

# CLAYTON STATE UNIVERSITY

# STUDENT ACTIVITIES CENTER

2018 - 2019 ANNUAL ASSESSMENT REPORT



Campus Life  
[www.clayton.edu/campus-life](http://www.clayton.edu/campus-life)  
678-466-5433

Student Activities Center  
[www.clayton.edu/student-activities-center](http://www.clayton.edu/student-activities-center)  
678-466-4971

Recreation & Wellness  
[www.clayton.edu/recwell](http://www.clayton.edu/recwell)  
678-466-4971







*July 2019*

## Student Activities Center Team

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**STUDENT ACTIVITIES  
CENTER  
2008 – 2018**



*Celebrating 10 years of student involvement  
at Clayton State University.*



## Executive Summary

In 2018, the Student Activities Center organization underwent a restructure to centralize leadership of the Department of Campus Life, the Department of Recreation and Wellness, and the Student Activities Center under one Executive Director of the Student Activities Center. The goal of this restructure was to create a synergy among Student Life professionals to achieve common goals; streamline resources by reducing duplication of student staffing and department programmatic efforts; and maximize student engagement opportunities by working cohesively and collectively to support student organizations, student programming, and student development.

The restructure most importantly provided a unique opportunity for the Department of Campus Life, the Department of Recreation and Wellness, and the Student Activities Center to demonstrate each area's contributions to the student involvement experience interconnected under one Student Life unit. This assessment report summarizes those outcomes and illustrates a holistic student involvement experience through a variety of engagement opportunities offered to students.

Specifically, our outcomes show:

- Overall, Junior and Senior students were the most engaged in our programs.
- We offered over 35 opportunities for involvement with a total participation interaction of over 6,500 as tracked by swipe card technology and sign-in sheets.
- We saw an increase in student organization involvement and participation in intramural sports.

The acquisition of Loch'N Campus Labs Student Engagement platform and access to the SSC Navigate Advising portal have significantly improved our ability to record student participation and involvement data. We learned; however, that while we are reaching a significant number of students, we have not completely captured the student voice in our program initiatives. To that extent, we know empirically that student learning has occurred, but we have not fully utilized the student voice to identify student development needs and the impact that involvement experiences have on student learning as recognized by the student himself.

Informed by this awareness, our goal for next year is to expand our utilization of these platforms to establish a campus culture of student involvement in co-curricular experiences, and empower students to take ownership of their leadership and involvement journey by discovering and tracking their own engagement opportunities. We will develop guided pathways in the Loch'N platform to track student trends in involvement across multiple functional areas, capture the student voice and student learning in department programming, and continue to support students' original ideas to help them realize the collegiate experiences they desire that contributes to their success, learning, and development.

# MISSION & PURPOSE

*In Support of the University Mission,*



The **Student Activities Center (SAC)** provides a physical location for students to engage in activities that develop their social and developmental efficacy in a safe and interactive environment.



The **Department of Campus Life** seeks to provide co-curricular opportunities for students to engage in transformational experiences that enhance their holistic development.



The **Department of Recreation & Wellness (DRW)** aspires to facilitate the physical, social, emotional, and intellectual development of Clayton State University students and community by providing opportunities for daily participation in recreation and leisure activities.

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2008



*celebrating 10 years*  
 student involvement  
 Clayton State University

2018



2018 - 2019

*Campus Life*

# GOALS & OBJECTIVES

## **Objective 1:**

Develop an initiative in which students may submit ideas for student programs to the department and if selected, work with staff to fully develop and implement their idea.

## **Outcome:**

*The Department of Campus Life was able to accomplish this goal by supporting two student-led initiatives this year. The "We Are Not Oppressed: The Freedom Walk" Museum was held in Fall 2018 to educate students on important civil rights movements in the United States, and the Women's Celebration Brunch titled "Dine & Dialogue" in Spring 2019 that honored the contributions that women make to our global community. Together, these events garnered the support of over 115 students who found value in the ideas of their peers.*

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## **Objective 2:**

Identify opportunities to connect online and other under-represented student populations to the campus and involvement opportunities.

## **Outcomes:**

*Campus Life supported our Hispanic/Latino student population by re-establishing the Hispanic/Latino Student Association. With this growing community in mind, the Student Activities Center and Department of Campus Life also hosted a Family Fiesta Day in the fall to celebrate the Hispanic/Latino culture and community. The family Fiesta Day, along with celebrating Hispanic/Latino culture and traditions, also supported the involvement needs of non-traditional students. These efforts reached over 140 students and families.*



2018 - 2019  
*Campus Life*

# GOALS & OBJECTIVES

## **Objective 3:**

Provide service learning opportunities for our broader campus community: students, faculty, staff, alumni and community members.

## **Outcomes:**

*Campus Life sponsored the Service Matters Volunteer Fair during the Weeks of Welcome in which 15 student organizations hosted individual service projects. Over 150 students participated in these service projects. Additionally, during the Martin Luther King, Jr. Day of Service, 70 students participated in various local service projects including upkeep of a local community garden, a campus clean-up, and spending time with Seniors at the local nursing home. Lastly, the AmeriCorps National Service Grant was also renewed for a third three-year cycle providing for 28 Clayton State students to earn scholarships for their intense service to the community.*

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## **Objective 4:**

Utilize web-based technologies to collect and assess programmatic data.

## **Outcomes:**

*Campus Life was able to maximize our use of Campus Labs and continues to understand ways in which we can effectively use the Student Success Collaborative (SSC) software. With access to both of these platforms, we were able to collect student analytic data used to identify trends in student involvement and better enhance, guide, and inform our work. Data obtained from these platforms will be presented further in this report.*

2018 - 2019

*Campus Life*

# POINTS OF PRIDE



- Two new student organizations were registered: Sankofa, African and African American Genealogy and History Club & Con-Cy Intel, the Consortium of Cyber-Security Intelligence.
- 19 Departments participated in the Welcome Week Department Day Event, the most department participation since the inception of the event.
- The AmeriCorps National Service Grant was refunded for a third consecutive 3-year cycle.
- Campus Life supported the implementation of two student-led ideas, the *We are not Oppressed Freedom Walk Museum* and the *Dine and Dialogue Women's History Month Celebration*.

92%

of students participating in Leadership Development programs reported application of knowledge gained to other areas of their academic, career, and collegiate experiences. (Cognitive Complexity)

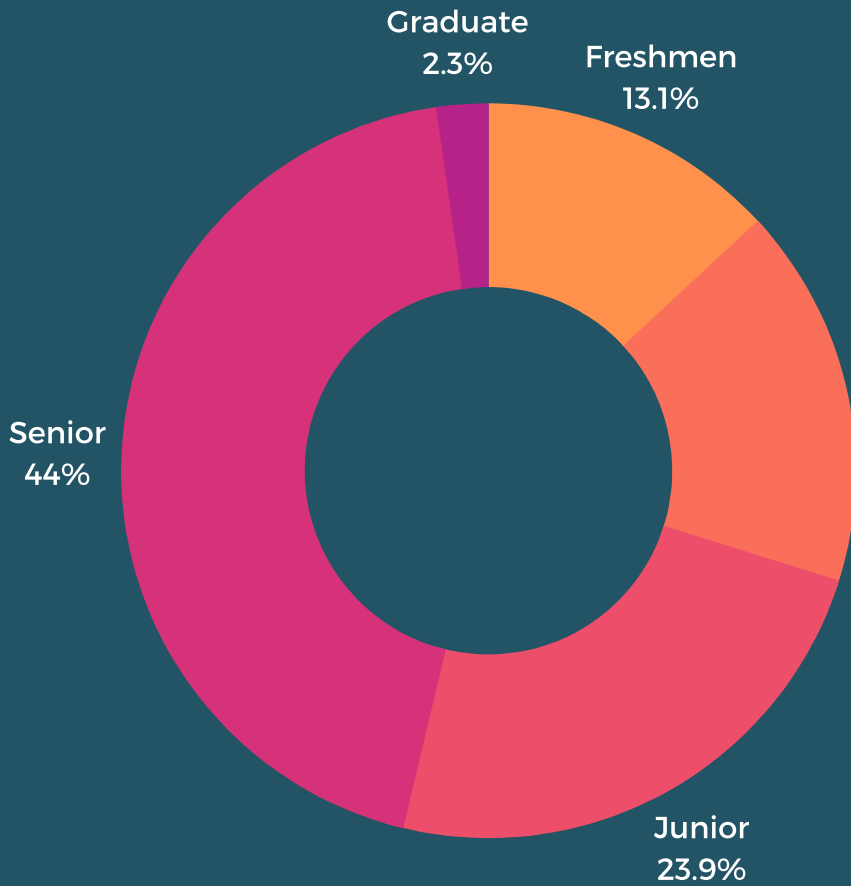
100%

of students participating in National Coming Out Day reported a better understanding of their values and were able to identify areas of personal growth. (Interpersonal Skills)

92%

of students attending the Diversity and Leadership Institute reported engaging with others similar to and different from themselves, while challenging their own long-held opinions. (Humanitarianism)

# Student Group Involvement BY THE NUMBERS



## Housing

**33%**  
*live on-campus*

**65%**  
*live off-campus*

Sophomore  
16.7%

## Enrollment

**80%**  
*full-time*

**8%**  
*half-time*

**2%**  
*<half-time*

**8%**  
*3/4 time*



- 55 Student Groups
- 1089 Student Group Members
- 672 Individual Members
- 48 Student Group Advisors
- 830 Student Programs

*“Hearing other [people’s] thoughts helped me to think about the opportunities to improve things in my own organization.”*



- 17% Nursing (Basic Licensure)
- 12% Health Sciences
- 6% Biology
- 5% Psychology
- 5% Accounting
- 4% Management | Film Production



15,620.25  
Service Hours  
Completed



88  
New Members  
Inducted



80  
Executive Board  
Applicants  
(Highest in Organization History)



Campus Events  
Council

\$500.00  
in education support  
to Clayton State  
students



Fraternity & Sorority  
Council

233  
Attendees at the  
2019 Student  
Choice Awards



Clayton State Internet Radio

3.0  
Average Grade Point  
Average of Student Leaders



Accounting Club  
African Students Association  
All-In Collegiate Ministries  
Alpha Kappa Alpha Sorority, Inc.,  
Sigma Sigma Chapter  
Alpha Phi Alpha Fraternity, Inc.,  
Tau Epsilon Chapter  
Alpha Phi Omega National Service  
Fraternity  
American Medical Student Association  
AmeriCorps National Service Program  
Baptist Collegiate Ministry  
Beauty & Brains  
Bent Tree News  
Biology Club  
Campus Events  
Council (CEC)  
Chemistry Club  
Clayton State Internet  
Radio (CSIR)  
Con-Cy Intel  
(Consortium of Cyber-  
Security Intelligence)  
Delta Sigma Theta Sorority, Inc.,  
Tau Epsilon Chapter  
Fairly Odd Players  
The F.A.S.H.I.O.N. Society  
Film Society  
The Fraternity of Alpha Kappa Lambda,  
Gamma Xi Chapter  
The Fraternity & Sorority Council  
Gay-Straight Alliance  
Habitat for Humanity  
Honor Student Association  
Kappa Alpha Psi Fraternity Inc.,  
Omicron Omega Chapter

Kappa Delta Pi, Alpha Eta Upsilon Chapter  
L.E.V.E.L 5  
Latino Student Association  
Loched In Motion Dance Club  
Math Club  
National Association for Music Education  
National Association for the Advancement  
of Colored People  
National Society of Leadership and Success  
OWLS  
Pinky Promise  
Phi Beta Sigma Fraternity Inc.,  
Beta Beta Beta Chapter  
Psi Chi Psychology Honor  
Society  
Sankofa, African and African  
American, Genealogy and  
History Club  
Sigma Gamma Rho Sorority  
Inc., Rho Lambda Chapter  
Social Sciences Society  
Society For Human Resource  
Management  
Society of Global Affairs  
Student African American Brotherhood  
Student African American Sisterhood  
Student American Dental  
Hygienists' Association  
Student Government Association  
Student Leaders Club  
Student Nurses Association  
Student Supply Chain Roundtable  
Student Veterans Association  
Volunteers Around the World  
Zeta Phi Beta Sorority, Inc.,  
Iota Sigma Chapter



**2018-2019  
Registered  
Student  
Organizations**

2018 - 2019  
Recreation &  
Wellness

# GOALS & OBJECTIVES



## **Objective 1:**

Increase marketing efforts to reach a larger population of students.

### **Outcomes:**

*We experienced an increase in Social Media followership on both Instagram and Facebook by 10%. Our programmatic information was also promoted in the weekly Student Info email blasts. We also had flyers created by the University's Marketing department using geo-tags. These efforts contributed to an increase in intramural sports participation by 23 percent and over 90 unique participants in Outdoor Adventure trips.*

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## **Objective 2:**

Provide diverse recreation programs to increase interest and unique participation.

### **Outcomes:**

*Seven new programs and initiatives were added this year that increased participation of unique participants in all areas. We also introduced the Skills Clinic program that had 71 participants and we loaned gear to six students through our new gear lending program.*

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## **Objective 3:**

Create a faculty outreach program/plan.

### **Outcomes:**

*DRW experienced a 72% increase in participation by faculty/staff in intramural sports from the previous season. This increase is a result of offering participation in intramural sports at no cost to faculty/staff and without the requirement of a gym membership to participate. We also introduced the Noon Basketball Association this summer for faculty/staff to play basketball in the gym at Noon for two days each week. Ten faculty/staff took advantage of this program.*



2018 - 2019  
*Recreation &  
Wellness*

# GOALS & OBJECTIVES



## **Objective 4:**

Offer student employees at least two opportunities for professional development.

## **Outcomes:**

*100% of facility student assistants completed CPR/First Aid/AED certification through our employee training program. Also, a majority of our student employees completed CareerZone profiles through Career Services.*

*Additionally, Navia Telfair is a highlight of our professional development program. She was able to attend and officiate in the Georgia Peach Classic Flag Football Tournament at Georgia Southern, and was awarded the Clay Moore Outstanding Official Award. This experience has prepared and encouraged Navia to take on more responsibility in intramural programming, including scheduling of officials, training/supervising her peers, and assisting with program coordination.*

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## **Objective 5:**

Create a club sport and/or RSO by Spring 2019.

## **Outcomes:**

*Students expressed interest in creating a student organization for fishing, flag football, and the League of Legends e-sports team. We will continue our efforts to recruit students to create sports and recreation student clubs and organizations.*

2018 - 2019

*Recreation & Wellness*

# POINTS OF PRIDE



- Intramural Sports official Navia Telfair was awarded the Clay Moore Outstanding Official award at the Georgia Peach Classic flag football tournament at Georgia Southern University.
- 7 new programs were introduced, including Kickball, Archery Tag, Escape Room, Finals Focused, Line Dancing, Pilates, and Butts & Guts group exercise classes.
- Recreation & Wellness successfully incorporated an afternoon of community service with the Horseback riding trip.
- This season was the largest Volleyball turnout in program history, with a 20 percent increase from the previous year.
- 100 percent of our intramural officials were retained for all of our Intramural sports.

**117%**

increase in Flag Football participation by unique participants, doubling the number of teams from 4 to 8.

**304**

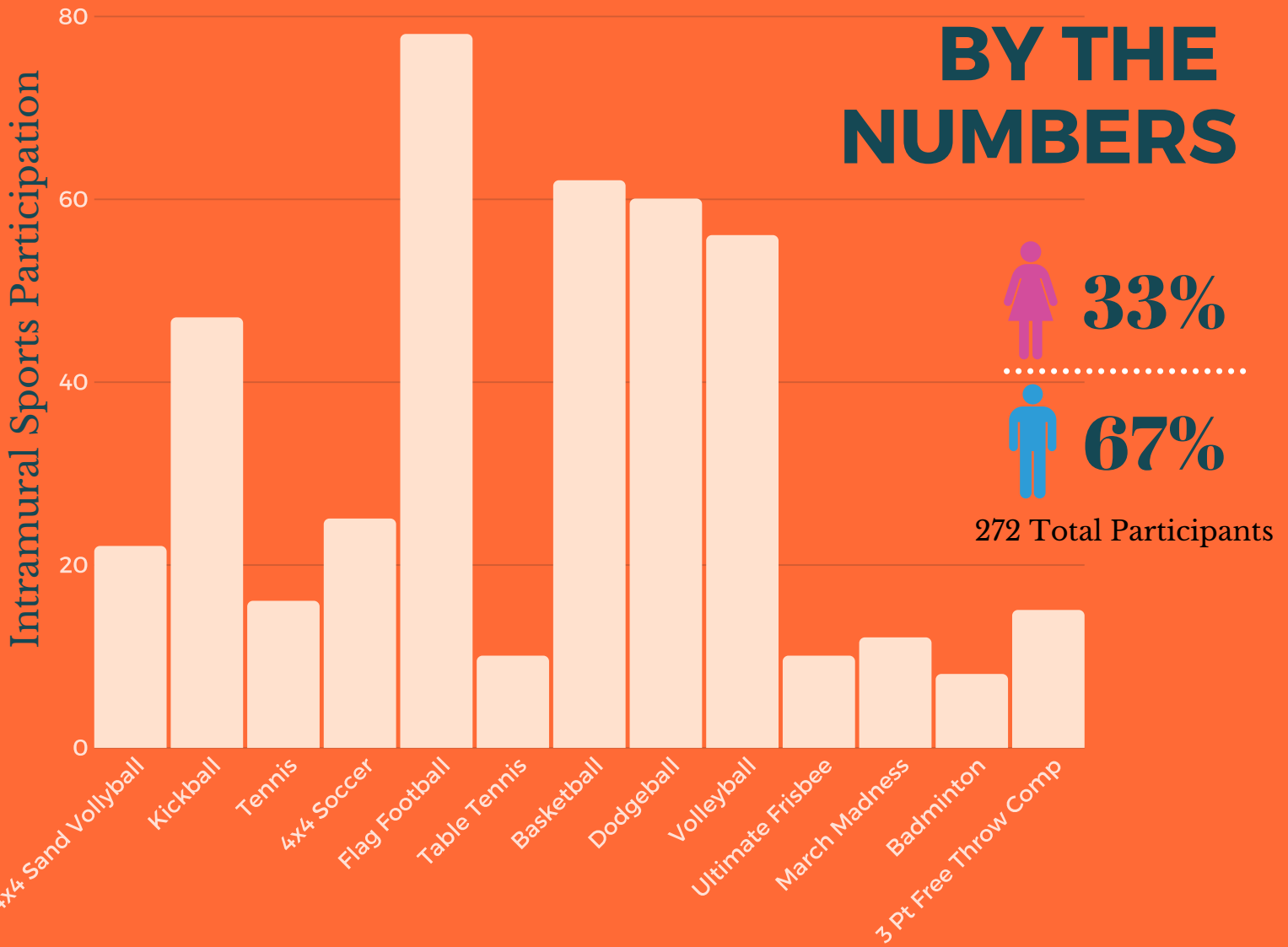
Participants on the Laker Challenge Course.

**1630**

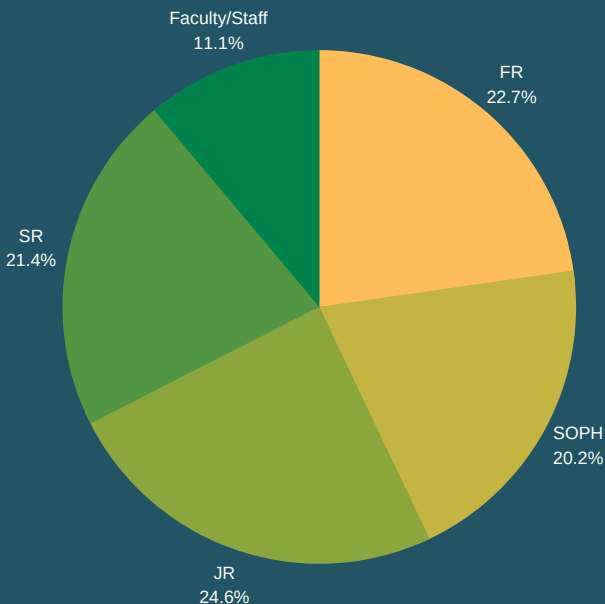
unique visitors to the SAC Fitness Center during Fall and Spring Semesters.

# Student Involvement

## BY THE NUMBERS



### Participation across all programs



### OUTDOOR ADVENTURE



- 7 Outdoor Adventure Trips
- 91 Unique Trip Participants
- 6 Gear Lending Rentals
- 4 Bike and Bike Lock Rentals



### SKILLS CLINICS

- 3 Skills Clinics Held
- 71 Unique Clinic Participants
- 276 Challenge Course Participants



2018 - 2019

*Student Activities Center (SAC)*

# POINTS OF PRIDE



- The SAC celebrated 10 years of student involvement at Clayton State University!
- The SAC was highlighted in the Association of College Unions International (ACUI) May 2019 Bulletin.
- The SAC team developed a centralized training program for student employee development.
- The SAC team brought back the Summer Activities Camp in June 2019, partnering with eight campus departments and 6 community partners to introduce 12 middle-schoolers to the college campus experience.
- The SAC team developed a new action plan for fire safety, emergency weather, and threats in the building.
- The SAC hosted 3 film projects in the Facility.





**111,222**  
Visitors

**433**  
SAC Events  
260 Student  
128 Department  
45 External



**7,330**  
Space  
Reservation  
Initiations

**\$101,000**  
in generated  
revenue

# STAFF ACHIEVEMENTS



## STAFF DEVELOPMENT

- Tiffany Burston attended the Women's Conference sponsored by SkillPath and the Microsoft Excel training sponsored by the Clayton State Continuing Education Department.
- Spenser Emerson and Darrell Fedchak presented at the Georgia Recreation and Sports Association (GRSA) Region II Conference.
- Tony Berry, Bobby Fiely, and Brandon Marshall attended the Association for College Unions International (ACUI) National Conference.
- Will Mickell attended the American College Personnel Association (ACPA) National Conference.
- Atawanna Royal-Baxter attended the National Association of Student Personnel Administrators (NASPA) National Conference and the Middle-Managers Institute sponsored by NASPA.
- Natasha Hutson and Ashley Kekula attended the Points of Light National Service and Volunteerism Conference.

## POINTS OF PRIDE

- Willie Mickell joined the Campus Life team as the Assistant Director of Student Organizations in July 2018.
- Darrell Fedchak joined the Recreation and Wellness team as the Outdoor Adventure Coordinator in October 2018.
- Spenser Emerson was promoted to Associate Director of the Department of Recreation and Wellness in March 2019.
- Ashley Kekula joined the Campus Life team as the AmeriCorps Program Coordinator in July 2019.



# STAFF ACHIEVEMENTS



## DEPARTMENT ACHIEVEMENTS

- The National Society for Leadership & Success hosted its first alumni speaker broadcast featuring alumni members who have advanced in their careers.
- The Department of Recreation and Wellness updated and redesigned the Laker Challenge Course for increased student leadership opportunities.
- AmeriCorps Alum and graduate Assistant, Desiree Barrow, was featured on the Georgia Commission for Service and Volunteerism outreach brochure.

## STAFF COMMITTEE WORK

- Alcohol and other Drugs Education and Prevention Team (ADEPT)
- Campus Parking Committee
- Co-Curricular Transcript Taskforce
- Commencement Committee
- CSU Day at the Capitol Planning Committee
- Homecoming Committee
- Information Technology (IT) Council
- Making Things Better Award Committee
- Minors on Campus Policy Development Committee
- Orientation Steering Committee
- Space Advisory Committee
- Student Affairs Assessment Committee
- Student Affairs Marketing & Social Media Committee
- Student Housing and Food Insecurity Committee
- University Hearing Panel
- USG Kieser 5K Run | Walk | Roll Planning Committee
- Wellness Council



**2018-19 Student Activities Center  
Student Life Programs & Initiatives**

<b>Program</b>	<b>Type</b>	<b>Recorded Participation</b>	<b>Description</b>
Alternative Winter Break	Service	14	An opportunity for students to engage in community-based service projects during the University's designated Winter Break.
AmeriCorps Service Cinema(s)	Service	124	An interactive forum for students to engage in intentional dialog about social issues through cinema.
Council for Student Organization Leaders Monthly Meeting	Leadership	214	Provides an open platform for collaboration and exchange of ideas between executive leadership of student organizations.
Department Day	Outreach	175	A fair for campus departments to introduce themselves to incoming students by hosting an information table.
Dine and Dialog	Leadership	74	A celebration of Women's History Month that provided our female students with a platform for exploring and embracing their own identity as women.
Diversity and Leadership Conference	Diversity	186	A professional development opportunity for individuals to enhance their multicultural competency.
Family Day Fiesta	Diversity/ Outreach	140	An event to celebrate Hispanic culture and traditions while supporting involvement needs for students to bring their families.
Finals Focus	Wellness	85	Opportunity for students to mentally prepare for final exams through fitness classes, massages, and s'mores.
Freedom Walk Experience	Diversity	47	An interactive museum created by the recipient of the Freedom Rider Award from the 2018 Diversity and Leadership Institute that took participants on a journey through pivotal moments in American history
Get Connected	Outreach	IG: 560 FB: 997 Text: 327	An opportunity to interact and gain knowledge about ways to become connected within the campus.
Greek Training and Retreat	Leadership	64	Annual development session for members of the Greek community.
Greek Life Awards Program	Leadership	45	Recognizes outstanding members of the Greek community for their commitment to Leadership, Scholarship, and Service.
Group Exercises Classes	Wellness	500	A variety of cardio, toning, and mental fitness classes offered free to students.
Holiday Drop-In for Student Orgs	Outreach	44	A social event for student organization members and advisors to celebrate Fall semester successes.
Hoops for Charity	Service	68	Raises funds for cancer research and support of the American Cancer Society's Relay for Life though relay and basketball games.
Hunger and Homelessness Awareness	Service	55	Increases awareness of causes and issues associated with poverty and learn about resources available to assist those in need.
Intramural Sports	Recreation	272	Gives students the opportunity to participate in an abundance of sports and learn important team building skills.

King Family Sunday Supper	Outreach	50	Inspired by Dr. Martin Luther King Jr.'s vision, this event invites students of diverse backgrounds to come together to engage in dialogue about issues affecting our community while sharing a meal.
Make a Difference Day	Service	50	Volunteers and communities come together to improve the lives of others through volunteerism.
MLK Day of Service	Service	70	An opportunity for individuals to participate in helping the community in honor of MLK.
Organizational Fair and Showcase	Outreach	475	Student Organizations host information tables to introduce their clubs to the student body. Performing organizations provide entertainment during the showcase.
Outdoor Adventure Challenge Course	Leadership	276	This leadership environment allows students to grow their teambuilding, communication and leadership skills.
Outdoor Adventure Skills Clinics	Recreation	71	Provides students the opportunity to learn and grow outdoor knowledge and skills.
Outdoor Adventure Trips	Recreation	91	Provides students with an abundance of activities, such as white water rafting and horseback riding, to increase their outdoor skills.
National Coming Out Day Party	Outreach	96	An open and safe space for individuals to express themselves.
Nat'l Society for Leadership and Success, Leadership Training Day	Leadership	100	Seminar to help students set goals by identifying their passions and recognizing the strengths and liabilities of leadership.
Nat'l Society for Leadership and Success, Speaker Broadcasts	Leadership	98	Live broadcasts of the world's most successful motivational speakers and thought leaders discussing topics related to leadership.
PRIDE Prom	Diversity	73	An opportunity for students to attend prom with PRIDE and express themselves.
Relay for Life	Service	35	All night walk-a-thon to honor cancer survivors, remember loved ones lost, and raise money for cancer research.
RESET- Registration Enrichment Support & Education Training for Student Organizations	Leadership	42	Provides education, training, development, and networking experiences to student leaders to equip them lead their organizations successfully.
SAC Live Nights	Social	148	Social events hosted in the SAC that keep the students involved on campus and engaged with their peers.
SAC Movie Nights	Social	295	A social event that provides students with a free opportunity to view recent movies, such as "Black Panther."
Safe Space Training	Diversity	11	Trains participants to be advocates for the LGBT community and to create inclusive and supportive environments.
Service Fest	Service/ Outreach	165	Provides students with an introduction to our service student groups and an opportunity to participate in a service project with them.
Student Choice Awards	Social	233	A Homecoming awards program in which students nominate and vote for their peers for superlative-style awards.

Student Leadership Development Days	Leadership	37	Provides an opportunity for student leaders to further their development of specific leadership skillsets.
Student Leadership and Involvement Awards Program	Leadership	112	Recognizes outstanding students and organizations for their hard work, dedication, and significant contributions to the campus.
Student Leadership Retreat	Leadership	33	Challenges student leaders to be REAL- Relevant Effective Authentic Leaders- though leadership growth and development.
Welcome (Back) to the SAC	Outreach	180	A welcome back meet and greet event for students to learn about the exciting services provided by Campus Life and the SAC.
<b>TOTAL RECORDED PARTICIPATION</b>		<b>6,732</b>	



