribute to personal development and academic success.

In support of Path to Prominence: the Strategic Plan of the University of Delaware, Student Life will focus its efforts to enhance student engagement in several key areas involving citizenship/leadership development, cultural and athletic activities, environmental sustainability, and diversity.

**Action Steps**

- Partnered with Alumni Affairs to identify UD alumni to participate in the Student Leadership Development Program as presenters and/or student mentors.
- Grew Student Leadership Development program participation to 600 in 2011/2012.
- Partnered with Development to grow Parent Fund giving to bolster Student Life programs and services to 175k in 2011/12.
- Initiated partnership with Facilities & Planning and student leaders to re-purpose the Trabant Bookstore space to create a campus living room and flexible program space.
- Initiated partnership with Facilities & Planning to redesign the Perkins Bookstore space to create a student organization resource area and large-scale program space.
- Explored using environmentally sustainable designs and materials in the re-purposing of the Trabant and Perkins spaces.
- Partnered with academic units and the Academic and Student Affairs Council to develop a process for faculty, staff, and students to propose formal living-learning communities that offer enhanced student engagement opportunities.
- Increased partnerships across campus in order to provide more diverse and robust programming during 1743 Welcome Days, with an emphasis on building a culture of late-night programming throughout the 1743 Welcome Days experience.
DIVERSITY

Provide effective leadership and support with programs and services that foster a welcoming educational environment in alignment with the University of Delaware’s diversity statement.

Student Life will provide effective leadership and support to the University’s strategic initiative to create a diverse and welcoming environment for all its members through the ongoing development of its policies, programs, services and facilities.

Action Steps

- Implemented a diversity-focused staff development program for all Student Life senior staff.
- Enhanced the Resident Assistant diversity workshop for use with all new Student Life student employees and developed an advanced diversity workshop for returning Student Life student-employees.
- Developed a plan to provide a multicultural student leadership conference in 2012-2013.
- Organized 5 campus-wide programs that draw 2,500+ total participants in events that promote diversity and create a more inclusive and welcoming climate at the University.
- Established new approaches to welcome students and provide a more inclusive community.

ENHANCING THE STUDENT EXPERIENCE

Increase the quality and impact of Student Life programs and services at the University.

Student Life has launched an Administrative Program Review process to assess the quality and impact of its 12 departments’ policies, programs and services, to benchmark these against national best-practice standards, and to provide baseline data for on-going review and enhancement. At the close of Spring 2011, seven departments had completed an APR including the Career Services Center, the University Student Centers, the Office of Student Conduct, the Center for Counseling and Student Development, Housing Assignment Services, Student Services for Athletes, and Wellspring Student Wellness Program.

The action steps listed below detail how each Department in Student Life will enhance the student experience in general, and increase the impact of its programs.

In addition, each Student Life department has developed strategic initiatives and assessment strategies to align their work with best practice standards, inform program development decisions and assess their impact on students.

Action Steps

- Created a culture of assessment within Student Life by continuing to develop and implement a broad-based assessment plan.
- Directors partnered with Campus Labs to refine departmental learning outcomes and develop assessment plans to complement the Student Life assessment plan.
- Participated in Campus Labs national benchmarking studies on the quality of UD student experience with New Student Orientation/First-Year Experience, Greek Life and campus activities programs.
- Published Student Life strategic goals and annual accomplishments.
University Student Centers

- Hired a new Program Coordinator to provide student programming advisement and direction for RSOs, Greek Councils, and major campus activities and programs.
- Re-purposed the YoUDee Campus Shop location to create a welcoming, student-friendly Trabant Student Lounge which will provide a student-focused gathering location, programming space, and a major speaker reception area.
- Enhanced University Student Centers technology and information access by purchasing iPads and readers for program assessment, installed new sound, lighting and projection technology to improve event production in the Trabant Multi-Purpose Room, and erected a new WVUD antennae to improve broadcast quality from Christiana East Tower.
- Presented a new pre-Fall opening leadership experience entitled QUEST which provided selected first year students the opportunity to explore personal leadership development and to gain the confidence which will support a successful student experience.
- Developed the Blue Hen Leadership Program Tier 2, "Engaged Leader" experience for students to engage in a progressively focused level of personal growth and awareness.
- Revised the Chapter Assessment Program format to improve the student life experience and to develop individual responsibility through Fraternity and Sorority participation.
- Completed Phase I of the University Student Centers' programs and services mapping process to determine Student Life Learning Outcomes.
- Incorporated new Inter-Fraternity Council recruitment events to improve the Fraternity recruitment planning process and program oversight.
- Provided Greek Councils and Fraternity and Sorority Chapters leadership programs which provide individual growth and group development.
- Transitioned Bus Trip sales and services to new on-line credit card accessibility for convenience and accountability.
- Provided new Blue Hen Leadership Program Winter Session Student Leadership Series for current and transitioning student leaders.
- Collaborated in the development of a new multicultural leadership conference for Fall 2012.
- Developed the "Engaged Student Leader" Tier II leadership component focusing on project management and skill development.
- Created a new two-part leadership development series for first year Student Athletes.
- Collaborated with the Budget Office on the development of a funding model which addresses cost requirements of re-purposing the Perkins Student Center lower level.
- Established a one day Spring Leadership Conference for affiliated and non-affiliated UD undergraduate students.
- Revised the event planning process for Greek Week activities to better reflect purposeful goals and community values.
- Purchased CampusLabs CollegiateLink web portal to support student group communication, organization and promotion, and enhance administrative functions.
- Collaborated in developing an advanced diversity workshop for Student Life student employees.
- Partnered with Alumni Affairs to identify UD alumni to participate in the Blue Hen Leadership Program as program presenters and/or student mentors.
Student Services for Athletes

- Partnered with the Careers Services Center to identify improved ways of delivering career services to the student-athlete community and implement a Career Development program for student-athletes, including the hiring of the Assistant Director, Career Services for Athletes.
- Secured and hired a new academic counselor position.
- Added additional office space with the acquisition of the 108 wing of the Delaware Field House.
- Analyzed job descriptions and responsibilities of all full-time Student Services for Athletes positions.
- Assisted in recruiting of student-athletes to participate in the Blue Hen Leadership program.

Center for Counseling and Student Development

- Organized, planned, and prepared for the International Association of Counseling Services (IACS) site visit reaccreditation.
- Completed customization of Point and Click to be used by Center for Counseling and Student Development Psychologists.
- Collaborated with the Career Services Center to fully integrate delivery of career counseling to University of Delaware students.
- Analyzed the staffing pattern and balance between professional staff and trainees to best meet the clinical, training, outreach, and consultation demands of the Center for Counseling and Student Development.
- Expanded the clinical training program to include doctoral students from nearby universities.

Residence Life

- Created and marketed an interactive Residence Life Sustainability webpage.
- Identified ways to increase student involvement in existing Residence Life sustainability initiatives. Implementation will occur in August 2012.
- Established one Green Team in each residential complex.
- Designed two Residence Life leadership awards to recognize student sustainability leadership.
- Expanded the “Reuse and Recycle” stamp program by developing the Minimum Impact Challenge program for all Residence Life Staff.
- Updated Residence Life New Student Orientation materials to include student sustainability leadership opportunities.
- Formed a committee to explore additional living-learning options in various configurations.
- Developed assessment plans for Living Learning Communities which came on line Fall 2011.
- Developed learning outcomes and program outcomes for all Residence Life service initiatives.
- Developed an assessment tool to allow us to better understand student participation in Residence Life service initiatives.
- Developed an assessment tool to utilize with the Complex Community Council leadership development program in order to find ways to improve and expand the program.
- Collaborated with Facilities to purchase and install cabinets for safe long-term displaying of student provided cultural artifacts and flags representing their countries of origin.
- Developed and piloted activities that could be used by students to allow them to share their cultural backgrounds with one another.
- Established and assessed a campus-wide Cultural Partners Program.
- Created an on-going marketing plan to increase transfer student involvement in campus events and leadership opportunities.
- Assessed the experience of international students living in the residence halls.
• Created pre-arrival information for transfer and Associate of Arts students about the residence hall experience.
• Worked with the Division of Student Life Assessment Committee to align departmental and divisional assessment of student learning.
• Compiled and reported on all current assessment projects within the department.
• Identified existing assessment resources and tools within Campus Labs that can assist Residence Life in achieving assessment priorities.
• Identified and compiled the training resources, opportunities and tools within Campus Labs in order to establish a professional development plan.

Student Health Services

• Enhanced facility space for Healthy HENS programming.
• Upgraded office space at Sports Medicine Clinic for better efficiency.
• Implemented a new New Student Orientation presentation to educate new students and parents about Student Health Services.
• Expanded HIV counseling/education/testing in Women’s health.
• Recruited and hired a graduate assistant for the Healthy HENS program.
• Enhanced Influenza education/vaccination to address drug resistant influenza.
• Evaluated need in athletics for enhancing sports nutrition practices for athletes.
• Collaborated with Wellspring related to state alcohol grant funding.
• Enhanced preparation for Commission on Office Laboratory Accreditation inspection.
• Expanded "Get Yourself Tested" programming to enhance advertising with PSA on UDTV networks and posters.
• Enhanced nurse education by hosting Maryland College Health Nurses Association conference in Summer 2012.
• Engaged Chinese graduate student association to improve services for this ever-growing population.
• Increased number of in-services offered in residence halls about Student Health Service.
• Enhanced online appointment system for selected conditions for students.
• Strengthened partnership with Residence Life through the development of Health Liaisons in residence halls.
• Enhanced relationship with Residence Life through programs and presentations (zumba, yoga, and nutrition) in residence halls.

Housing Assignment Services

• Hired and trained the temporary Coordinator of Room Assignments. This position serves as "backfill" so that the Associate Director can perform responsibilities for the online room assignment system. Designated office area to accommodate new staff.
• Researched room assignment vendor packages and held webinars with potential vendors.
• Designated project team of key staff from Information Technologies, Student Life, Facilities, Auxiliary Services, and a student representative (Resident Assignment/Resident Student Association) who will be involved in the selection and implementation of the new assignment system.
• Implemented designated marketing plans to undergraduate students using social media, press releases on UDaily and print media, University Ad Services, special events, parent information, etc., to encourage students to apply for 2012-2013 on-campus housing.
• Posted residence hall pictures and student testimonials on the Housing Assignment Services website to encourage students to live on campus.
• Collaborated with Residence Life and other departments to market new and existing living options and exclusive amenities for upper-class students.
• Revised website content to present a more efficient application process.

Career Services Center

• Implemented the CareerMAP initiative; the Career Counseling and Programming team successfully achieved expanded student engagement goals.
• Implemented an employer outreach campaign; the Employer Relations team successfully established outreach goals and implement strategies resulting in increased employer engagement.
• Launched two new websites; a Career Service Center and CareerMAP sites
• In collaboration with Student Services for Athletes, hired an Assistant Director, Career Services for Athletes who successfully implemented career programming and one-on-one counseling services to athletes.
• Increased student participation in multi-ethnic related career programming and the Multi-Ethnic Career Conference.
• Developed a pre-orientation career exploration program for first year students in partnership with the Student Leadership Program lead by Susan Luchey. *The program will be implemented in August 2012 as part of the Quest program.*
• Collaborated with the Center for Counseling and Student Development to fully integrate delivery of career counseling and career assessment to undergraduate students.
• Partnered with the Office of Disability Support Services to promote diversity, supporting an inclusive community via services focused on students with disabilities.

Office of Student Conduct

• Provided specialized sexual assault training to meet mandates from the April 4, 2011 Dear Colleague letter from the Office of Civil Rights to Student Conduct, Residence Life, and Dean of Students Office’s staff and volunteers.
• Created and taught a new educational intervention sanction seminar: Community Living and University Expectations.
• Assessed student learning in the alcohol education workshop.
• Partnered with Wellspring to define new interdepartmental collaborations to support the Wellspring Program Review.

Center for Black Culture

• Completed a search to hire a new assistant director.
• Launched and completed a search to fill the program coordinator position.
• Initiated efforts to build a high-functioning team.
• Partnered with Facilities to develop a budget for a new renovation project comprised of cosmetic changes and new furniture.
• Installed a projector and screen in the CBC’s conference room to expand usage options.
• Explored organizational structures of cultural centers to determine best practices.
• Collaborated with students to re-launch the Black Student Union’s Pamoja newsletter as a magazine.
• Increased student awareness of, and participation in, career development, student leadership development, and 1743 Welcome Days programs and services at UD.
• Developed Center for Black Culture Book Scholarships for current black students and explored fundraising options with UD’s Office of Development.
• Updated promotional material and display items used for New Student Orientation and other resource fairs at UD.
• Partnered with the Student Centers to implement a dining etiquette and networking program for mentors in the Center for Black Culture’s Each One Reach One Mentoring Program.
• Partnered with the Office of Communications and Marketing to increase student awareness of, and participation in, diversity/cultural programs.
• Served on various university-wide and Student Life committees including: the Diversity and Equity Commission and the Task Force on Student Retention.

Student Wellness & Health Promotion

• Identified key principles and essential functions and determined a new direction and mission that reflects the feedback provided by the 2010-2011 external program review.
• Engaged in a 5 year strategic planning process to help identify action steps to provide essential health promotion and prevention initiatives for the campus.
• Engaged in a branding process and developed a marketing plan to raise awareness of the new mission, direction, key principles, essential functions and new office name.
• Developed an administrative structure to support the new mission and direction.
• Hired the Behavioral Health Specialist.
• Assessed the physical Wellspring footprint in order to accommodate the addition of staff; concluded that the office space is insufficient and initiated a search for a new space.
• Completed the Strategic Planning Process for the SPF-SIG grant.
• Planned and/or implemented the following SPF-SIG grant initiatives:
  – Co-hosting and funding of new alternative activities/events for students.
  – Design and facilitation of 4 educational/skill building sessions for UD student athletes.
  – Indicated prevention interventions with students who stay at the Student Health Services inpatient unit due to high risk drinking.
  – Creation of a campus-community coalition to address high risk student drinking.
  – Mentorship of Wesley College in student drinking prevention initiatives and the creation of a peer education organization.
• Worked with CampusLabs to create assessment tools for the tracking of new SPF-SIG grant initiatives; formed an assessment working group to provide leadership and organization to future assessment endeavors.
• Conducted partnership meetings with the Office of Student Conduct, UD Police Department, Student Health Services and Residence Life.
• Initialized the first social marketing campaign to be implemented during fall 2012 1743 Welcome Days.
• Completed the process to move the current post-matriculation administration of Alcohol.Edu with incoming students to a pre-matriculation timeline.
• Planned and/or implemented the following first year VAWA grant initiatives:
  – Hiring of a full time prevention specialist.
  – Investigation of enhanced education and skill building initiatives to prevent sexual assault and interpersonal violence directed at both incoming students and men.
  – Inaugural “Innovative Partnerships to Reduce Gender-based Violence on Delaware Campuses” conference.
  – Enhanced detective and police training.
– Creation of a formal amnesty policy for victims of crime.
– Development of a temporary emergency safe housing for victims protocol.
– Development of a process for students to request a No Contact Order on campus or to register with the campus an existing court order of protection from any state or jurisdiction.

- Investigated options for revising the current sanctioning structure applied to students who violate the campus drug and alcohol policy in conjunction with the Office of Student Conduct.
- Proposed implementation of the American College Health Association’s National College Health Assessment data collection tool with UD students.

**New Student Orientation**

- Improved the online New Student Orientation registration form for Summer 2012.
- Redesigned New Student Orientation publications and website communications for Summer 2012.
- Implemented a new recruitment timeline for Orientation Leader staff for Fall 2011, and created a leader training class for Spring 2012.
- Enhanced professional development opportunities for the Orientation Leader staff.
- Improved and expanded Summit, the outdoor orientation program for first-year students, to serve a larger number of new students.
- Redesigned Transfer Student Orientation for Summer 2012.
- Enhanced International Student Orientation by providing better training for student leaders and incorporating small group meetings into the students’ schedule.

**Office of the Dean of Students**

- Increased the visibility and awareness of the services offered through the Office of the Dean of Students by participating in student, staff and faculty sponsored events.
- Developed an on-going program to host twice a semester Lunch and Chats with the Dean of Students staff.
- Developed a display kit to market the Office of the Dean of Students at resource fairs and other campus events.
- Partnered with Undergraduate Admissions to better meet the needs of incoming first year students who need to defer admissions for medical or personal reasons.
- Conducted a commuter student needs assessment in order to better serve this population of UD students.
- Provided input to a campus group working to improve veteran student services.
- Supported First Year Experience and 1743 Welcome Day initiatives.