

**Campus Life Goals for 2012-2013  
End-of-Year Report**

	<b>Completion Deadline</b>	<b>Updates</b>
<b>Effectively use technology to enhance programming and student development</b>	Fall 2012	
1. Develop webinars, online and video trainings, and video diaries of program evaluation		Accomplished <ul style="list-style-type: none"> <li>Created the <i>Power Up on Leadership</i> video trainings <a href="http://www.clayton.edu/campus-life/leadership/powerup">http://www.clayton.edu/campus-life/leadership/powerup</a></li> <li>Used video and projection technology to enhance FSC Homecoming Step Show, February 2013</li> </ul>
2. Maintain regular website updates with easy to find information about programs and policies		Accomplished <ul style="list-style-type: none"> <li>Added <i>Events</i> feature to website</li> <li>Trained three staff members (Tony, Jennifer D., Ben) to make updates to website to keep it current</li> </ul>
3. Utilize students' Smartphones—Campus Life App for program calendar and bar scans		Accomplished <ul style="list-style-type: none"> <li>Developed QR Code that links to Campus Life website to place on all event marketing, brochures and print material</li> </ul>
4. Utilize technology to market programs and events		Accomplished <ul style="list-style-type: none"> <li>Created FaceBook, Twitter, &amp; Instagram accounts and Android GroupMe application to promote events to students via social media</li> <li>Efforts resulting in increased participation by approximately 300 students during year</li> </ul>
5. Create a Campus Life “welcome back” video		Accomplished <ul style="list-style-type: none"> <li>Created Campus Life “welcome back” video for students to learn about Campus Life and services provided</li> </ul>
<b>Streamline programming based on University Strategic Plan</b>	Spring 2013	
1. Identify signature programs; enhance, grow and develop them; ensure programs are inclusive and diverse		Accomplished <ul style="list-style-type: none"> <li>Identified signature programs in Leadership, Diversity and Service Learning areas</li> <li>Increased student participation in each area</li> <li>185 nontraditional participants in signature events</li> <li>307 non-African American participants in signature events</li> </ul>

2. Capture and utilize student demographic information from their attendance at department-sponsored events and activities		Accomplished <ul style="list-style-type: none"> <li>Implemented use of swipe card machines to capture student demographic information at signature events</li> <li>Data includes classification, race/ethnicity, gender; traditional/nontraditional, and on/off campus residence</li> </ul>
3. Develop a campus-wide program as a team that targets campus demographics and population		Accomplished <ul style="list-style-type: none"> <li>Implemented campus tailgate party for Homecoming with involvement of entire Campus Life staff</li> <li>Event developed based on student desire to create traditional homecoming feel on campus</li> </ul>
4. Consider student feedback in program development (surveys, focus groups)		Accomplished <ul style="list-style-type: none"> <li>Student feedback was processed and captured in development of Diversity Conference, Student Leadership Conference, Women's Luncheon and Interfaith Challenge through focus groups and electronic feedback</li> </ul>
5. Offer Summer Programming		Accomplished <ul style="list-style-type: none"> <li>Brought novelty act, "Goo Con," to campus June 2013</li> </ul>
<b>Provide more guidance, structure, and support for student growth and development</b>	Spring 2013	
1. Implement Council of Student Organization Leaders (CSOL)		Accomplished <ul style="list-style-type: none"> <li>Completed September 1, 2012</li> </ul>
2. Develop extracurricular transcript to record leadership positions, involvement and volunteer hours		Partially accomplished and delayed <ul style="list-style-type: none"> <li>Connected with OITS to develop an electronic co-curricular transcript</li> <li>Project was terminated due to purchase of new University software, <i>Community</i>, that includes co-curricular transcript module</li> </ul>

3. Increase collaboration among student organizations and with faculty members		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• Created Student Leadership and Involvement Council (SLIC) to provide students with opportunities to assist with planning and developing leadership, civic engagement, and diversity programming</li> <li>• Collaborated with fraternities and sororities on Male Leadership Summit and Women’s Inspirational Luncheon</li> <li>• Attended department meetings of four academic colleges to develop faculty partnerships in Service Learning, Leadership and Diversity programs</li> <li>• Implemented new advisor training for student organization faculty and staff advisors</li> </ul>
4. Provide student organizations with consistent training and development opportunities		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• Developed Lunch and Lead monthly leadership training and development series; topics included SMART Goals, Life mapping, and iLead</li> <li>• Created partnership with Department of Visual and Performing Arts to provide course credit to 40 Student Media Organization members</li> <li>• Offered 3-day off campus pre-service training to 31 AmeriCorps members that included high ropes team development and group dynamic training</li> </ul>
5. Increase opportunities for developing and marketing on-campus events		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• Developed campus promotions guide to assist students and staff with understanding and adhering to posting policy</li> <li>• Purchased 20 more poster and flyer window holders for student marketing</li> </ul>
6. Increase student involvement in department programs and student organizations		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• Registered 73 student organizations;</li> <li>• Documented over 1200 student organization members, a 5 percent increase from previous year.</li> </ul>
<b>Become central office for civic engagement and volunteerism on campus</b>	Spring 2013	

1. Increase awareness of opportunities through Academic Affairs partnerships		Accomplished <ul style="list-style-type: none"> <li>• Visited four college faculty meetings to present on Civic Engagement and Diversity Education experiences</li> <li>• Faculty members Joshua Parker, Charlotte Swint, Jere Boudell, and Paul Melvin participated in service opportunities with students</li> </ul>
2. Offer service learning opportunities that align with academic majors, interests and course offerings		Accomplished <ul style="list-style-type: none"> <li>• Offered 7 service learning opportunities in affordable housing, animal protection, hunger and homelessness, and environment and beautification</li> <li>• AmeriCorps developed AmeriCorps Service Cinema to address global social justice issues in child trafficking, disabilities, and education</li> </ul>
3. Track volunteer hours and students that are volunteering		Accomplished <ul style="list-style-type: none"> <li>• Created volunteer database to track student volunteer hours and number of students that volunteered</li> <li>• Had 266 volunteers</li> </ul>
4. Increase participation in Alternative Break programs by keeping cost low (under \$500.00 for student)		Accomplished <ul style="list-style-type: none"> <li>• Increased Alternative Break programs by 58 percent:</li> <li>• Alternative Winter Break Program - 34 students (compared with 20 students in 2012)</li> <li>• Alternative Spring Break Program - 26 participants (compared with 15 students 2012)</li> </ul>
5. Offer more and diverse volunteer opportunities through collaboration		Accomplished <ul style="list-style-type: none"> <li>• Partnered with four nonprofit organizations in Atlanta area to offer local volunteer opportunities during Spring Break</li> </ul>
6. Develop a fundraising plan for supplies and volunteer effort		Delayed and ongoing <ul style="list-style-type: none"> <li>• Considered some grant opportunities</li> <li>• Did not successfully develop a fundraising plan</li> <li>• Will continue exploring processes for developing effective fundraising plan</li> </ul>
<b>Review and update policies to meet growing needs of students</b>	Spring 2013	
1. Review and update student handbook		Accomplished <ul style="list-style-type: none"> <li>• Completed August 2012</li> <li>• Updated again April 2013</li> </ul>

2. Develop campus marketing and promotions brochure		Accomplished <ul style="list-style-type: none"> <li>Completed November 2012</li> </ul>
3. Develop tiered-reservation process to ensure student space for programming		Accomplished <ul style="list-style-type: none"> <li>Completed July 2012</li> </ul>
4. Review and update facility policies to ensure reasonable ability to comply		Accomplished and ongoing <ul style="list-style-type: none"> <li>Developed late night events policy August 2012</li> <li>Assisted with development of campus solicitation policy, April 2013</li> </ul>
5. Make information easy to find on the website		Accomplished <ul style="list-style-type: none"> <li>Quick links were created directly from website homepage to create one-click process for website searching</li> <li>Information can be found in multiple areas, on both SAC and Campus Life websites and on Inside Clayton link on University homepage</li> </ul>
6. Enhance communication of policies		Accomplished <ul style="list-style-type: none"> <li>Updated student handbook and printed hardcopy for all student organizations</li> <li>Require walk-through meetings with all organizations and clients to explain space usage policies</li> <li>Added statement to space reservation form for student/client/department to acknowledge policies prior to requesting space reservation</li> </ul>
<b>Aggressively promote the Student Activities Center (SAC) to internal and external community members to increase facility usage opportunities</b>	Spring 2013	
1. Reconfigure space for student organization use		Accomplished <ul style="list-style-type: none"> <li>Repurposed café area into open gaming area</li> <li>Created Laker Lounge for small student events, meetings, and activities</li> </ul>
2. Send brochures to external community members and patrons		Accomplished <ul style="list-style-type: none"> <li>Updated, printed and sent 100 SAC brochures to previous, new, and current patrons and clients of SAC</li> <li>Hosted an SAC Open House for community members and clients</li> </ul>

3. Refurbish appearance through paint and furniture updates		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• During Fall 2012, had grit coating added to tiles in men's and women's shower area to reduce slippage</li> <li>• December 2012, Fitness Center Courts were screened and recoated for next two year cycle</li> </ul>
4. Maintain state-of-the-art equipment and facility features		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• SAC created a small computer lab in Center for Student Involvement and Service (CSIS) for student and student organization use; lab includes 5 computers and printer/copier</li> <li>• SAC upgraded server housing surveillance cameras in facility to allow more seamless stream when watching footage</li> <li>• SAC installed low-light camera in ballroom to assist with monitoring parties with little to no overhead lighting</li> </ul>
5. Generate \$75,000 in ballroom rentals		<p>Partially accomplished</p> <ul style="list-style-type: none"> <li>• SAC generated approx. \$60,000 in revenue</li> </ul>
6. Increase sustainability efforts- recycling, water and energy conservation		<p>Accomplished</p> <ul style="list-style-type: none"> <li>• SAC installed new water fountain that fills water bottles with filtered water</li> <li>• Continued participation in Single Stream Recycling Program</li> </ul>