

Webster University Student Affairs Annual Report 2001-2002

Organization

The Student Affairs departmental annual reports are organized into the following sections:

- ✓ Recap of the Year
- ✓ Numbers Served
- ✓ Major Goals Accomplished
- ✓ Summary of Impact on Student Learning
- ✓ Key Activities and Events
- ✓ Unforeseen Challenges
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Dean of Students Office

Recap of Year

Due to the tragic events of September 11, this was a year unlike any other. The impact on our students and the response of our staff dominated the year. 2001-02 was the busiest year we have had in the dean of students office. The pace was even more hectic as last year and once again many projects were not completed due to the large volume of competing demands. This year the major issues included: planning for the construction of new housing, the renovation of Maria Hall, and the expansion of the University Center; the renewal of the dining services contract; recruiting, hiring, and training new staff; planning for the absence of the associate dean while she is visiting the international campuses; and a number of student emergencies.

Numbers Served

236 emergency loans were issued to students for a total of \$58,476.70. This represents a 18% increase in loan activity compared to last year. The amount of funds loaned increased by 35%.

- 122 students used the emergency loan program to buy books while waiting for their financial aid to be awarded, for a total of \$32,550.
- 22 students used the emergency loan program to buy supplies not at the bookstore for a total of \$3,618.
- 57 students used the emergency loan program for living expenses, for a total of \$14,381.70.
- 16 students used the emergency loan program for other types of emergencies in the first three weeks of school, for a total of \$3,941.50.
- 19 students used the emergency loan program for other types of emergencies, after the first three weeks of school, for a total of \$3,985.50.

All categories came in pretty much as anticipated, or a little higher.

221 graduate students and 552 undergraduate students have used the bookstore cheque program during the year to purchase their books while waiting for their financial aid disbursement, for a total of \$186,550.

The total number of students served for both of these programs: 1009 students requesting \$245,026.70 in bookstore cheques and emergency loans. This is a 7% increase in the number of students using these programs and a 14% increase in the amount of funds distributed, compared to last year. The volume of these two programs is now stretching beyond our ability to support it. Complaints have become more frequent, from local students about the lack of evening hours and from extended campus students about the lack of access to these programs for anyone outside of St. Louis.

The Tuition Adjustment Committee reviewed 57 tuition appeals, approved 55 and denied 2.

No students were given Anna Jane loans this year, since the fund had reached a low of \$2100. The Anna Janes fund has had a chance to regenerate due to payments received from former students and we can now resume making loans available to needy students who fit the criteria for the program.

Assisted 87 students (50% increase compared to 2000-01) in student ombudsman role on a wide variety of issues, including complaints about faculty and advising, financial issues, housing and dining issues, and services that are not available to extended campus students. About one-fifth of these cases involved students from our extended campus network.

Major Goals Accomplished

✓ *Recruit, select, and train the new career services director.* Goal accomplished. Tom Hilliard has done

a terrific job in this position. Due to unforeseen circumstances, Tom will be leaving July 1 to pursue full-time doctoral students.

- ✓ *Develop systems to track the retention of various types of student segments and implement appropriate interventions to help students persist to graduation.* We began work on this goal with the hiring and training of a new counselor in the Counseling and Life Development office. This goal was then put on hold due to several factors: the aftermath of September 11; a key staff member being called up to active duty; and the considerable time required in research and planning for the proposed new residence hall and expansion of the University Center.
- ✓ *Improve the skills of the Student Affairs staff in the area of needs assessment and marketing.* This goal was then put on hold due to several factors: the aftermath of September 11; a key staff member being called up to active duty; and the considerable time required in research and planning for the proposed new residence hall and expansion of the University Center.
- ✓ *Work with a committee of students, faculty, and staff to develop a long range master plan for campus dining services.* The committee met throughout the year and completed the master plan, which will now be incorporated into the plans for the expansion of the University Center. Site visits were made to a variety of other campuses to collect ideas for a new dining facility.
- ✓ *Develop some pilot programs to extend some key services to students at extended campuses.* A meeting was held with the new director of the Distance Education Center to discuss a few ideas. The Career Service staff began to explore some additional career-related outreach programs for extended campuses in conjunction with the School of Business and Technology and Development/Alumni Services. This goal was then put on hold due to several factors: the aftermath of September 11; a key staff member being called up to active duty; and the considerable time required in research and planning for the proposed new residence hall and expansion of the University Center. Some aspects of this goal will be met by the planned extended visit in 2002-03 by the associate dean to Geneva, Vienna, Leiden, London, and Thailand.

Key Activities and Events

- ✓ Hired one new department head and a counselor.
- ✓ Research and planning for the proposed new residence hall and expansion of the University Center.
- ✓ Coordinated the efforts of the Food Service Planning Committee.
- ✓ Assisted in the planning for a Jazzman's Cafe (cyber cafe) to be included in the new library.
- ✓ Conducted our annual study of factors involved in the attrition of freshmen.
- ✓ Coordinated a year-long staff development program focused on the book *Reframing Organizations*.
- ✓ Participated in numerous University-wide planning teams and committees.
- ✓ Student Leadership Awards Luncheon.
- ✓ Continued Dean's Award for Service program.

Professional Development Activities

Ted Hoef attended the Association of College Unions International annual conference in Albuquerque and presented a session on Good Practice in Student Affairs: Principles to Foster Student Learning.

Other Developments

Worked to support the Student Government Association's efforts to establish Gorlok TV and to improve the electronic communications systems for students.

Three international students worked in the dean's office (33% of all student staff working in the office).

Associate Dean of Students - Tammy Gocial

Recap of the Year

We began the year with a strong move-in to campus housing. The tragedy of September 11th shook everyone, but our staff response was swift and supportive. The WVA staff worked individually with a number of International students to support them as they feared reprisals from Americans. Campus discipline was fairly low this year; however, there was an increase in incidents of academic dishonesty reported by faculty to our office. We are slowly, but surely, making the transition from having Tammy serve as the Sexual Offense Advocate to having that role be served by a female campus counselor. Hiring Gladys Smith and then having to replace her with Mary Thomas contributed to the delay. Fortunately, there were very few reports of sexual offenses. The major activity for the year centered on researching and developing the plans for the new residence hall. We maintained a strong Student Leadership Development Program and continue to bring new students into it. Overall, it was a good year.

Numbers Served

Student Advocacy: Information and/or problem solving was sought by 56 people (25 students, 10 parents, 20 faculty/staff). These numbers represent a decrease in the number of *students* contacting me directly, but an increase in the number of parents, faculty and staff who are contacting me on behalf of students. Most of the initial contacts came via the telephone, although e-mail is increasing as a way to communicate. The average amount of time spent addressing each concern was 23 minutes, although several concerns involved numerous contacts and totaled more than 60 minutes each. Concerns included such issues as missing students, hospitalized students, perceptions of bias, financial aid, and a student's parent who committed suicide.

Student Leadership Development Program (SLDP): We continued to maintain a strong foundation for the SLDP this year while maintaining the size of the program. The Fourth Annual Advanced Leaders Retreat was attended by 12 students, while 32 students attended the Seventh Annual Emerging Leaders Retreat. A total of 12 students were enrolled in the Leadership class (including 2 international students). The SLDP also offered 8 workshops for 42 students who sought leadership certificate credit (although several students attended more than one workshop). Omicron Delta Kappa, the national leadership honor society, inducted 36 students into the fourth circle in December. This year, there were 72 students who indicated that they were pursuing the SLDP certificate. At the conclusion of this sixth year of the program, 45 students have completed all components of the SLDP and received their leadership certificates.

Sexual Offenses: Nine students or staff sought assistance for sexual offenses that occurred on- or off-campus this year (including one in Thailand). None of these cases resulted in informal or formal campus proceedings, however there were a couple of incidents where swift response and resolution prevented charges from being levied. We continued to serve our students well with this policy and procedure, but a review of the appropriateness for staff and faculty is warranted.

Judicial Affairs: 20 students were charged with judicial offenses for a code of conduct violation other than alcohol or drugs. An additional 7 students were charged for alcohol offenses (primarily from the WVA). Twenty is higher than last year, but most offenses were fairly minor. Seven alcohol charges is one-fourth the number of cases from last year. In addition, two cases involved a significant amount of time either in the investigation, hearing process, or the follow-up on sanctions. Nine additional cases required follow-up on completion of sanctions from last year (with 5 others followed-up by Buck and Holland). The Judicial Board did not hear any cases this year. Only 6 appeals were received. Our major issue this year continued to be alcohol; however, we are being told by faculty of more and more plagiarism (especially with the internet). The use of "Holds" on students' accounts for failure to answer charges or failure to complete judicial sanctions continued to be a big help this year. There are currently 18 students on this list who will require follow-up this summer and/or in the Fall. (This number includes students from residential life.)

Major Goals Accomplished

- ✓ *Work with the residential life staff (halls and apartments) to develop and promote programs and services that support student learning, recruitment, and retention. This will also address efforts to diversify our staff and programs.*
Goal partially accomplished. Overall, this was a challenging year for programming in residential life. Several RA's and CA's performed exceptionally well in this area, but others were extremely poor. The staff turnover in the WVA in January contributed to poor community development and learning-oriented programming. We intend to hire program assistants in the halls next year to facilitate the creation and implementation of educationally-purposeful programming. Despite these challenges, the strengths of the office staff in the WVA and the strengths of the one-to-one interactions between RA's and their students contributed to a very good year for customer service and retention of students in the housing system. As we continue to retain students in greater numbers, we will continue to have limited space for new students to live on campus. Res Life staff is ethnically and racially diverse next year.
- ✓ *Facilitate the planning process for a new campus building to house 250-500 newly-recruited or retained students.*
Goal accomplished. The full residential life staff contributed to the achievement of this goal. We completed focus groups, site visits, a student survey, and review of other school's data to develop a proposal that included an appropriate mix of rooms at a reasonable price with sufficient amenities.
- ✓ *Work with Student Affairs staff to facilitate the implementation of our 5-year strategic plan. Using the revised deadlines on the gant chart, make sure that we are meeting our target completion dates. Review will occur monthly at staff meetings.*
This goal was set aside following September 11th and the pressing needs of the new building project. The strategic planning process will be a major project for 2002-03; however, I will not be the facilitator of the full plan.
- ✓ *Utilize recently-developed system for obtaining feedback regarding my performance regarding my ability to provide assistance to students with specific concerns or for those who have met with me for judicial concerns. Identify how their work with me may have contributed to their learning and/or retention. Seek feedback during each quarter.*
Goal not accomplished. There were few students who contacted me or who worked with me directly at the beginning of the year. Later in the year, my time was greatly consumed by the need to solicit and compile data and information for the new building project, so this goal was put on the back burner.

Summary of Impact on Student Learning

I think my major impact on student learning came through the SLDP and Judicial Affairs this year. Regarding Leadership, we received very specific information from students regarding what they learned in their various leadership experiences and how they can apply what they learn in future leadership settings and/or the world of work. I think we need to continue to push students to think about leadership as a way of life instead of just a way to work in groups. The peer group is important to this generation of students. If we can find a way to help the "average" student recognize how to use leadership skills in non-traditional leadership arenas, I think we will have a better chance of reaching more students.

My major challenge with helping students with their learning related to judicial offenses is making sure that my staff conduct their disciplinary hearings within 7-10 days of the offenses. It is much harder for students to believe they are involved in a serious situation when the hearing does not take place for 30-45 days. This year, we received much better support from parents regarding students' taking responsibility for their actions.

Key Activities and Events

- ✓ Created, distributed, and tabulated Housing Survey for the new hall

- ✓ Co-created and submitted a proposal for approx. \$22 million new residence hall project
- ✓ Coordinated re-grading plan for WVA buildings 1 & 6 with Paric and CCHM
- ✓ Assisted in providing a support system for students following September 11th
- ✓ Worked with Graduate Council to draft a new policy on academic honesty / plagiarism
- ✓ Judicial Affairs - Completed review of Judicial Policies and Procedures
- ✓ Sexual Offense - Took initial steps to train Gladys Smith and Mary Thomas for Advocate role
- ✓ Student Leadership Development Program
 - Co-coordinated two retreats, coordinated Leadership Scholars program; team-taught SLDP class; trained 3 new SLDP certificate advisors; trained new SLDP program assistant
- ✓ Taught Freshman Seminar, "Express Yourself: Teens Talk Back"

Personnel Changes

Buck hired Karen Door (from Saint Louis U.) as the Assistant Coordinator of Housing and Residential Life for the 2002-03 year.

Summary of Customer/Client Feedback

We received great feedback from students regarding the Emerging and Advanced Leadership Retreats and the implementation of learning from the leadership class. Themes that emerged included students learning a great deal about themselves and their learning styles, how to market their leadership skills in the world of work, how to use their voices to facilitate realistic changes on campus, and the importance of personal renewal if they are to be effective leaders.

Regarding Judicial Affairs, students believe they are treated fairly and respectfully, but indicated that not all incidents are addressed in a timely manner. This area needs improvement in the WVA and Res Life. Students also believe they should have a greater opportunity to ask questions about their rights prior to the hearing. This can be addressed easily next year.

Professional Development Activities

National Association of Student Personnel Administrators - IV-West Regional Conference - Oklahoma City

National Association of Student Personnel Administrators - 2002 National Conference - Boston, MA
Secured keynote speaker on "Teaching for Critical Thinking" for May Workshop for Freshman Seminar Instructors

Chair of NASPA IV-West Mid-Level Institute - Pueblo, CO

Local Arrangements Chair - NASPA 2003 National Conference Planning Committee - St. Louis, MO

Other Developments

Completed my doctorate and I'm excited about the trip to Europe and Thailand.

Athletics and Recreation

Recap of Year

The 2001/2002 year continued on a course set by the success of the last two years. In fact, this past year was declared the "Year of the Gorlok" by President Meyers to over 300 in attendance at the year end Athletic Banquet. Athletics continued providing a quality experience for our student athletes in and out of the classroom. The year got off to a good start when Webster University was ranked in the top ten of

all Division III schools with a graduation rate 19% above the student body average. Combined with a 3.23 Departmental GPA, (with only two students out of 163 under a 2.0) Athletics seems to be emphasizing the importance of student learning. On the field of play, the Gorlocks experienced perhaps the best year in school history. With four teams advancing to NCAA championships, Webster was also able to secure the SLIAC all sports trophy for the third straight year. The opportunity to not only host NCAA championship action but also to win three games at home helped lift the department to a top 100 national finish in the prestigious Sears Cup Standings. Internally, staffing in the department was quite stable. In fact all head coaches are planning to return next year. There was progress made in full time coaches as Athletics partnered with Academic Advising to create a new full time position for one coach. This position was filled by Ryan Barke and his replacement in University Communications will be determined in the weeks to come.

Numbers Served

Students Recruited	88 overall (up from 87 last year) — 57 freshmen, 31 transfer
# of students on team rosters	180 (up from 177 last year)
# of students who participated	174 (up from 169 last year)
# of students who finished year	163 (up from 155 last year)
# of students Academic All-Conference	54 (up from 42)
Departmental GPA.....	3.23 (down from 3.32 last year)
Recreation Programs.....	See University Center Report
Total Attendance at Recreation Programs.....	See University Center Report

Major Goals Accomplished

- ✓ *Recruit 70 new student athletes to Webster University.* This year we recruited 88 new student athletes. The efforts in women’s basketball, softball and mens soccer helped us exceed the goal. In addition, there were a significant number of transfer students who for one reason or another decided Webster would make a better home than their previous school.
- ✓ *Upgrade Web page to include on-line player profile sheets.* Although it took an extra year to accomplish this goal, it is now complete. In fact, we are now seeing approximately 1-2 completed profiles reach our coaches each week. Also, the Athletics web page has been undergoing a significant facelift during the last eight weeks of the semester. A brand new web site will be operational by July 1.
- ✓ *Increase departmental graduation and retention rate by 1%.* This goal will be evaluated at the beginning of next semester. This summer we will analyze the past 2 years to get a baseline reading on departmental retention rates.
- ✓ *Maintain a departmental GPA of 3.1.* This goal was achieved by the student athletes with a departmental GPA of 3.23. Students at risk were identified through the year with three student athletes requesting waiver on academic eligibility. Two out of the three students appeals were accepted. Currently two students fail to have a 2.0 GPA in the entire department.

Key Activities and Events

- ✓ Student Athlete Advisory Board sponsored Valentines Day Dance
- ✓ Community Service: men’s soccer served as officials for a CYC soccer tournament; men’s and women’s basketball teams put on basketball clinic for SLARC; various members of the baseball team worked with Habitat for Humanity
- ✓ Four teams advanced to NCAA championship tournaments
- ✓ Hosted three NCAA Tournament games (1 Women’s Soccer, 2 Women’s basketball)
- ✓ Held Departmental raffle which generated over \$13,000 for teams.

- ✓ Travel: baseball, softball and golf teams traveled to Florida; swimming traveled to Puerto Rico
- ✓ Offered and taught 14 Physical Education activity classes
- ✓ Team fund raising (other than raffle) topped \$15,000
- ✓ Alumni basketball and baseball events
- ✓ Won SLIAC All Sports Award for third year in a row!
- ✓ Improvement of Website which will be operational July 1
- ✓ Purchase of scorers table with proceeds from Camps and Leagues

Unforeseen Challenges

The 2001-2002 academic year saw the development of two unforeseen challenges. First, the swim club, made up mostly of men continue to strive for varsity status. While it has been communicated that there will not be a varsity swim team for men in the near future, these individuals remain tenacious in their desire for a team. In the months to come, a decision should be made regarding future sports to be offered at Webster. The second challenge revolves around our agreement with both Webster Groves and Shrewsbury for the use of softball and baseball fields respectively. In particular, our baseball field at Shrewsbury continues to present quality and safety concerns for all who play there. In fact, the safety of the playing surface at Shrewsbury Park has been discussed in Administrative Council of the SLIAC. While resources have been allocated for the improvement of these fields, without significant enhancements alternative game sites may be necessary.

Personnel Changes

The year in Athletics proved to be quite stable regarding personnel changes. In fact there are only two changes worth noting. First, Pam Miller informed us of her decision to relinquish her duties as Cheerleader Advisor after 7 years. Pam will be difficult to replace but Shannon Kessler, a former cheerleader and women's tennis player has assumed the title of Cheerleader Coach. The other personnel change happened late in the year when Ryan Barke was hired as an Academic Advisor/ Women's Basketball Coach. At this point we have not replaced Ryan in University Communications, but that position should be filled by mid July by another member of the Athletic Staff.

Professional Development Activities

Tom Hart and Pat Rische, our NCAA Faculty Representative, attended the NCAA convention in Indianapolis. Tom Hart also attended the NCAA Division III Men's Basketball committee meetings in Monterey California. Tom also served as Chair of the that committee this past year. David Kaneshiro attended the National Association of Basketball Coaches convention in Atlanta. Marty Hunsucker attended the Baseball Coaches convention in Orlando. Karen Fennell will attend the NATA convention in San Diego. Luigi Scire went to the NSCAA convention in Philadelphia.

Other Developments

Athletics hired two international student in the athletic training area (representing 35% of the student employment budget).

Career Center

Recap of Year

As with last year, this year represented a significant change in personnel and roles within Career Services. A new Director assumed leadership of the office in August. Additionally, two staff were promoted, one to Associate Director, the other to Assistant Director. Staff responsibilities were likewise reorganized, as were student employee functions, in response to the increasing requests the office receives from the global community. As a result of these changes and an increased emphasis

on using technology efficiently, contact numbers were up for 2001-02 despite a significant increase in other projects and events. More than ever before, the office is more productive and more visible to both internal and external stakeholders. Though analysis of a year's worth of sign-in data shows the office is still most heavily used by undergraduates (53% of total visits), there is increasing interest in the office's services, both on the part of graduate students (22% of total visits) and alumni (25% of total visits), in St. Louis and at extended campuses. Some of the highlights of the year include the 1st Career Fair, an expanded Employer Spotlight Series, conversion of some of last year's successful Business Series events to campus wide activities, reorganization of staff resources to better address stakeholder & office needs, improvement in office systemization leading to more purposeful and productive employer outreach, growth in partnerships with such areas as the School of Business, Development and Alumni, Marketing, and Multicultural Affairs, and increased technology use.

Numbers Served (full report attached)

Scheduled Appts: **980** (+ 16.5% from 2000/2001)
 Students 646
 Alumni <1 yr. 205
 Alumni > 1 yr. 95
 Other (prosp, etc) 34
 1-800 calls 35
Unscheduled contacts: **11, 586** (+ 23.5% from 2000/2001)

TOTAL 12,600 (+ 20.5% from 2000/2001)

Other:

Sign-ins	1727	Presentation/Event Attendance	3183
SIGI Plus	9	Information Tables	72
Jobs Total	21890	Companies interviewing on campus	68 (60 CF)
Internship notices	479	Resumes reviewed by Career Specialists	221

Experiential Education:

<u>School of Business & Technology</u>		<u>College of Arts & Sciences</u>	
Internships Obtained	51	Internships Obtained	18
Permanent Positions Offered	10	Permanent Positions Offered	1

Geographic Locations Served:

Alaska	Arizona	Arkansas	California	Colorado	Florida
Georgia	Illinois	Indiana	Iowa	Kansas	Kentucky
Louisiana	Michigan	Missouri	Nevada	New York	N. Carolina
S. Carolina	Tennessee	Texas	Vermont	Virginia	Wisconsin
Canada	Geneva	Leiden	London	Thailand	

Major Goals Accomplished

✓ **Implement an internship/job fair.**

On February 7th Career Services held the first annual Webster University Career Fair. The fair was the result of a team effort over the course of 5 months, requiring the execution of hundreds of action steps. The event was an outstanding success:

Over 60 companies were represented by 100 recruiters & managers
Over 500 students and alumni attended the event
Employers rated the event 9/10, the “best career fair they ever attended”.
Students and alumni rated the event 7/10, “make sure you have this again next year”.
The Career Services office received a “Presidential Recognition Award” for their efforts on this project.

✓ ***Fully utilize and expand Career Services current online technology in service delivery.***

In 2002 Career Services continued to strive towards increasing service and efficiency through the use technology:

Additional features of the office’s placement software, Career Connections (CC) were deployed, including employer and student self-service modules for On-Campus recruiting scheduling and sign-ups.
All employer contact information is now entered in CC, eliminating redundant & error prone individual employer contact databases.
Multiple forms were put on-line, including those used in student employment, saving the office approximately \$1,500 in expenses.
A process and instructions were created to guide employers to post their own jobs in CC.
Paper internship postings have been converted to an on-line system, MonsterTrak.
All student employment postings have been placed on Career Services web page.
A detailed, information rich Career & Employer Spotlight series was developed, featuring 5 career fields representing each of the 5 schools.
An on-line version of the Graduate Follow-up survey was developed and piloted.
A major web-page revision was initiated, and is approximately 50% complete.
The office adopted technology use as one of its guiding principles, and will continuously improve in this area.

✓ ***Integrate student employment functions into the operation of Career Services.***

Student employment is a major Student Affairs function at Webster University. It offers rich potential to provide students employment and sound experiential education. To that end, the student employment function was successfully integrated into Career Services:

The student employment function is now supervised by the Assistant Director of Career Services. The salary and expense budget for the student employment function has been successfully merged with that of Career Services with no loss of efficiency or effectiveness.
The student employment function now has access to Career Services human and material resources; for instance, student employment questions are now answered by all CS staff; CS staff provide coverage for the function in the Assistant Director’s absence; all student employment educational and procedural information, including forms, is found on the CS web site; the Assistant Director is currently developing plans to have student employment jobs posted in Career Service’s placement software, Career Connections.
The Assistant Director now supervises CS’s student workers.

✓ ***Maintain and expand academic partnerships with the colleges and schools.***

Career Services engages in two types of outreach: student and employer. Both have to be healthy and vigorous if the department is to succeed, the classic chicken and egg situation. Partnership activities include:

Joint efforts with the Dean of the School of Business to develop employer and student participation with Career Services. For instance, the Dean invited the Director of Career Services to present to his Advisory Board and solicit their participation with the office's placement events. For his part, the Dean sponsored the office's Career Fair luncheon, and personally visited classrooms to encourage students to attend. In the Spring of 2002, the Dean of the School of Business and the Director of Career Services agreed to team to visit all evening and day classes to promote Career Services, Experiential Education, etc.

Inclusion of faculty and staff from Arts & Sciences, the School of Education, the School of Business, and the School of Communications on Career Services' Advisory Board.

Regular inclusion of faculty and staff in events, such as Mock Interview Day.

Presentations by Career Services staff in classrooms, at the request of faculty.

The Associate Director taught both freshman and transfer student seminars.

Summary of Impact on Student Learning

Career Services has the opportunity to contribute to Webster's mission of giving students real knowledge for the real world in many ways, some of which are highlighted below:

Expansion of Career and Employer Spotlight Series provided career related knowledge to all students via the web and through personal interactions with alumni and employers at company visits and networking sessions.

Growth in employer outreach provided timely and more thorough career and job search knowledge to students seeking positions in the field/with the organization.

Growth in internship/scholarship opportunities provided experiential learning component and financial support to more students.

Events, including Career Fair, allowed students to learn about career and employer requirements, network with employers, and practice career related skills ("Major Decisions" workshop initiated with Academic Advising to directly address "deciding" students as a retention/learning need).

Partnerships, both internally and externally, enabled CS to plan and fund additional events (Career Fair, expanded Career Spotlight Series) and offer additional resources (more computer stations) to assist students in learning about careers and employers.

Career Services staff regularly gave presentations in the classroom on careers and conducting pro-active job searches.

The Associate Director taught credit-bearing courses to freshman and transfer students.

Key Activities and Events

- ✓ Career Fair—first ever, featuring 500+ students/alumni and 60 employers. Included formal Employer Luncheon, funded by School of Business and Technology. Received a 9/10 employer approval rating and a 7/10 student/alumni approval rating.
- ✓ Career and Employer Spotlight Series—expanded last year's month-long spotlight to this year's 4 month spotlight featuring 5 career fields representing each of the 5 schools and colleges. Series included 5 employer interview spotlights, 14 alumni interview spotlights from around the Webster world, and 11 events (2 company visits, MID, Teacher and Career Fairs, Business Etiquette Dinner, non-trad. Program, Major Decisions Workshop), career links, pictures, and information delivered via the web and on-campus. (attendance, not including Career Fair and Teacher Fair=250+)
- ✓ Third Annual International Student Job Search Workshop series—a 4-part series covering job searching, resume and cover letter writing, interviewing, and networking for international students seeking jobs in the U.S. (attendance=40)
- ✓ Bi-annual Mock Interview Day (attendance=80)
- ✓ Third Annual Webster Career Network "Make the Connection" Panel Discussion and Networking—co-

- sponsored with Alumni Office (attendance=14 alumni/employers and 100 students/alumni)
- ✓ Who Wants Their Webster Student to be a Millionaire” New Student Orientation Presentation (attendance=100 parents)

Personnel Changes

Tom Hilliard joined Webster in August as Director of Career Services. Michelle Luraschi was promoted to Associate Director of Career Services. Suzanne Rohan - Jones was promoted to Assistant Director of Career Services.

Summary of Customer Feedback

The Career Center sought 2 categories of customer feedback: contact with our office and programs.

Office Feedback: Of the 30 office visitors who completed yellow comment cards, the feedback was overwhelmingly positive, with 93% giving the office a rating of *agree* or *strongly agree* on all categories (63% gave a 100% *strongly agree* response across the board). The only concerns were hours of operation (1 person answered not sure) and office accessibility (again, one person answered not sure). The Director has created an on-line customer feedback survey which is to be piloted in the 2002/2003 school year. The plan is to randomly e-mail office visitors and ask them to go on-line to complete the survey. The data can then be uploaded directly into SPSS for analysis.

Program Feedback: All of Career Services multiple events and programs routinely received positive feedback focusing on the helpfulness of the information and the encouragement of staff or employers. Particularly gratifying this year was the response to Career Services 1st annual Career Fair. Employers rated it 9/10 (10 being the most favorable rating), and students/alumni rated it 7/10. These are excellent numbers, of which the University and the Office should be proud.

Professional Development Activities

Michelle Luraschi attended the Center for Application of Psychological Type’s MBTI Training Seminar, received certification as a Career Development Facilitator Instructor, attended monthly Gateway Human Resources Association meetings, attended a one-day Creativity Day Camp for Managers and Leaders seminar, attended the Gateway Career Services Professional Development Day, and presented “Building Technology Partnerships Inside and Out” at the first ever NACE TechForum, and taught 2 classes, and supervised a counseling practicum student.

Trezette Dixon attended the National Society of Experiential Education Conference, participated in a one day Speaker’s University Seminar, and attended the Gateway Career Services Professional Development Day.

Suzanne Rohan-Jones attended the Center for Application of Psychological Type’s MBTI Training Seminar, went to the National Student Employment Association National Conference, and participated in a “Training Student Leaders” day long seminar, and attended the Gateway Career Services Professional Development Day.

Carol Connor participated in a one day Speaker’s University Seminar, and attended the Gateway Career Services Professional Development Day.

Tom Hilliard was 1 of 5 applicants accepted into the University of Missouri – Saint Louis Industrial/Organizational Psychology doctoral program in the Department of Psychology.

Other Key Developments

Partnered with the Development Office and Cliff Bachman, Webster alum at Monsanto, to facilitate the donation of 12 desktops/laptops from Monsanto to SA and CS
Prepared for the move.

CAREER SERVICES EMPLOYER ACTIVITY

Reorganization

During 2001/2002, Career Services Employer Development activity was evaluated and reorganized, especially given the Fall activity level, when less than 5 companies recruited on campus for both full-time and internships positions, and a similarly small number conducted information sessions. In fact, at the first Advisory Council meeting in October, the Director received substantial information from employers regarding their dissatisfaction with the way the OCR and Information Session functions were being handled. To that end, the following actions were taken:

The OCR and Information Session processes were analyzed and streamlined.

The processes were automated, using Career Connections where possible.

New personnel were assigned to the processes, most significantly, the work now falls under the supervision of the Assistant Director.

Two student employee employer relations assistant positions were developed, with these additional resources starting in the Fall, 2002

The Associate Director and Employer Relations Coordinator flowcharted and improved the employer development processes, creating a systematic, on-going system for recruiting and maintaining relationships with employers.

The Director met with the Dean of the Business School's Advisory Board and began working with high level corporate employers to encourage participation in Webster's activities.

Employers will be contacted in the beginning of July 2002 regarding participation in OCR, the Career Fair, on-line job postings, and other activities. It is believed that having spent 2001/2002 reorganizing staff and building an on-going process to manage employer relationships, Webster University and Career Services will see a significant increase in OCR interviews, job postings, and employer attendance at the 2nd annual Career Fair. The following employers were targeted for development during 2001/2002. According to last year's annual report, 58 companies participated in on-campus recruiting, or were targeted for employer development.

In 2001/2002, 131 companies participated in OCR, the Career Fair, or were specifically contacted for employer development, a **126%** increase in targeted placement activity.

Employer Development

A.G. Edwards

Accenture

Accounting Career Consultants

ADP

All State Insurance

Amdocs

American Red Cross

Anheuser-Busch

Anheuser-Busch Corporate

Ashland Specialty Chemical Company

Aurora Foods

Aziotics

Bank of America

Beltservice Corporation

Big Brothers Big Sisters of Eastern Missouri

BJC

Boeing

Brown Shoe Company

Busch Creative

Casino Queen

Centric Group

Charter Communications

Cingular Wireless
Cintas
CitiMortgage
Colliers International - Turley, Martin, Tucker
Commerce Bank
Convergys
DART, Inc
Deloitte & Touche
Dierbergs Markets
Division of Family Services - St. Louis City
Earthgrains
Edgewood Children's Center
EDS
Edward Jones
Energizer
Enterprise Leasing
Enterprise National Reservation Center
Enterprise Rent-a-Car
ERAC
Ernst & Young
Expeditors International of Washington, Inc.
Famous Barr
Fannie Mae
Fat Free Combo
FBI
Fed Express Ground
Federal Express
Felco Autolease
G.A. Sullivan
Gateway Arch and Riverboats
GenAmerica
GenAmerica
Girl Scout Council of Greater St. Louis
Graybar Electric
Hardees Foods
HBO
Hussman Corporation
INROADS
Judevine Center for Autism
Keystone Partnership
Knights LTD
Laclede Gas
LIFT Missouri-Americorps VISTA program
Luthern Association for Special Education
Maritz
Maritz Global Tech Service
Maritz Marketing Research
Marketing Matters
Mart Corporation
Mass Financial Group
Mass Mutual Life Insurance
Mastercard

Matthews Book Company
May Merchandising Company
Met Life Financial
Missouri Baptist Medical Center
Missouri Police Corp
Momentum
Monsanto
Namco Tech
National Association of Women in Business
National Black MBA's
National Park Service
Northwest Mutual Life
Olin Brass
Pace Properties
Patricia Stevens College
President's Casino
Primera Financial Services
Private Bank
Quest Diagnostics
Ralston Purina Company
RBG
Rose Design
Sara Lee
SBC
SBC Creative Services
Schuck's Markets
Score Interactive
Scottrade
Sigma Aldrich
SllyogisTeks
Solutia
Spectrum Brands
Spectrum HCS
SSM Healthcare System
St. John's Mercy Medical Center
St. Louis Art Museum
St. Louis County Government, Division of Personnel
St. Louis County Parks and Recreation
State Farm Insurance
Steak n Shake
Stifel Nicolus & Company
Swank Motion Pictures and Audio/Visual
Swiftechs
the Vandiver Group
U.S. Navy
UMB Bank
Union Pacific Technologies
UPS
US Army
US Navy
Walgreens
Walgreens

Washington Inventory
William Byrne & Associates
Worldwide Technologies
Xquad
YWCA Headstart

Teacher Recruitment Fair

Over 19 school districts set up 182 interviews with Webster students in the Fall 2002 Teacher Recruitment Fair. Participating schools included:

Alton
Archdiocese of Saint Louis
Clayton
Crystal City
Francis Howell
Ft. Zumwalt
Hazelwood
Kirkwood
Ladue
Lindbergh
Pattonville
Ritenour
Rockwoods
Special School District
St. Louis City
Webster Groves
Wentzville
Whitfield School
Windsor C-1

Student Employment Office

Recap of Year

The Student Employment Office became an official part of Career Services on August 1, 2001. For the first time, a work study student employee was hired to help specifically with the functioning of the student employment program. Training sessions for hundreds of new and returning student employees were conducted over the summer and early fall. The number of students working through the student employment program, including international students and students working in community service sites, reached and exceeded expectations.

Numbers Served

Employed through the student employment program:

835 total student employees
195 student employees receiving earnings from department budgets
86 international students working from budget or International Webster Work Study funds
150 supervisors of student employees within 90 work sites

Dollars earned through Federal and Webster Work Study programs as of 5/24/02:

\$664,954.33	Federal Work Study
\$78,342.18	Community Service (Federal) Work Study

\$473,297.96

WebsterWork Study

Training workshops for supervisors of student employees:

3 sessions offered, one per month February to April 2002 57 total supervisors in attendance

Training sessions for new and returning student employees:

16 sessions offered (June-September 2001) 484 total students in attendance

Major Goals Accomplished

- ✓ *Met and exceeded percentage requirement of Federal Work Study dollars spent for community service.* Exceeded 7% federal requirement by quadrupling previous number of students working through the program to spend 10.5% (as of 5/24/02 with fiscal year ending 6/30/02). Students tutoring through the Student Literacy Corps reached an all-time high.
- ✓ *Increased use of on-line services by enhancing student employment web site offerings.* Referred students seeking on-campus and community service positions to job listings and contact information on web site. Eliminated future need for On-Campus Job Fair held in August, as the 2001 job fair resulted in only 24 students being hired through this method. Uploaded printable version of Student Employment Authorization Form in April 2002 to eliminate need for tri-copy forms costing over \$1500 per year.
- ✓ *Conducted continuing education workshops on a pilot program basis.* Three workshops were poorly attended and evaluations showed student sentiment was against the workshops due to redundant material and imposition on time. Will review this aspect of the Student Affairs Strategic Objectives for 2002-2003.

Summary of Impact on Student Learning

The Student Employment Office has continued to streamline the process by which students locate and succeed in employment positions. By offering more opportunities for students to work in community service positions, student employees have seen the impact their work can have on the community at large. Training sessions for student employees and supervisors continue to educate and challenge the way that student employment is viewed at the University.

Key Activities and Events

- ✓ Three training workshops for supervisors of student employees
- ✓ Orientation/training sessions for new and returning student employees
- ✓ Started conducting site visits to campus and community work sites during Fall 2001 to elicit feedback from supervisors
- ✓ Outstanding Student Employee Award presented to eight students between Fall 1, 2001 and Spring 2, 2002
- ✓ Corresponded with over 1000 students awarded work study March - October 2001
- ✓ Collaborated with the staff of the Financial Aid Office to eliminate the work study awards of non-working students so funds could be awarded to students interested in working or needing additional funds to keep working throughout the academic year
- ✓ Membership in United Way Bi-State Task Force on Higher Education and Student Community Involvement facilitated the establishment of St. Louis Metropolitan Psychiatric Services as a community service work site for multiple student employees

Summary of Customer/Client Feedback

Evaluation form results from supervisor training sessions were generally positive. Over 20 e-mail or voicemail messages were received from students and parents over the course of academic year showing appreciation for the prompt and complete responses from the staff of the SEO.

Professional Development Activities

Suzanne Rohan attended the MBTI Training Course, the National Student Employment Association's annual conference, and the "Training Student Leaders" seminar. Also, Suzanne chaired the search committee to hire a full-time counselor in the Counseling and Life Development Department and served as an active search committee member to locate a new Assistant Director in the Academic Resource Center.

Hiring of International Students

The Student Employment Office was only able to hire one student employee with work study funding during 2001-2002. However, the incorporation of the office into Career Services allowed the international student serving as database coordinator to assist with student employment on a regular basis.

Other Developments

Suzanne Rohan was re-classified to Assistant Director of Career Services and Student Employment on June 1, 2002.

Suzanne will continue with her current responsibilities related to the student employment program, while also conducting career counseling, hiring and supervising student employees to work in Career Services, and overseeing the On-Campus Recruiting and technological functions in the office.

Counseling and Life Development

Recap of Year

A very productive and rewarding year. Hired a full time therapist, Gladys Smith, and Mary Thomas to replace Gladys who is on Military Duty. Peer Education Zeitgeist (PEZ) developed and presented three programs. Worked in collaboration with other Student Affairs Departments on programming especially response to the events of September 11.

Numbers Served

# Sessions	<u>1-4</u>	<u>5-10</u>	<u>10-14</u>	<u>15+</u>	<u>Totals</u>
Patrick Stack	111	71	32	7	221
Gladys Smith	10	3			13
Mary Thomas	66	9	3	1	79
Connie Knox	21	11	7	3	42
Chris Berry	<u>18</u>	<u>6</u>	<u>3</u>	<u>4</u>	<u>31</u>
Totals	226	100	45	15	386

(*Significant increase of faculty consultation regarding inappropriate classroom behaviors.)

Commuters	73	32	8	1	114
Residents	120	65	37	14	236
Faculty/Staff	33	3			36

Fall Semester	82	30	18	6	136
Spring Semester	144	70	27	9	250

Undergraduate	181	92	45	15	333
Graduate	12	5			17
*Staff/Faculty	33	3			36
Females	120	66	27	11	224
Males	73	31	18	4	126

*Did not identify sex of staff/faculty

Issues Identified in Counseling

Transitions	9%
*Relationships (Family, teacher, boyfriend/girlfriend)	40%
Personal Growth	18%
*Stress/Anxiety	21%
*Self-esteem	5%
Alcohol/Drugs	7%
Referrals from faculty/staff	289 or 82%

*Depression is an overriding symptom but not the issue.

Group Work

The AA/NA Group met throughout the year on Wednesdays. Faculty and staff have requested a separate AA/NA meeting. Seven students participated in the AA/NA meetings. Mary Thomas introduced a Women's Issue Group. Five to seven female students met five times in the Women's Issue Group.

Major Goals Accomplished

- ✓ Helped hire two quality therapists and facilitate their smooth transition into the Webster University community. Gladys and Mary have provided quality service.
- ✓ Collaborated with several student affair departments regarding referrals, programming, and response to September 11.

- ✓ Counseling/Life Development personnel met with all resident students during Freshman Orientation Weekend and Move-in Weekend.

Summary of Impact on Student Learning

Continually requested that all therapists reinforce in all students their primary job is study. Our continued use of the pamphlet "Road to Success" and its distribution to freshman residents and participating commuter students during orientation helps with developing Wellness. 97% of the students we served report returning to Webster University.

Crisis Response

Three hospitalizations in which the department was involved. Two students have remained enrolled at Webster. One student graduated. Counseling/Life Development was one of several Student Affairs Departments to respond to the events of September 11.

Key Activities and Events

- ✓ Response to September 11
- ✓ Women's Issue Group
- ✓ PEZ controlled drinking program
- ✓ PEZ community outreach program to local schools
- ✓ PEZ National Collegiate Alcohol Awareness Week

Personnel Changes

Newly hired therapist Gladys Smith was called up to active military duty on September 12. Gladys is serving the United States of America in Guam. Mary Thomas is Gladys' replacement. Counseling interns Connie Knox and Christopher Berry have successfully completed their internships.

Summary of Customer/Client Feedback

A continued weakness is return of client evaluations. All evaluations returned reflect high satisfaction with therapist and services.

Professional Development Activities

Patrick Stack successfully completed the Advance Supervisor Program at the American Association for Marriage and Family Therapist (AAMFT) Summer Institute, Vancouver, Canada, August 2001; became recertified as an Approved Supervisor until 2006 by the AAMFT, September, 2001; successfully completed a 14 week alcohol/drug seminar program through Addiction Technology Transfer Center, Kansas City/St. Louis, 2002; presenter at the Annual Missouri Marriage and Family Therapy Conference, April, 2002; Provided a Healthy Family Seminar to Parents and Students of Annunciation Catholic School, Webster Groves, April, 2002.

Mary Thomas completed two university psychology courses, Winter/Spring 2002; participated in Eating Disorders Therapist Group; attended the Department of Mental Health Spring Training Program, May 2002; attended crisis training for Sexual Assault and Harassment, March 2002.

Hiring of International Students

There is no budget monies allotted to Counseling/Life Development for student workers. We have supported the hiring of international students by the department of Residential Life. Three international students work as office assistants, directly affecting Counseling/Life Development.

Other Developments

Gladys Smith began employment at Webster University on August 6th. Gladys was called up from the US Naval Reserves to Active Duty on September 12, 2002. Gladys is serving our country in Guam.

Campus Ministry

Campus Ministries responded to the events of September 11 with prayer services, making origami Peace Cranes to be sent to ground zero. The Peace Crane Project was due to the leadership of Laurel Barrett, adjunct faculty instructor. Over five hundred students, staff and faculty attended the numerous Campus Ministry events associated with September 11.

Campus Crusade for Christ continues to be the largest and most active Campus Ministry Program. Under the leadership of Ami and Robert Bell Campus Ministry had 70+ active members.

St. Louis Baptist Association continued their Tuesday evening Bible study with a core group of 8 students and a membership of 48 students.

Catholic Campus Ministries was less visible this year much to the frustration of several students and Dr. Patricia McLeese. I anticipate Dr. McLeese taking a stronger leadership/mentoring role with Catholic Campus Ministries.

Jehovah's Witness continue a strong presence with 33 students and a handful of staff and faculty.

Hillel foundation developed a stronger presence with Jewish students.

There was a noticeable decrease of activity from evangelical campus ministry programs.

Community Activities

Unite 2000-Safe and Drug free Schools & Community

Server Training for local businesses that sell alcohol by the drink

18 Webster Groves School District families and two Nerix Hall families participated in the 4 week

Alcohol/Drug Education & Prevention Program

Continue support and participation in the North Webster Family Community Center, Inc. Board of Directors

Mary Thomas on Board of Directors of the St. Louis Coalition

Health Services

Recap of year:

The numbers enrolled in the student insurance policy doubled. However, the enrolled students encountered major problems (claims went paid for up to 6 months, claims were denied, no ID cards). Therefore, a committee was formed to choose a new company. AON Consulting was utilized as they broker the employee insurance. The final result was a plan with better coverage allowing students taking one credit hour to enroll. Brochure racks with education material were placed under the stairs outside Health Services. Judging by the amount of times the racks were filled, many more students received health information. Health Services removed itself from the administrative process of work comp thus giving back approximately 350 work hours a year. Ted Hoef played a major role in the completion of this task. It could not have been done without his foresight and help. All visits to Health Services were put into CARS. This also saved approximately 75 work hours for the year. Susan Daily and Susan Wilborn received the Spotlight Award for January for their effort regarding the death of an International Student from Kenya.

Numbers served

Numbers will be updated once the report is written by the computer center. The request to create the report was made on a monthly basis beginning in January. A change in personnel in the computer center was the reason for the delay. A present a programmer is working on the reports. It is anticipated that they will be ready within 1 month.

Office Visits

-Commuter Students	468	(up 40%)
-Resident Students	676	
-International	323	
-Faculty/Staff	1154	(up 121%)
HIV test	67	(up 6%)
Insurance Consults	375	(up 116%)
Phone Consults	409	(up 45%)
Self-Care	328	
CPR/FIRST AID	107	
TOTAL	<u>3,907</u>	

Major goal accomplished:

- ✓ *Connect with students that have the potential to be at-risk students.* Contact was made with approximately 50 students. Most cases resulted in the student being taken to Academic Resource and/or Counseling Services directly. Students that appeared to be high-risk that indicated they were not interested in services were also contacted. After discussion some of these students registered with Academic Resource and/or Counseling.

Summary of Impact on Student Learning

Students were involved in all aspects of the Health Services department. They assisted clients. Three students were hired to create health education bulletin boards.

Key activities and events:

- ✓ Trained over 100 people in CPR, First Aid, and Preventing Disease Transmission
- ✓ Trained all the Public Safety Staff. 90% of the training they receive comes from Health Services.
- ✓ Continued the Webster Works World Wide On-Campus Work Room

Personnel changes

None

Summary of customer/client feedback

Comments from clients indicate that Health Services: Is a valuable asset to the University; The staff is very easy to talk to; I feel comfortable walking into Health Services; They always seem to be able to help.

Professional Development Activities

Susan Daily completed the American Red Cross Work Place Upgrade for Instructors (10/01), attended the Central College Health Association Annual Conference (3/02), was board recertified in College Health Nursing (4/02). Susan Wilborn completed the American Red Cross Work Place Upgrade for Instructors (10/01), attended the American College Health Association Annual Conference this included a day workshop on bio-terrorism (5/02). Susan Wilborn has earned CEU's from the CDC on Bioterrorism-Related Webcasts.

Other Developments:

New student insurance policy will require no claim forms, coverage will increase from \$100,000 to \$150,000, and web access for students.

300 post card reminders were sent to students regarding the completion of the Hepatitis B vaccine series.

50% responded by giving the date of completion or getting the vaccine.

Health Packets were mailed with the Residential Life Housing Contracts.

Multicultural Affairs

Recap of the Year

This was a challenging year for the Multicultural Center. The events of September 11th had a significant impact on the work that we did this year. We also faced the challenge of the death of an international student and changes in INS rules and regulations. We made a number of changes in our programming to facilitate greater interaction among International and American students.

Numbers Served

2440 students, faculty, staff, alumni, and community members attended 18 programs sponsored or co-sponsored by the department this year.

270 students came to the office for individual appointments with Colette or Brandyn to talk about a variety of concerns from housing to financial aid.

Major Goals Accomplished

- ✓ Develop a new four part interactive educational program series connecting students of different cultures in an effort to:
 - Increase students learning about other cultures
 - Increase interactions between International and American students
 - Teach students the basics of communicating across cultures
- ✓ This was achieved by the reorganization of International Week and International Night. Participants had the opportunity to learn various aspects of other cultures through hands on activities. These two events were also structured to maximize American and International student interaction.
- ✓ Cultivate two internal and external partnership opportunities leading to:
 - Increased exposure of Webster University to potential students
 - More diverse learning opportunities for current students
 - Increase the Multicultural Center's visibility as a resource for faculty to help students reach their academic goals
- ✓ The Multicultural Center has developed a relationship with the with the St. Louis Urban League's College Resource program and the St. Louis Public Schools to increase the number of high school students who get exposure to Webster. These programs will be implemented during the 2002-2003 academic year. The Center also established a relationship with the International office at St. Louis University and did some joint programming this year.

Summary of Impact on Student Learning

The Multicultural Center impacted student learning in several ways this year. Our most significant impact was helping foster connections between American and International Students so they could learn from one another. The Center used creative bulletin boards to inform students about a variety of topics ranging from different world religions to the origin of some racial slurs.

Key Activities and Events

- ✓ September 11th response: International Prayer Service, Student Speak Out, World Religion's Panel
- ✓ Kenya Muungano National Choir
- ✓ Faces of America
- ✓ ADVOCATE Movie nights
- ✓ International Night
- ✓ Love Jones
- ✓ Restaurant Runs
- ✓ Get on the Bus: Kansas City Trip
- ✓ International Week

Personnel Changes

NA

Summary of Customer/Client Feedback

Overall, participants were pleased with the number and quality of programs we provided. There were requests for additional off-campus programs and joint programs with other campuses in the area.

Professional Development Activities

Colette Cummings:

Association of College Unions International

National Conference on Race and Ethnicity in Higher Education

NASPA Mid-Level Institute

Training Student Leaders Workshop

Brandyn Woodard:

NAFSA Regional Conference

NAFSA National Conference

What Matters Most Workshop

New Student Orientation

Recap of Year

The most significant change in the orientation program this year was the addition of a community service component to the fall undergraduate program. This change was met with a great deal of enthusiasm from new students.

Numbers Served

Fall Undergraduate Orientation	274
Fall Graduate	75
Spring Undergraduate	45
Spring Graduate	25
Summer Graduate	08

Major Goals Accomplished

✓ **Develop ways to better utilize the Internet to increase participation in New Student orientation.**

We are still in the process of working on this goal. A web master has just been hired to work on this goal over the summer.

Summary of Impact on Student Learning

Orientation programs helped students to feel comfortable in their surroundings in order to make a successful transition to Webster. Orientation staff provided information to new students about academic and social life at Webster and in the community. Graduate students were able to look at course syllabus and ask questions of students currently in their programs.

Key Activities and Events

- ✓ Fall Undergraduate August 16-19, 2001
- ✓ Fall Graduate August 9, 2001
- ✓ Spring Undergraduate January 12, 2002
- ✓ Spring Graduate January 10, 2002
- ✓ Summer Graduate May 23, 2002

Summary of Customer/Client Feedback

Feedback from undergraduate students and their family members indicates that they were pleased with the information and services provided during fall orientation. They felt that the activities planned helped to answer their questions, acquaint them with their new surroundings, and meet other new students. Students thought that the spring undergraduate program was informative. They appreciated the small groups and the interaction with other students. Graduate students appreciated the wealth of information that was provided for them as well. They really appreciated the opportunity to develop relationships with others in their program.

Housing and Residential Life Housing

Recap of Year

Overall, Housing and Residential Life had a very good year. The opportunity to focus on impacting the lives of first year students had significant retention implications. We responded well to crises, both personal and facility related and were responsive to a variety of resident needs. We also found ourselves responding to the terror attacks of September 11th in very real, tangible ways. Programming efforts improved, RA staff was very consistent, and administrative processes were improved and streamlined.

Numbers Served

We opened the Halls and Houses with 213 residents (201 in the halls including RA's and 12 in the Houses). We ended the year with 198 residents (186 students in the halls including RA's and 12 in the Houses).

Our waiting list reached a high of 20. We housed all out of state students who requested housing and could not provide housing for 6 in state freshmen. Last year, our wait list reached 24.

The RA staff planned, implemented, and evaluated a grand total of 321 floor meetings, community development activities, and hall-wide programs - a 53% increase over last year. Program examples include a visit to the Titanic exhibit, career center resume workshop, mask making, trip to a morgue, cancer awareness programming, bowling with faculty and the first spring formal. Collaborative programs with WVA staff included an acoustic folk music benefit concert featuring resident talent, an international food night and a speaker/trainer on personal safety.

RHA had a productive year as they introduced a new streamlined structure of 14 representatives. They had strong attendance at every meeting, planned a few of their traditional programs and provided input to the Dean and Associate Dean on dining services and smoking policy respectively.

Kelly Malone, our Department Associate, recovered well from a six-week absence due to back surgery. She managed the administrative operations of the residential life and counseling life development office and continued her role of advisor to PEZ. Jennifer Tucker, Assistant Coordinator, took over management of the RA, CA and RHA accounts with supervision from Kelly.

Incident report numbers increased compared to last year. We logged 77 incident reports, up from 54 last year. Most of our policy violations were alcohol related, including general reports on empty alcohol bottles/cans in trash or recycling bins as well as parties. We did also see an increase in marijuana incidents.

Major Goals Accomplished

- ✓ *Support residential student retention and student learning outcomes with intentional programmatic efforts.* We did create some theme-oriented programs and events (personal safety, resume writing, cancer awareness) but could have coordinated more. We did identify resident students who did not participate fully in orientation programs and targeted them with specific program publicity (email and mailbox flyers). We did not revitalize Faculty Fellow programs in a formal way because not enough faculty members responded to invitations to participate in that structured way. Faculty did assist with other programs during the year. We did collaborate on four joint programming efforts with the WVA staff. We did occasionally do program evaluations on educational programs we offered. Overall, program numbers were up substantially over last year and we worked to support other student affairs programs (career fair, international night, homecoming, etc.).

- ✓ *Development of a student worker staff focused on providing outstanding service to clients and customers, which also offers an experience to employees that enhances student learning.* We thoroughly revised job descriptions and conducted a four-day interview process for office and game room workers. We hired three international students (goal was 3-4). We conducted feedback meetings with office assistants and asked them to participate in programs offered by the Student Employment Coordinator. We did not create formal evaluation processes for office assistants or game room workers. All of our workers have expressed interest in coming back next year.

Summary of Impact on Student Learning

RA Staff worked with the clear expectation that they were to "change the world by impacting the lives of their residents." This meant several things for them, the foremost being the building of relationships with their residents. The RA's were challenged with meeting and programming for residents that enhanced this relationship building process. The real student learning occurred on individual levels and on a variety of topics: academic struggles, roommate mediations, supporting resident-initiated programs, supporting RHA, homesickness, community living and lifestyle choices. RA's made several referrals to support offices such as counseling & life development, student health, academic support center and even to myself. Programs, both planned and spontaneous, provided opportunities for student learning. However, there were dozens of occurrences this year when RA's challenged and supported student learning on individual levels. Because our system is small, our impact in this regard can be great. Judicial sanctions also provided opportunities for learning, as our sanctions focused on creative projects and referrals.

Key Activities and Events

- ✓ Response to September 11, which included a blood drive, personal outreach to several domestic and international students, floor discussions, quick response to graffiti and postings, and supporting other University responses.
- ✓ Edie Carey returned in October to a full house concert with the WVA's Patricia Tolentino as the opening act.
- ✓ A variety of preliminary work on building a new 500-bed residential facility.
- ✓ Gully Unplugged 3 & 4 were again well attended and featured folk artist Sam Shaber at Gully 4.
- ✓ RHA Date Auction raised over \$2000 for the American Heart Association.
- ✓ Awards received:
 - RHA - Most Improved Student Organization Award
 - Stacey Auch - Outstanding Leadership of a Student Organization
 - Jennifer Tucker - Alumni Association Outstanding Graduate Student Award
 - Adam Neal - Alumni Association Outstanding Undergraduate Award and the George Herbert Walker III Prize for Leadership
 - John Buck - Presidential recognition for response to September 11.

Personnel Changes

Jennifer Tucker completed her master's degree and will begin work as a hall director at Hamline University in July. Karen Door, from Saint Louis University, will begin in June as the new Assistant Coordinator. We hosted an intern as part of a program sponsored by the Association of College and University Housing Officers -International (ACUHO-I). Devin Schehrer, from Kansas State University, spent the summer at Webster.

Summary of Client/Customer Feedback

Quality of Life Evaluations: We received 153 surveys upon check out in May. Overall, the students had a very positive experience. Regarding customer service, students were pleased with the facilities and the availability of RA's (92% were satisfied or very satisfied with their availability). Students liked having Ethernet, thought maintenance issues were addressed quickly, and that living in the halls was very

convenient to other things on campus. 72% reported they were able to study sufficiently in the halls. 77% reported having a good roommate experience. Students were concerned about the quality and the general "healthiness" of the food. They appreciated having the meal plan C option, which is being offered in the fall.

Professional Development Activities

Buck attended ACPA in Long Beach, CA. Buck also accompanied RHA delegations to the MACURH regional conference, MACURH No Frills Business Meeting and the NACURH national conference. Buck attended the Oshkosh Placement Exchange (OPE) to conduct interviews for open GA positions in student affairs. Jennifer Tucker was awarded a fee waiver to attend the UMR-ACUHO conference in Wisconsin in October. Kelly Malone accompanied students from PEZ to their conference in Kansas City in October.

Statistics on the hiring of international students

We employ 14 student workers and 7 RA's. Within the student worker positions, we hired 4 international students, one of whom initially accepted and then declined. When combined with the RA staff, the goal of 30% was not met. One of the challenges we find is that, since Residential Life and Counseling Life Development share these workers, we need to hire students who can respond quickly in a psychological or emotional emergency. Although we did have over 12 interviews with prospective international student employees, we struggled to find students who could respond in these situations. This year was the first time we made coordinated and collaborative efforts to hire international student office workers. We did hire 2 international students as RA's/CA's for next year.

University Center and Student Activities

Recap of Year

There was a strong focus on student employment over the past year, making several structural changes and honing the training programs for student employees. Activity levels were down among registered student organizations, perhaps due in part to the incidents of September 11. Recreational programs increased in number and participation, enhancing students' programmatic options. The Student Government Association continued to promote and implement major student interests, such as the Superfan Task Force (in support of athletics) and GTV (on-campus television station).

Numbers Served

UC Upper Level Usage*

Gorlok Grill	10,489
Commons	9,772
Student Leadership Center	3,640
Sunnen Lounge	11,139
Conference Room	2,986
Presentation Room	3,410

UC Reservations

Priority Scheduling Events for 2002-2003	712	+19%
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Recreational Facility Usage

Fitness Center	32,248	+8%
Swimming Pool Individual Users	8,513	+7%
Swimming Pool Group Users	18,267	-12%
Grant Gymnasium	8,446	+94%
Group Rental of Pool	\$27,350	+6%
Total Revenue for Building Rental	\$38,822	+3%

Facility Memberships

Membership Revenue	\$31,193	-1%
Attendance at SAC Events	3161	+13%
Attendance at Recreation Programs	260	+86%
Other UC programs	339	*

*UC statistics counted differently in this category this year.

Major Goals Accomplished

✓ *Increase faculty and academic partnerships with departmental activities and recreational programs, by the following: 75% of new programs and 50% of existing programs will have a faculty connection. For all new programs, desired learning outcomes will be identified prior to brainstorming the type of program to be implemented. This goal was not achieved. For several SAC programs, connections were made with faculty members, but unfortunately, the programs did not come to fruition. Co-sponsorship with other administrative departments did occur in about 40% of the University Center programming.*

✓ *Increase the level of diversity among University Center student employees, Student Activities Council members, and program participants to more accurately reflect the campus student population, by the following: minority and international student employees, SAC members, and program participants will equal roughly the percentages for these populations for the campus. Non-traditional students will number 10% in each of these categories. This involves recruiting a greater number of minority, international, and non-traditional students. The number of international student employees increased. The number of minority student employees did not increase. Two students over 25 were*

employed in the University Center. With a high percentage of co-sponsorship, it was anecdotally reported that the diversity of participation in UC programs increased over the last year, but there are no statistics to show this. UC programs did address a broad range of interests, from the Drag Ball to the Bowling League to Springfest.

- ✓ *Develop and implement needs assessment instruments for each of the aspects of customer service, programs, and facilities, in order to maximize our efforts of student recruitment, retention, and learning.* Customer service assessments were developed for the Information Desk, the Fitness Center and the Pool, and are in the process of being analyzed. Over 60 interest forms for Recreational programming were collected at the Involvement Fair, and several of the successful recreational programs were born out of such interest. We need to improve our needs assessment for activities primarily sponsored by the Student Activities Council.
- ✓ *Research and implement at least three new options to increase revenue production by 10%, in order to provide more and higher-quality programs, services, and facilities that impact student recruitment, retention, and learning.* This goal was not met. In the fall, the RCGA was contacted to provide free advertising for the UC as a rental facility, and UC brochures will be reprinted late this summer to enable a better marketing effort to take place next year.

Summary of Impact on Student Learning

The Student Activities Council continued to provide programming with an educational “angle”. These programs included discussions following the movies "Philadelphia" and "Higher Learning", as well as a display in the Commons highlighting various forms of holidays around the world. Opportunities for learning were offered for student organization leaders through the Officers Summit – a day of training and educational sessions – and a second Summit was added in the Spring. University Center student employees continued to take on a greater level of responsibility in a variety of areas, including adding the position of a Reservations Assistant, and adding responsibility to the Recreation Supervisor and Swimming Lesson Coordinator positions. Also, the efforts of the Student Government Association to create a campus television station led directly to a class in the School of Communications for this purpose.

Key Activities and Events (either sponsored or co-sponsored by this department)

- Welcome Back Week
- Involvement Fair
- Volleyball Tournament
- Officers Summit
- "Philadelphia" movie and discussion
- "Higher Learning" movie and discussion
- Homecoming Talent Show
- Holiday Display
- 10-week recreational bowling league
- Drag Ball
- Springfest

Personnel Changes

Beth Timberlake graduated in May, 2002, and Jennifer Violet was hired as the new Graduate Assistant for 2002-2003.

Summary of Customer/Client Feedback

Customer and client feedback received through three separate customer service surveys, evaluating the Information Desk, Fitness Center and Pool. The latter two surveys were distributed via placement at the

entry desks to the facility, campus mail, and through postal mail. The surveys from the Information Desk and Fitness Center have been returned and tabulated, and will be analyzed in the coming weeks. The surveys from the Pool are being returned as this report is being written. The Fitness Center survey response rate was approximately 50%.

Professional Development Activities

John Ginsburg and Shana Walker attended the Association of College Unions International (ACUI) Annual Conference. Shana also attended the ACUI Regional Conference, the Indiana Professional Development Seminar, and the Creativity Camp. Beth Timberlake attended the National Association of Campus Activities (NACA) Regional Conference.

Students funded by the University Center & Student Activities Department to attend regional and international conferences include:

ACUI STEP Program: Curtis Conrod, Brian Malone

ACUI Regional Conference: Stacey Hayes

NACA Regional Conference: Darin Crump, Stacey Hayes, Courtney Smith, Misty Hahn, Christia Parker

International Student Hiring

The Pool employed five international students out of 10 budget employees (50%)

The Front Desk employed five international students out of 10 budget employees (50%)

The Fitness Center employed one international student out of 6 budget employees (17%)

University Center student employee total: 11/26 international/budget (42%).

Other Developments

In the Fall, student employees from the Front Desk, Fitness Center, and Pool conducted a weekend of joint training for the first time. The training included a city-wide scavenger hunt using public transportation, in addition to skill-related job training. The position of Student Office Manager was created, assisting the Director on special projects as well as day-to-day tasks. The Swimming Lessons Coordinator took a greater amount of responsibility, essentially handling the program entirely on her own.

The Recreation Student Supervisor position was established, solidifying the student assistance to these programs. The Student Activities Council was restructured, changing the leadership from volunteer officers to paid staff members, and three Program Managers were hired. This has proved very successful for UC programming, and more Program Managers are expected to be hired next year. The University Center Board approved a new layout for the Student Leadership Center, in which student organizations will be able to use a shared commonspace to work on group business instead of individual organizations maintaining cubicles throughout the year.

Webster Village Apartments

Recap of the Year

This has been a year of improvement for everyone involved in the Webster Village Apartments. We made some major changes this year, from adding a new curb to accepting credit cards, as we continually assessed the needs of our current residents while keeping an eye on future needs. We concentrated on updating old processes, connecting with each resident, and providing attractive, clean, well-maintained facilities.

Numbers Served

Webster Village Apartments spent time over the summer facilitating the leasing process while coordinating summer conferences. We had as many as 80 students on a waiting list prior to opening in Fall semester. Throughout the year, WVA housed between 272-280 students ranging from first-year students to graduate students. Our numbers varied depending on the term as we worked to accommodate international students and students who wished to study abroad. By September 15, the waiting list was down to 20, but we were working off of a waiting list until Spring 2. By March 31, we had re-instated the waiting list for Fall 02.

We had five Community Assistants to serve approximately 60 students each. We shared a Programming Coordinator with Residence Life which was helpful but found to be unnecessary. Our main office was open from 8:30 a.m. until 7 p.m. on weekdays and we extended weekend hours from 1p.m. until 3 p.m. to ensure that the residents of the apartments could get the service that they needed at a convenient time.

The Community Assistants planned and implemented over 70 programs throughout the course of the year. This was greater than our numbers last year but we still struggled on finding a balance between social and educational programs. These programs were offered in addition to the area meetings and other opportunities provided by RHA, SGA, and SAC. Our staff responded to approximately 30 incidents of policy violations, from minor reports such as noise disturbance and pets to more serious situations involving alcohol, drugs.

Our Maintenance Supervisor responded, usually within 24 hours, to over 300 student reports of maintenance concerns in their particular apartments. He also handled innumerable public area problems and coordinated responses on issues such as accountability for Munie and University Loft. In addition, he also handled renovation projects such as poles in our parking lots, new curb along Hazel, new steps to the pool and regrading in front of building 6.

Major Goals Accomplished

- T *Foster retention of current residents by offering more “perks” of living in the WVA.* We have accomplished this by having a record number of current residents (130) and residence hall students (110) apply to live in the apartments for next fall. This was done through programs, early rental incentives, movie watcher program and “You Asked For It” section in the monthly newsletter.
- T *Support student learning in the WVA.* We fell short of this goal due mainly to 2 staff turnovers mid year and not enough continual accountability for the staff that we retained. Also, we were going to use Faculty that surfaced through Student Affairs “Faculty Lunches” but that program was put on the back burner this year. I still believe this is a profitable area that we can tap into through our student staff and will make changes to accomplish next year.
- T *Foster retention by CONNECTING with each and every resident.* This was much greater than in prior years especially in buildings 1, 2/3, and 5. These staff knew every name and were hugely instrumental in assisting with At Risk and International students. Free Lunch Friday went over amazingly well. We still need to work on connecting in every area which can be accomplished

through training.

Summary of Impact on Student Learning

Growth and learning was accomplished on every level, from professional staff, to student staff, to residents. The students had to learn what it meant to live independently, pay rent, report problems, and interact with their roommates and neighbors. We facilitated this process through large-scale apartment programs planned and implemented by the whole staff, more intimate programs sponsored by individual community assistants, and individual meetings between students and staff. Several trends in student behavior provide evidence of student learning in the Apartments. Discipline overall was lower than last year and fewer students paid rent late, once the significance of late charges was understood. General apartment damage also seemed to be at a record low at the end of the year, with many students taking responsibility for their apartments.

Key Activities and Events

We had some phenomenal activities provided from the CA's this year and the main office. "Our Movie of the Month" program had well over 15 people each time and we had over 75 residents each for our Caramel Apple Party, Gully Unplugged and International Food Night. In addition we had the largest and quickest turnover for summer yet in preparation for Opera Theatre and our Shanghai students.

Personnel Changes

We didn't have any full time personnel changes this year which adds considerably to the success we've experienced this year at the WVA. We did replace 2 CA's mid year.

Summary of Client/Customer Feedback

We distributed the Quality of Life survey in November and received good feedback and several suggestions for the future. The students liked all the amenities, from movie rentals, pool & spa, to discounted cable. There was a split among residents concerning the CA's. Many wanted to see more of them and have more programs, while another group wanted more independence and less involvement from the staff. Overall, the office hours met their needs.

Professional Development Activities

Professional development was much better in the Apartments this year. The Managing Director attended the CCHM fall and spring conferences in addition to ACPA. The Assistant Director attended to ACUHO-I Conference on Apartments and the Maintenance Supervisor attended a CCHM conference on facilities. Student staff did not choose to attend any conferences but we attempted monthly development through Inservices. This area needs more work.

Other Developments

The Webster Village Apartments complex has strongly established itself as a highly desirable option for students in the apartment housing market in Webster Groves. This is evident in the record number of re-applications that we received, even after a 4-8% price increase. Each year I feel that we are getting stronger defining our office. Residents really felt that we listened to them this year and strongly felt that this was a home away from home. Some areas to strengthen next year will be our Office Assistants, educational programming and a fair way to determine resident priority.

Of the 15 student employees working for Webster Village Apartments, zero were international students, representing 0% of the student employment budget. We have hired an international student who is working for us as a Conference Assistant in the summer as well as 2 International students hired for Fall as a CA and an OA.

