

Experience **GOLD**



2016-2017 Outcomes and Impact Report



WESTERN MICHIGAN UNIVERSITY
Student Affairs



The Western Michigan University (WMU) Student Affairs Division Strategic Plan stems from the overall mission of the university and supports the WMU Strategic Plan. Goals, objectives, and strategies are carried out in the context of the Student Affairs vision, mission and core values. This report summarizes the collective progress made towards the accomplishment of the Experience Gold 2020 Student Affairs Strategic Plan goals, objectives and strategies.

Dr. Diane K. Anderson
Vice President for Student Affairs



MISSION

Student Affairs fosters involvement, growth and development in safe, healthy and inclusive learning environments.

VISION

To be a premier, learning-oriented student affairs division.

CORE VALUES

- Responsible and ethical decision-making
- Proactive, innovative, and responsive programs and policies
- Collaboration and communication
- Effective planning and use of resources



GOAL ONE

Cultivate Learning and Development

Objective 1A: WMU students are engaged and involved.

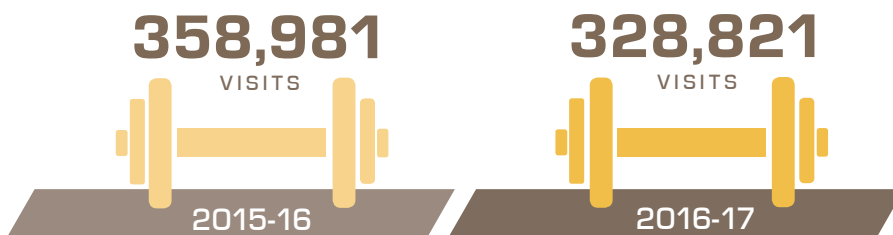
Strategy 1A.1: Expand the utilization of the Engage CampusLabs platform and associated swipe card technology.

GOLD STANDARD GOAL #1

- ▶ In Student Affairs, Student Engagement, Career and Student Employment Services, Student Recreation Center, WMU Signature and Health Promotions have established a system for using swipe card technology.
- ▶ In addition, University Libraries, Student Success Services, Global and International Studies Program have also started using swipe technology.
- ▶ In the Student Recreation Center, a wireless access point was installed to provide Wi-Fi coverage in order to collect swipe data and student attendance at SRC programs and services.

STUDENT AFFAIRS
OUTCOME:
QUALITY

REC CENTER VISITS



Strategy 1A.2: Implement the WMU Signature Program.

GOLD STANDARD GOAL #1

- ▶ 112 students applied to participate in the WMU Signature Program pilot.

STUDENT AFFAIRS
OUTCOMES:
INTEGRATIVE LEARNING,
CAREER EXPLORATION
AND DEVELOPMENT,
QUANTITY

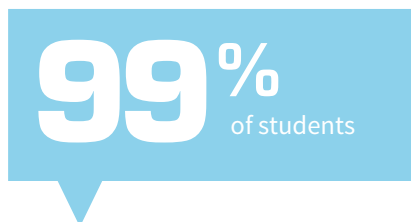
Objective 1B: Students and staff engage in meaningful learning that leads to competency development.

Strategy 1B.1: Incorporate the Student Affairs Learning and Operational Outcomes Framework into all Student Affairs Departmental planning and programming.

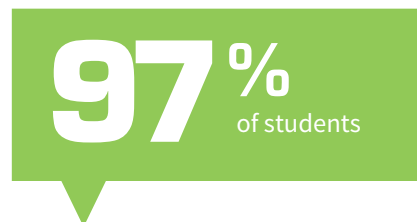
GOLD STANDARD GOAL #1

In Career and Student Employment Services, the Focus2 career assessment data from 443 First Year Seminar students showed:

FOCUS 2 CAREER ASSESSMENT DATA

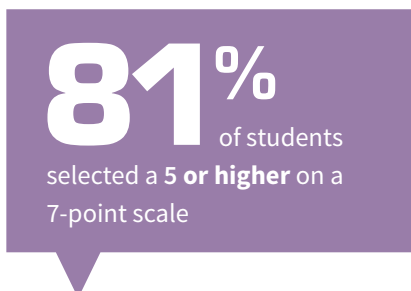


Generated a list of one to three **majors** based on their results

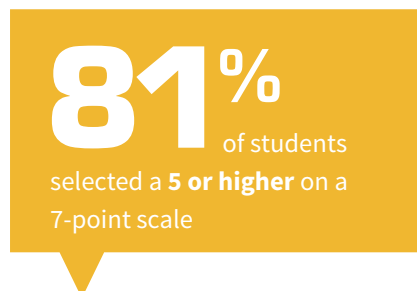


Generated a list of one to three **career pathways** based on their results

CAREER ASSESSMENT DATA FROM FYS



Ability to articulate values
interests, skills and personality



Ability to identify programs, majors
and minors that are a good fit



Action item:

CSES staff will continue to analyze data to learn whether students who engaged in Focus2 assessment and interpretation are enrolled in the following semester and year. Focus2 data will also be used to identify and outreach to students who might not have selected a major.

ONE ON ONE CAREER ADVISING

Students who participated in one on one career advising were required to complete a two question open-ended survey regarding their next step in the career development process and a resource to support this next step.

AFTER CAREER ADVISING

99%

(230/232) of students who completed the assessment

▶ were able to list at least **one resource** to guide them

AFTER CAREER ADVISING

98%

(228/232) of students who completed the assessment

▶ were able to list at least **one next step** to guide them

- ▶ Employer On Duty practice interviews hosted 12 employers, 103 students and 79 completed interview rubrics to give students feedback on their interview content, interviewing skills and general impression. The rubrics had 3 dimensions and on average students rated at a 2.4 for interview content, 2.7 for interviewing skills and 2.8 for general impression.

Strategy 1B.2: Develop and implement a plan for staff in the division to engage in international learning and professional development experiences.

Strategy 1B.3: Develop student employee skills and competencies.

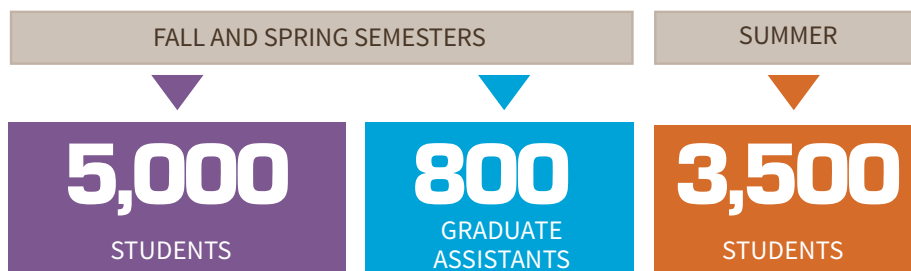
GOLD STANDARD GOAL #1

- ▶ Several campus departments rewrote student employee job descriptions to include competencies and ways students will develop skills on the job.

 ONGOING ITEM

◀ **STUDENT AFFAIRS OUTCOMES:**
REALISTIC SELF-APPRAISAL, REFLECTIVE THINKING, CRITICAL THINKING, ORAL COMMUNICATION, PROBLEM SOLVING, CAREER EXPLORATION AND DEVELOPMENT, TEAMWORK/ COLLABORATION, LEADERSHIP, ADAPTABILITY/ FLEXIBILITY, QUALITY

WMU STUDENT EMPLOYMENT



During fall and spring semesters, WMU employs almost 5,000 students, including 800 graduate assistants. In the summer, WMU employs approximately 3500 students.

STUDENT AFFAIRS
OUTCOME:
INTERCULTURAL
COMPETENCE

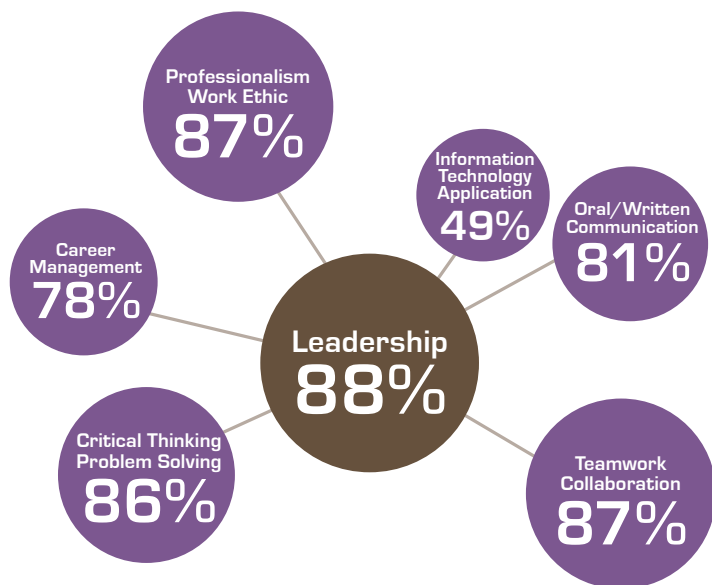
GOLD STANDARD GOAL #1

- Residence Life is working to refine a curriculum with student learning outcomes to increase the intercultural competence of resident assistants, learning community assistants, resident managers, graduate assistants and hall directors.

STUDENT AFFAIRS
OUTCOMES:
LEADERSHIP,
TEAMWORK/
COLLABORATION,
CRITICAL THINKING/
PROBLEM SOLVING,
COMMUNICATION

GOLD STANDARD GOAL #1

STUDENT EMPLOYEE COMPETENCY GROWTH



Action Item:



The next step will be to measure how students are using this perceived career readiness to build their resumes and articulate their skill development in interviews.

Objective 1C: Staff and students are recognized and rewarded for their positive contributions, growth and development.

Strategy 1C.1: Develop a meaningful reward and recognition program for student affairs employees.

ONGOING ITEM





GOAL TWO

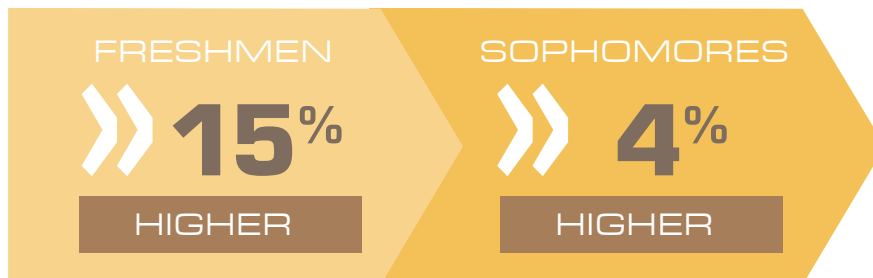
Enhance infrastructure to provide excellent learning and service delivery.

Objective 2A: The development and maintenance of high quality facilities supports student engagement, retention and degree completion.

Strategy 2A.1: Enhance living environments through the residential neighborhood concept outlined in Plan 2020.

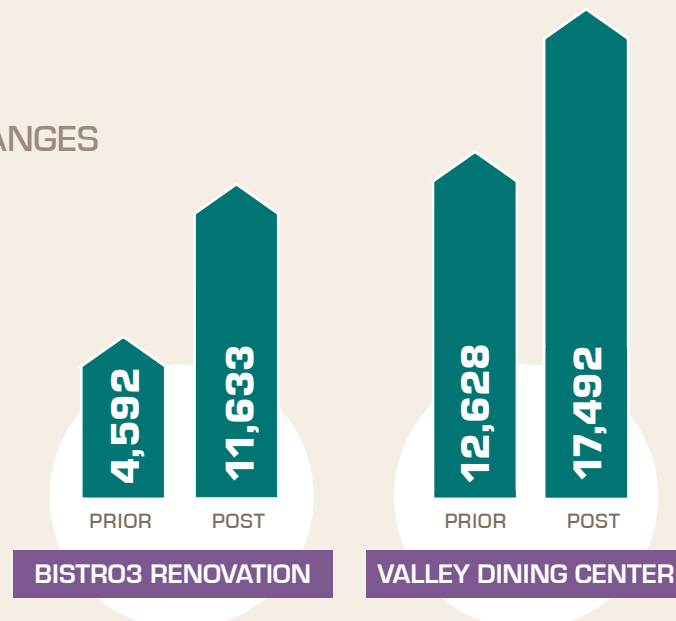
- ▶ Students living on campus have a retention rate 15% higher than those who do not in their first year.
- ▶ Sophomore student retention rates are 4% higher for students living on campus compared to students living off campus.

RETENTION RATES Students living on campus



DINING SERVICES MEAL COUNT CHANGES

Weekly average number of meals served at Bistro3 and Valley Dining Center prior to renovation and after renovation.



STUDENT AFFAIRS
OUTCOMES:
FACILITY AND
INFRASTRUCTURE

Strategy 2A.2: Provide a user friendly and customer service oriented Bernhard Center facility that supports programs and events for students, faculty, staff, alumni and guests.

GOLD STANDARD GOAL #1

- ▶ Bronco Global Lounge Renovation: In collaboration with Haenicke Institute this space was upgraded with new carpet, new furniture, graphics on the glass storefront and a portable sound system. The project was estimated at \$76,000.
- ▶ In July and August 2016, carpet and window treatments were replaced throughout the 2nd level of the Bernhard Center, the restrooms renovated and the East Ballroom walls painted.

Strategy 2A.3: Plan and implement a new or renovated self-sustaining, award-winning student center known for its vibrancy, responsiveness, and aesthetic appeal.

GOLD STANDARD GOAL #1

- ▶ The Planning Committee:
 - met with 12 different stakeholder groups to gather feedback regarding new student center programs, services and facilities.
 - conducted site visits to North Carolina State University and Duke University.
- ▶ Meetings were held with the technology consultant Sextant Group to predict the needs of future students.
- ▶ Planning meetings to design and build a new student center are ongoing.

Objective 2B: A welcoming, supportive and safe environment supports a diverse population.

STUDENT AFFAIRS
OUTCOMES:
FACILITY AND
INFRASTRUCTURE

ONGOING ITEM



Strategy 2B.1: Integrate risk management practices into division and department planning, programs and services.

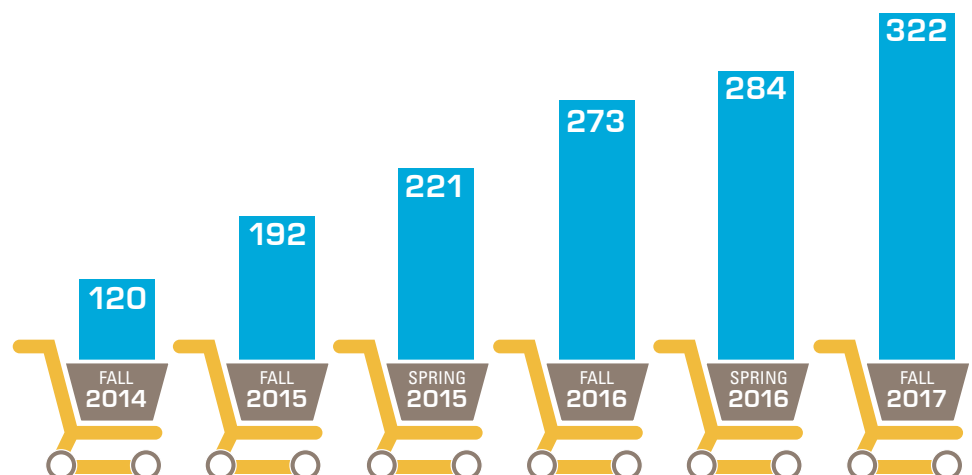
ONGOING ITEM



Strategy 2B.2: Review current programs and services to evaluate relevance to and support for graduate students.

Strategy 2B.3: Develop a sustainable model for the Invisible Need Project.

FOOD PANTRY VISITOR TRENDS



GOAL STANDARD GOAL #1

Funding

- ▶ As a part of President Dunn's retirement fundraising, he has endowed the Student Emergency Relief Fund which is healthy and growing thanks to donor support.
- ▶ A new fundraising initiative was started named "Books for Broncos" to assist students in need with textbook purchases.
- ▶ The Invisible Need Project was included in the Broncos4Broncos 2016-2017 faculty/staff campaign as a highlighted option for donations.

Space

- ▶ There are now two refrigerators/freezers in the food pantry and a freezer in the storeroom.

Staff Structure

- ▶ A budget protocol was submitted to hire a staff person to facilitate the Invisible Need Project.

STUDENT AFFAIRS
OUTCOME:
QUALITY

INVISIBLE NEED PROJECT

2,339
POUNDS OF FOOD

were purchased from January to June 2017 through the Food Bank of South Central Michigan.

\$5

of every
2017 Game Day
Shirt will go to the
Student Emergency
Relief Fund in partnership with the
WMU Bookstore.



28¢
PER POUND

A partnership with the Food Bank of South Central Michigan allows staff to purchase fresh and frozen foods at approximately .28 cents per pound.



**OVER 11
THOUSAND
POUNDS
OF FOOD**

were collected from campus collection sites and community events.

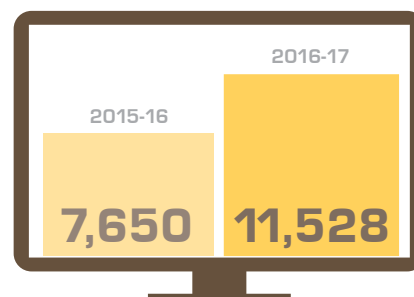
Objective 2C: The evidence-based outcomes and impact of student affairs programs and services is shared engagingly and routinely with a wide variety of constituents.

Strategy 2C.1: Implement division-wide format and structure for assessment outcomes and impact stories.

GOLD STANDARD GOAL #2:

- ▶ The Student Life web page was changed into a landing page with the ability to post videos, divisional statistics and student stories. This page went live featuring department videos and a data banner featuring accomplishments. Analytics show that 61% of the Student Life YouTube videos are now watched from the Student Life landing page.
- ▶ The Student Affairs Marketing team developed a divisional Marketing brief to outline statements that align with the strategic goals. The team also created a brand narrative with value statements. Marketing templates have also been developed.

STUDENT LIFE
YOU TUBE
VIDEO VIEWS



Student Life Stories videos are now featured on a Student Affairs YouTube channel linked from the main WMU YouTube page. Eight different stories are in development.

Strategy 2C.2: Using student affairs assessment data, report to the University on student affairs contributions to and progress toward improved recruitment, retention and engagement priorities.

GOLD STANDARD GOAL #5:

- ▶ A 2015-2016 Outcomes Report was shared in August 2016.
- ▶ The Student Affairs 2020 Strategic Plan: Experience Gold was posted online, printed and distributed to the Student Affairs Leadership Team in November 2016.
- ▶ Additional reports from 2015-2016 include a slide show at the Student Affairs Welcome Back Breakfast, updated planning website, distributed to the Presidential Search Committee and shared with the new President.

Objective 2D: Mission driven alternative resource sources are explored and pursued.

Strategy 2D.1: Explore external funding opportunities.





GOAL THREE

Encourage healthy, ethical and responsible behavior.

Objective 3A: Students develop health and wellness knowledge, awareness and associated behaviors.

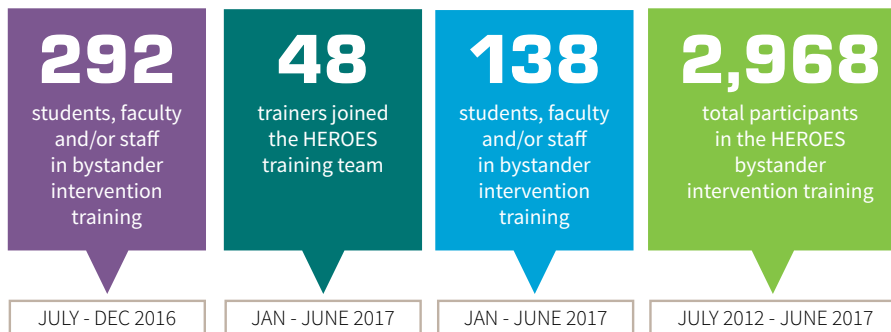
Strategy 3A: Continue implementation of the three identified priorities as outlined in Healthy Campus 2020: Mental health, alcohol and other drugs, and violence prevention.

GOLD STANDARD GOAL #4:

- Prepared proposal and received award from the Governor and Michigan State Police Campus Sexual Assault Grant Program. Part of this funding will support the development and implementation of the train-the-trainer bystander intervention program to be launched in Spring 2017.

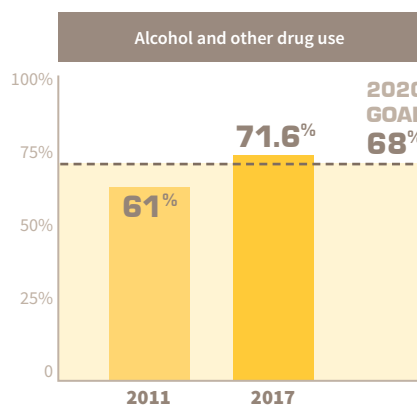
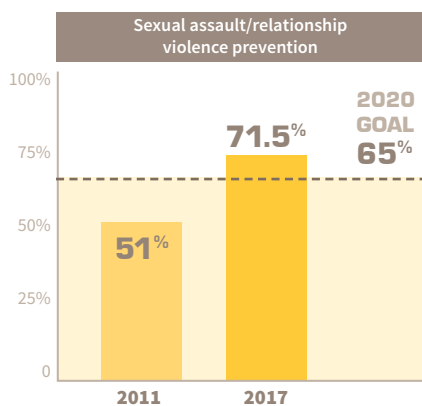
STUDENT AFFAIRS
OUTCOMES:
GROWTH,
QUANTITY

BYSTANDER INTERVENTION TRAINING



WMU ACHA-NCHA SPRING 2017 SURVEY

Students who indicate receiving information from their institution

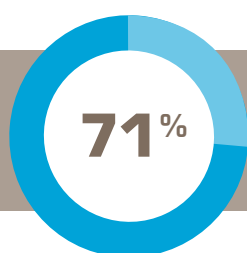


GOLD STANDARD GOAL #4:

- ▶ Sindecuse Health Center has explored options to increase access to flu vaccinations including re-establishing the flu clinic at the benefits expo, offering drop-in clinics for students, the flu vaccination grant program, offering student incentives and adjusting staffing to accommodate an increase in access.
- ▶ Learning outcomes have been developed for health promotion programs with Sindecuse Health Center.

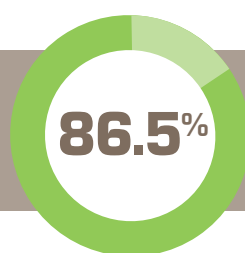
HEALTH PROMOTIONS OUTCOMES ACHIEVED

Percentage of students who correctly answered the content recall questions



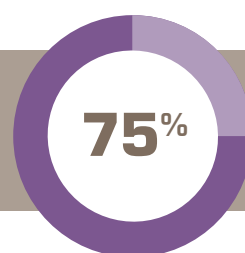
“The Art of Sexual Navigation”

PRESENTED TO
350 STUDENTS



“Yes! The Presence of Consent”

PRESENTED TO
19 STUDENTS



“The Sex Talk”

PRESENTED TO
145 STUDENTS

- ▶ **“The Art of Sexual Navigation”** was presented at least 10 times for a total of 350 students. 71% correctly answered the content recall questions.
 - Name two ways that you can protect yourself from STI's if engaging in oral sex (56% met).

Action items:



- *Modifications will be made to the assessment question and presentation content to address the cultural barriers to using condoms/dental dams for oral sex.*

- ▶ **“Yes! The Presence of Consent”** was presented three times for 19 students total. The learning outcome target threshold was met with 86.5% of students correctly answering the content recall questions.
 - List one resource available for more information or assistance with consent or relationship issues (100% met).
 - List one consent phrase you can use to check in with your partner(s) (79% met).
 - What are two signs you should stop and talk with your partner(s) (79% met).

Action items:



- *Modifications will be made to the assessment question and presentation content to note the difference between consent that meets legal/policy definitions and consent that is empowering to partner(s).*
- *More time and emphasis will be added to the presentation to allow role playing consent discussions in the students' own language.*

- ▶ **“The Sex Talk”** was presented over 10 times for a total of 145 students. 75% of students correctly answered the questions.
 - List one resource available for more information or assistance with sexual health (75% met).
 - Name the two most effective options to prevent STI’s and pregnancy when used correctly and consistently (61% met).

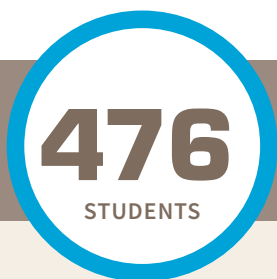
Action items:



- *Improvements will be made to increase attention/interest by adding more visual aids when PowerPoint technology isn’t available. This will be a significant program change due to the logistics for 12-20 student peer educators.*

FIRST YEAR EDUCATIONAL SANCTIONS PROGRAM

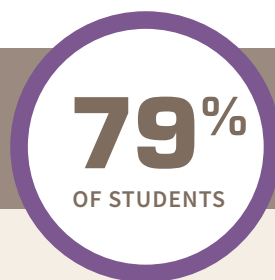
[Student Conduct Data 2015-16, 2016-17]



completed the alcohol sanction program through online modules, one-on-ones or group sessions

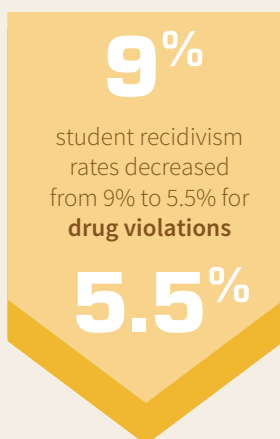


completed the other drugs sanction program through online modules, one-on-ones or group sessions



indicated the care received helped them return to classes or work faster than if they had not received care (Patient Satisfaction Survey, Spring 2017)

DECREASE IN STUDENT RECIDIVISM



Objective 3B: Students develop meaningful, authentic, ethical connections in diverse local and global communities.

Strategy 1D.1: Ensure the implementation of diversity, inclusion and intercultural competence initiatives in department strategic plans, programs, policies and services.

STUDENT AFFAIRS
OUTCOME:
QUALITY

GOLD STANDARD GOAL #4

- ▶ The Diversity and Inclusion Committee was formed in 2016-2017 with the specific purpose of focusing on Strategy 1D.1 and the Gold Standard Goal 4.

STUDENT AFFAIRS
OUTCOME:
QUALITY,
GROWTH

GOLD STANDARD GOAL #1

- ▶ Based on student feedback about the sense of community in their residence hall, Residence Life staff developed a programming think tank and launched the REAL life programming model in 2016 to re-emphasize building community. One aspect of the new program model, mini-meals the first three weeks, reached 730 residents.

STUDENT AFFAIRS
OUTCOME:
QUANTITY

GOLD STANDARD GOAL #4:

- ▶ Spectrum House community open in the Fall of 2016 with 15 residents.



STUDENT AFFAIRS
OUTCOME:
QUALITY

GOLD STANDARD GOAL #4:

- ▶ Sindecuse Health Center launched a customer exit survey to evaluate the outcome of establishing a welcoming and inclusive environment. Data was significant enough to indicate improvements in the representation of diverse identities within the health center and in communication between employees and patient/clients.

Action Items



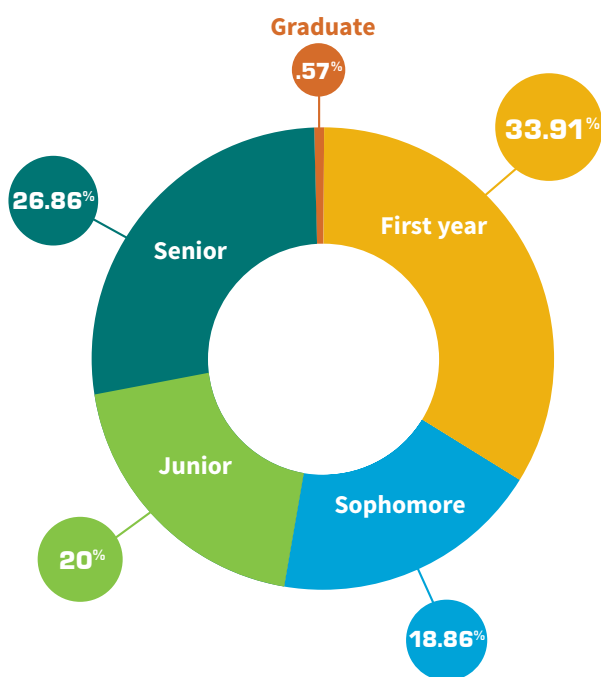
- Continue professional development as a priority with a potential shift in focus
- Work to reach those who remain uninvolved and uninvested
- Review forms to ensure inclusivity and equity
- Seek ways to translate SHC materials to reflect linguistic diversity
- Review policies and procedures to ensure inclusivity and equity

GOLD STANDARD GOAL #4:

- Understanding the students who do and do not make use of our programs and services facilitates our collective understanding of who we do and do not serve. Analyzing demographic data around Homecoming 2016 helped to guide planning for Homecoming 2017.
 - 56.9% of our attendees were male students
 - 45.4% of students that attend events identified as a student of color.
 - The college with the highest attendance was the Haworth College of Business.
 - 1 graduate student attended the events.
 - 6 international students attended the events.
 - 3 students from the College of Fine Arts attended events.

STUDENT AFFAIRS
OUTCOME:
QUALITY

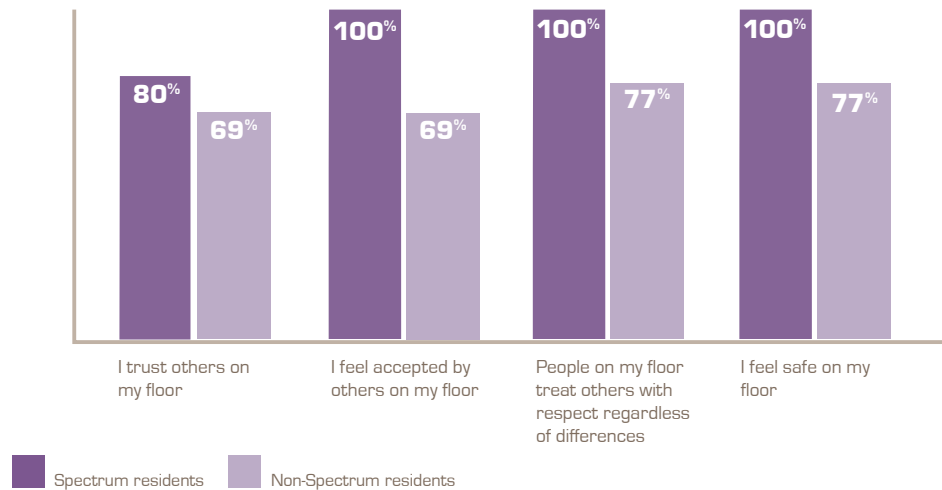
HOMECOMING 2016 PARTICIPANTS



GOLD STANDARD GOAL #4:

- ▶ Comparing gender non-binary students in Spectrum House to those in other residence halls, Fall 2016 Student Perception Survey results show:

SPECTRUM HOUSE STUDENT SURVEY



Objective 3C: Employee health, wellness and self-care is prioritized and valued.

Strategy 3C.1: Promote and improve the wellness of the campus community, empowering each employee to adopt and maintain healthy behaviors, through implementation of the Western Wellness Program.

GOLD STANDARD GOAL #4:

WESTERN WELLNESS PROGRAM PARTICIPANTS

