

## **Annual Report, 2004-2005**

### **Student Life**

#### **Introduction**

##### Mission Statement

The mission of the Student life subdivision of student Affairs is to engage students in campus life and activities that support and facilitate their human growth and development through curricular, co-curricular and extracurricular experiences which build leadership and life skills.

##### Highlights from the Past Year

During the past year, the Student Life staff was again reorganized to better align areas of expertise with delivery of services. Christine DeVos, who had assumed the position of Ombudsman the previous year was moved under the direct supervision of the Vice President for Student and International Affairs. Conduct was moved from its temporary home in Student Life to Residence Life with the appointment of Rachel Bukanc as the Conduct Officer. An additional accountant was added in Student Government to better support clubs, and to help convert to Banner and deal with the complexities of that system. Norma Brizzi continued through the academic year as advisor to Student organizations, and Lindsay Bryant continued as advisor to Osprey Productions. However, Lindsay took over the function of approving contracts. Marsha Bergen replaced Diane Shepard in the Robinson Reservations Office and assumed the additional duties of developing a Student Life web page and approving solicitation permits.

In the Robinson Student Life Center, replacement of rigging in the Theater occurred as planned in December 2004, and was made possible because of the revenue generated by Celebration Church. Additional funds were obtained through mid-year founding to replace the carpet in the atrium with tile, and additional funding was obtained to do a major cosmetic renovation of the building during the Spring of 2006. The building continued to be open until midnight to meet the needs of students using the Hub gaming area. Additional funding was obtained through the A+S funding process to hire a night manager to extend these hours further.

Greek Affairs increased in size and scope of activities through the chartering of two national fraternities. However, a multicultural men's group trying to become established was not successful. In February, the Greek Coordinator left his position to assume a position at another institution. For the remainder of the semester, the Dean of Students with the assistance of a part-time person coordinated the Greek Affairs office. The Dean of Students submitted an A+S budget request based heavily on feedback from Greek students during focus group meetings, and the Greek Affairs budget was virtually doubled.

The Office of Student Organizations received an increase in club funds. Though more money was spent, the percentage of allocation spent by clubs remained unchanged at about 50%. The number of active clubs remains at approximately 125. Officer transition continues to be a problem, and students stated that the greatest obstacles to their ability to succeed was lack of reserveble space on campus and confusing University fiscal policies.

Osprey Productions continued to expand its program offerings. They now host four to five programs per week, and have ventured into lectures to a small degree. The weekly programs varied considerably, and included things like bingo, open mic poetry readings, a drag show and a dive-in movie. A weekly band series, profiling local bands at Wackadoos proved to be very popular. They made a concerted effort to co-sponsor programs with AASU and Club Alliance and other clubs. AASU was instrumental in helping select the artists for the Spring Concert, and it is the first time a hip hop show has been successful, with over 3,000 tickets sold.

Student Government continued to be very active throughout the year. Elections for Senate drew 41 candidates for 23 positions, and yielded a voter turnout in excess of 2,000. This number has gone up every semester for the past three years. Four tickets vied for the Presidency and Vice Presidency, and resulted in the election of the former vice president to the Presidency. The most controversial item on the Senate agenda for the year was the funding of an on-campus skate park, which was approved for \$250,000.

The Center for Student Media continued to be advised centrally by the Dean of Students with support from three part-time advisors. Belinda Hulin continued as advisor to the Spinnaker, which was rated by *Florida Leader Magazine* as the third best university newspaper in the state. Norma Brizzi, the Associate Director of Student Activities again served as advisor to WOSP Radio. Jon Getsy, a UNF alumni and former professional sportscaster served as advisor to Osprey TV. Osprey TV was plagued with personnel and equipment issues and did not perform well. Significant effort was put into hiring new staff, which did not yield results until after the academic year ended. The Media Advisory Board was again affected by lack of commitment of some members, and a number of scheduled monthly meetings did not attain quorum. The Board has begun working on its bylaws to correct this situation.

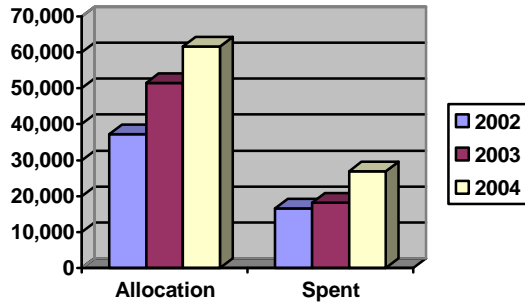
The Office Manager in Student Life retired following the death of her husband, and after a search, Barbara DuPuis from Student Affairs was hired to fill her position. At about the same time, the Reservations Manager in the Robinson Center decided not to return from maternity leave, and Marsha Bergen was hired to fill that position. The Greek Affairs Coordinator resigned in February, and the part-time Night Manager left in March for family reasons, leaving two additional positions vacant. Both positions were approved for filling by the Vacancy Pool Committee, and searches were started.

### **Significant Accomplishments and Changes**

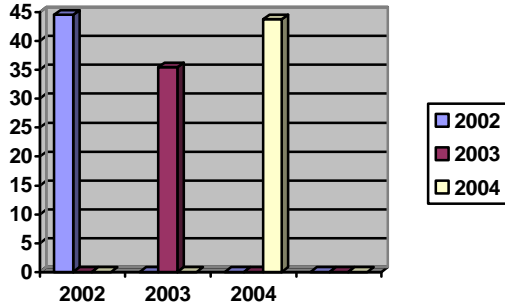
Highlights including Statistical Data from 2004-2005

Clubs and Organizations – In the first year of a new allocation policy and procedure to fund student organizations, the allocation from Student Government to Club Alliance rose from \$37,300.00 to \$51,513.00. In the second year of this program, the amount rose to \$61,500. The amount remaining at the end of the fiscal year 2003 increased from \$16,611.00 to \$18,241.33. In other words, in Fiscal Year 2002-03 clubs spent \$20,288.00, and in 2003-04 they spent \$33,122.00, representing a 63% increase in the amount of money spent. In 2004, there was \$26,890.00 remaining from the allocation.

### Club Funding in Dollars



### Club Funding – Percent of Budget Expended



Though clubs have consistently spent more money, the percent of allocated budget spent has not significantly changed. Clubs cite two reasons for this. First, they find the club expenditure process to be unwieldy. Second, they complain about a lack of space on campus to program. Through the A+S budget process money was allocated for the first time to hold a Club Officer Retreat off campus. Part of the agenda for this retreat will be to address these two issues in a comprehensive manner. By doing this, it is hoped that clubs will gain more familiarity and comfort with the fiscal procedures of Student Government and spend more of their budget.

Osprey Productions – Osprey Productions again held three arena concerts, instead of the traditional two. The Fall concert was Dashboard Confessionals which sold approximately 3,500 tickets. A winter concert with Everclear was free and attracted about 2,000 students. The Spring concert was Little Wayne, a hip hop act, that sold over 3,000 tickets – an all-time high for that genre of music. This was the first year that

Osprey Productions was responsible for all student programming for Homecoming, and feedback on their performance was very positive. Additionally, the Homecoming comedians ( Carlos Mencia and Pablo Francisco) attracted 2,500 spectators, which is about three times the normal attendance for that event. Earth Music Festival participation again exceeded 2,000. This was similar to last years' attendance, but much better than the two prior years when attendance was approximately 300. The students in leadership positions in Osprey Productions reported that their experience was very satisfying, and that they had learned programming and leadership skills that they would apply to their future careers and lives. The former Assistant Director was promoted to Director, and because of a high level of interest, two students were chosen to fill the Assistant director positions. Eight students attended the National NACA conference, and found the information they acquired there to be very helpful. They specifically put to use information on contracting and publicity.

AASU had a very active year, starting with an Officer Retreat in August followed by a successful Lock-In, and a number of other activities. Plans for a large overnight conference hosted by AASU were postponed when the leadership realized the scope and cost of the undertaking. The new office was modified to include two desks with computers at which students could be assisted with academic coursework, receive tutoring or do research on-line.

Robinson Student Center – Most notable in the Robinson Center is the receipt of \$530,000 for renovations in the Theater. The first phase of the work was to replace carpet in the atrium with cultured stone tile. The second phase will require the Theater to be closed from December, 2005 to May 2006, and will involve replacement of seating, floor covering, painting of walls, and the installation of a 35 mm projection and sound system. Marsha Bergen was hired as the Reservations Manager, and has brought a new level of professionalism and a high level of computer proficiency to the position. The Night manager position was funded through the A+S budget process, to be filled during the 2006 fiscal year. This will enable to building to extend hours to meet the needs of Hub students, and also provide more support for nighttime programming. This was due to the ability of the staff to make frequent set-up changes in the 1600 rooms, thereby accommodating more users in that portion of the building.

Greek Affairs – The chartering of two new fraternities and one new sorority expanded the total Greek membership by approximately 100 students. The growth in the number of fraternity and sorority members has remained constant at about 5% of the student population for the past two years. Student Life was given the green light to pursue reek housing on campus, which was added to the master plan.

The Interfraternity Council was suspended at the end of the Fall semester as a result of losing most of its officers. A group of fraternity representatives in cooperation with the Greek Coordinator and Dean of Students rewrote the IFC constitution, and held elections in the Spring semester. The new IFC has focused more on service and support to its member organizations. As a result, both recruitment and intramurals programming have been significantly modified.

Student Conduct – The number of students appeals received by the Dean of Students was 12. Of these, two did not meet the criteria for an appeal , one did not follow-up with appointments, seven of the hearings had their sanctions upheld, one received modified sanctions, and one student had his charges dismissed.

Ombudsman – The Ombudsman position was moved to directly report to the Vice President for Student and International Affairs, though the budget for the office was still retained in Student Life for the year.

As a subdivision, the most significant change was the addition of the Student Union project. The Dean of Students participated in the rfp and selection process for an architectural firm to program the Student Union, with the option of completing the design and construction phases as well. The process resulted in the hiring of Rink Design of Jacksonville, which has already started holding meetings with interested parties, and has held one student focus group.

## Budget

The Student Life Subdivision has multiple budgets. Most areas are funded through Activity and Service fees, with an additional small appropriation from Education and General monies. This was the first year in which the Dean, Office Manager and Associate Director for the Robinson Center were funded through E+G funds. This initially resulted in some confusion because the sub-division was charged for these salaries, but the funds were deposited into the Student Affairs E+G account.

The general Student Life budget reflects a decrease in OE that mirrored a decrease in actual expenses. Most of this decrease was associated with positions moving to E+G lines. Greek Affairs OE was decreased based on students perceived lack of interest in Greek Leadership Day, and a desire to not fund the various Councils under Greek Affairs through the office.

The budget provided through Activity and Service fees to the Student Life Office received a modest cut, based on a lower requested amount.

Student Life				
Year	OPS	Salary	OE	Total
2002-03	\$0	237,152	47,000	284,152
2003-04	\$56,108	296,598	43,000	395,706*
2004-05	\$45,724	163,195	43,900	252,820
2005-06	\$49,444	168,195	34,400	252,419
Greek Affairs				
2002-03	\$0	0	7,425	7,425
2003-04	\$0	0	16,550	16,550

2004-05	\$0	0	12,550	12,550
2005-06	\$5,000	0	20,300	25,300

Student Life Programming\*\*

2002-03	\$0	0	0	0
2003-04	\$15,000	0	37,600	52,600
2004-05	\$9,500	0	35,050	44,500
2005-06	\$12,000	0	34,050	46,050

Robinson Student Life Center

2002-03	\$113,871	111,329	50,676	275,876
2003-04	\$142,411	61,972	12,691	217,074
2004-05	\$150,916	67,762	11,590	230,269
2005-06	\$150,624	101,393	11,590	263,608

Total for Student Life Sub-Division

2002-03	\$567,453*
2003-04	681,930**
2004-04	540,139***
2002-04	587,337

\* 2003-04 budget includes Dean of Student salary, moved from Student Government account, and Programming Coordinator, moved from Robinson Center account, both in to the Student Life Account.

\*\*Student Life Programming had been budgeted in Robinson Center for 2002-03

\*\*\*In 2004-05 the Dean of Students, Ombudsman and Office Managers salaries were moved to E+G lines.

**Staff Activities**

Personnel Updates

In February, Bart Andrus, who had served as Greek Coordinator since 2002, resigned unexpectedly. For the remainder of the year, Dean of Students Tom VanSchoor, assisted by a part-time staff person, Tyler Young, oversaw the area.

Jon Getsy, a UNF alumnus with a background in TV sports reporting was hired to advise Osprey TV. However, Jon resigned for a number of reasons in February.

Dianne Shepard, who had served as the Robinson Center reservations manager decided in the fall to not return to work after the birth of her daughter. Her position was filled by Marsha Bergen, who had previously worked in Career Development.

Enrollment in degree Programs

Laurel Kendall completed the Masters program in Mental Health Counseling. Lindsay Bryant continued in the Ed.D. program in Educational Leadership.

#### Other professional development

All staff continued to attend Banner training. Tom VanSchoor, Laurel Kendall and Judy Vaesa attend the Staff Development Day at the University Center. Tom VanSchoor attended the regional ACUI conference, and David Crabtree attended the National conference. Bart Andrus attended the Association of Fraternity Advisors Conference. Lindsay attended both the regional and national NACA Conference. At the National Conference she was accompanied by three students.

#### Community Service

Norma Brizzi served on the local advisory board for the National Academy for Recording Arts and Sciences and on the steering committee of the Beaches Dog Park Project. She also worked with city officials in Atlantic Beach to write a grant for the Atlantic Beach Animal Control Department's Adoption Program.

Lindsay Bryant served as the chair of the University's United Fund drive.

Tom VanSchoor volunteered at the American Cancer Society's "Cowford Ball", coached for St. John County's Special Olympics, assisted with Challenger Basketball at Southside Baptist Church, and volunteers for North Florida Doberman Rescue, and worked in concessions at Bartram Trail High School football games to raise funds for the marching band.

### **Accomplishment of Objectives and Outcomes**

Goal 1. Each area of the subdivision will develop and use instruments and /or methods of measuring learning and program outcomes.

Results: Greek Affairs continued to use the Benchmark Program as a way of measuring the performance of the individual Chapters. This assessment vehicle is based on input from the National councils, and is very exhaustive. Osprey Productions developed instruments to measure student interest and satisfaction for programs. Club Alliance held a few focus groups to determine how club needs were or were not being met. Additional focus groups were held by Greek Affairs to determine Greek interest in housing.

Goal 2. Develop collaborative relationships with appropriate departments to create and support multicultural/diversity programs.

Results: Members of Student Life worked with the Intercultural Center to facilitate a multicultural workshop and to produce the Multicultural Festival in the spring. Tom VanSchoor chaired the Anti-discrimination Task Force, which served as the predecessor group to the Committee on Equity and Civility, which developed a collaborative network for dealing with issues of discrimination on campus. Staff orchestrated greater collaboration among AASU, International Students Association and Center and Campus Ministries and Osprey Productions to develop and diversify programming.

Goal 3. Develop and implement workshops for students dealing with diversity.

Results: As part of the Greek Leadership Day, a session of BaFaBaFa was facilitated. During the Student Government Retreat, students participated in Star Power.

Goal 4. Begin the process of building a staff for the new student union.

Results: Through resignation, it was possible to hire a new reservations manager with stronger computer skills. Through the SG budget process, the Robinson Night Manager position was reinstated.

Goal 5. Strengthen the role of the Center for Student Media.

Results: Monthly meetings were scheduled. However, the board usually did not reach quorum. As a result, the process of re-writing the by-laws was started in order to redefine the board and try to make it a viable entity for working with the student media.

Goal 6. Complete the program phase of the student union.

Results: Tom VanSchoor served as a member of the committee that selected Rink Design as the firm responsible for programming the building. Both he and David Crabtree have been involved in all meetings since the programming phase began.

Goal 7. Hold a staff retreat to establish goals in conjunction with the Division of Student Affairs and the University.

Results: This years retreat was postponed until the fall in order to complete the subdivision reorganization and get all staff in place in their new or modified roles.

Goal 8. Through the implementation of risk management policies and procedures, contribute to campus safety and security.

Results: Staff were very involved in a number of policy formulation and implementation issues throughout the year. Robinson Center policies were evaluated and clarified in conjunction with input from University Police and Health and Safety offices.

The solicitation policy implementation was moved to the Reservations Office which results in greater coordination of events and other activities on campus.

Goal 9 Develop strategies for advertising Student Life Programs, including the development of a Student Life web site and list serve of students who have attended events.

Results: The development of a web site recently began, and has made significant progress. Both Greek Affairs and Student Life produced brochures highlighting their areas which were distributed at Orientation.

Goal 10: Collaborate with other offices on campus to assure sufficient space available on campus for student programs.

Results: Both Marsha in reservations and Lindsay in Activities developed excellent working relationships with the Registrar's Office, Fine Arts Center and Arena staffs to enable us to obtain space for most student needs. Transition in the Registrar's Office and the costs of using the Fine Arts Center are obstacles to yet be overcome.

#### Statistical Information

#### **Evaluation/Assessment**

Club Alliance held a number of focus groups to determine if clubs were satisfied with the new funding procedures. Most clubs found them confusing. As a result of the feedback, a number of policies and procedures were changed to make the funding process easier. There is still expressed need for more hands-on advising for clubs. The reinstated position of Night Manager for the Robinson Center is in-part a response to this need.

Osprey Productions had both an in-person and on-line survey to assess student interests. As in the past, most students stated that they preferred rock as their primary musical interest. Additionally, a number of other genres of music were listed. This information was used to produce the Tuesday night concert series at Wackadoo's, which continues to be very successful. Additionally, programming was expanded to include lectures and theatrical productions in conjunction with the club, Future Waiters.

Greek Affairs continued to assess through its Chapter Benchmark program. It was determined that this system, though yielding some significant information about the Chapters, was too arduous and voluminous, and would be simplified in the future.

#### **Future Directions/Challenges**

The subdivision is faced with a number of new challenges for the immediate future. These include the following.

1. Developing plans and program for and overseeing the construction of a new student union.
2. Developing plans and program for Greek Housing, including its addition to the University Master Plan.
3. Working with Student Government to increase funding for clubs and agencies in order to realize the goal of increased programming on campus.
4. Provide greater advisement and support to clubs so that they can use the funding to produce student-focused programming on campus.
5. Overseeing and directing the renovations of the Robinson Theater, including the inclusion of a 35 mm projector and sound system, and developing appropriate policies to allow students to use the building while protecting the investment made therein.
6. Working with the Center for Student Media to obtain appropriate hardware, software, space, licensure, advising and funding to provide a professional media experience for students
7. Developing an experientially based leadership program to complement the Leadership classes, and to have clubs, agencies and Student Government participate in it.
8. Working with the SG leadership to appropriately allocate a growing Activity and Service fee account.
9. Providing professional development opportunities to all staff, with a specific focus on staff that have taken on additional or new responsibilities.

### **Objectives and Outcomes for 04-05**

The following goals have been articulated for the coming academic year.

1. Work with Student Government and Club Alliance to improve mechanisms for club funding and advising.
2. Establish a series of leadership workshops for interested students.
3. Complete the program phase of the Student Union and move into the design phase.
4. Develop a University posting/advertising policy to include use of banners and billboards on campus.
5. Evaluate and Develop policies and procedures for dealing with use of the RSC Quad.
6. Enhance the Student Life web site.
7. Continue renovations to the Robinson Theater.
8. Develop a plan for Greek housing.
9. Redefine the role, mission and structure of Campus Ministries.
10. Develop a plan and timeline for WOSP Radio to become a low power fm station.

## **Conclusion**

In conclusion, as the University has grown in size, the offerings of Student Life have also expanded. Whereas the subdivision has been able to respond to additional programming expectations through Osprey Productions and AASU, the activity level of the clubs remains below expectations. Additional staff resources are needed in this areas, as well as in the Center for Student Media. There has been significant attention paid to Osprey Productions and the depth and breadth of their programming activities. There has also been a marked shift in the way Student Life deals with clubs. Some efforts have been hampered due to staff on Family Medical Leave, and reductions in staffing. In particular, the Center for Student Media will need to hire a full-time advisor in the future to deal with the planned expansion