

ANNUAL REPORT 2004-2005
OFFICE OF STUDENT ORGANIZATIONS
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Associate Director for Student Activities

- **CLUB ALLIANCE**

- **WOSP OSPREY RADIO**

INTRODUCTION

Mission:

The mission of the Office of Student Organizations is two-fold:

1. To serve as the University's administrative link to recognized student clubs by the conferring of University recognition, having jurisdiction and disciplinary authority over club behavior, and to support the extracurricular educational and entertainment activities offered to students through the advisorship of Club Alliance by serving as a resource to all student organizations.
2. To serve as the University's administrative link to the college radio station, WOSP Osprey Radio, by supporting the extracurricular educational and entertainment activities offered to students through the advisorship of WOSP Osprey Radio and serving as a resource for station operations and programming.

A. CLUB ALLIANCE:

Highlights:

The creative programming produced by the student club PRIDE dramatically increased this year with the addition of the spring and fall Drag Shows. Co-sponsored with DIVE through Residence Life, these events arguably drew the largest, most diverse attendance of any student-club-sponsored events held on campus.

Also, moving into the new larger space in room 1524 gave the Club Commons a new life, drawing students to the area to use the work tables and materials to create road signs, to use the new Student Conference Room to hold meetings, to use the Macintosh computers, scanner, and color printer to create flyers and handbills, and to use the comfortably furnished area to relax, watch cable television, enjoy complimentary refreshments, brown bag it, plug in their personal laptops to surf or do homework, or just have conversation with friends and hopefully make new friends as well.

Summary Statements:

Students reacted favorably to the new space and made it their own surprisingly quickly. The new funding system, however, did not fare as well with the students, despite

efforts to streamline the process and make it more user-friendly. A challenge for the future will be to examine the funding process in an attempt to determine why students are not using it successfully and implement sound measures to encourage students to utilize their monies more efficiently and to feel comfortable asking for help if they are encountering difficulties.

SIGNIFICANT ACCOMPLISHMENTS/CHANGES

Student and staff members of the Club Funding Board underwent two complete budget hearings; one in the fall and one in the spring in order to make the transition to clubs receiving their annual funding in the spring. While this purpose was accomplished, the man hours involved in the weeks-long hearings left little opportunity to work closely with clubs and to assist them in planning, producing, and implementing programming. As a result, a trend evolved throughout the year with the majority of clubs simply holding meetings and having guest speakers and refreshments but not having the ability or receiving the assistance necessary to produce actual events.

BUDGET

Club Alliance received a budget cut in Club Funding in 2004/05, from \$41,000.00 the previous year to \$40,000.00; but an additional \$10,000.00 was allocated for clubs to use exclusively for programming in a new OPS Programming line. An end-of-the-year sweep-up allocation also added an additional \$15,000.00, making a total of \$65,000.00 available for club budgets. Funding for Club Alliance Wages, Club Fest and Spring Bash all increased slightly, mostly to cover the increase in the minimum wage and the subsequent raise in salaries. The SG accountant's ledger shows that clubs spent approximately \$28,500.00, leaving more than \$33,000.00 in unspent club funding.

STAFF ACTIVITIES

Other Professional Development:

Norma took several professional development courses including the training session for the Nortel Networks communication system, Employee Services training for the My Wings program, and a tutorial for Word to improve her skills in designing and creating flyers. She served on two University Committees including the Environmental Advisory Council (of which she is the A & P representative) and the University Super Bowl XXXIX Logistics Committee. Student Government committees served on included the Club Funding Board, the Club Alliance Advisory Board, and the Center for Student Media Board. Norma also attended numerous University events, including Parent's Day and Earth Music Fest, and attended both the Student Affairs and Student Life annual retreats.

Community Service:

Norma continued her strong commitment to community involvement most notably by serving once again on the Steering Committee of the Beaches Dog Park Project, a non-profit organization raising awareness and funding for the new public dog park, which opened recently in Jacksonville Beach. Along with her fellow members of the Project Steering Committee, she was honored at a reception sponsored by the City of Jacksonville Beach. She also successfully organized canine sports demonstrations for the Grand Opening of the park featuring demos by "Paws For Nothin" the Jacksonville Flyball Team, the Greater Jacksonville Disc and Dog Club, and the NE Florida Hunting/Retriever Club. She secured funding for improvements at the park through a \$1,000.00 grant from Winn Dixie, as well as an in-kind donation of three park benches from Home Depot. She also worked as a member of several weekend work crews to get the park ready in time for the Grand Opening, and continues to volunteer at the park on a weekly basis as a Park Patrol volunteer.

Through her memberships on both the "Paws For Nothin" Jacksonville Flyball Team and the Greater Jacksonville Disc and Dog Club, she participated in numerous educational outreach demos including the annual "Holiday Pet Fest," a benefit for the Jacksonville Humane Society, "The Pet Expo," a fundraiser at the Jacksonville Fairgrounds, The Scottish Highland Games at the Clay County Fairgrounds in Green Cove Springs, the Palencia Pet Fair in St. Augustine, the Azalea Festival in Palatka, the "Dog Days of Summer" event for the Jacksonville Suns Baseball Team, and the "Relay For Life" event at Clay County High School in Orange Park.

Additionally, she volunteered her time at several fundraisers for local animal shelter and rescue organizations, including Dogtoberfest for First Coast No More Homeless Pets, the Bichon Bash for Small Paws Rescue, the Fur Babies Reunion for the Shih Tzu & Fur Babies Rescue organization, and she competed in the annual Beaches "Run For Their Lives" for the Jacksonville Humane Society.

She successfully wrote and secured a \$2,500.00 grant from PetCo for the City of Atlantic Beach Animal Control Department's Adoption Program to add a low-cost spaying/neutering component to their community outreach program, and is continuing to work with city officials to implement the program.

She served on the Advisory Board for the Springfield Music Festival, resulting in a successful community event featuring bluegrass music and local restaurant and vendor participation.

Norma also assisted promoters from the Jacksonville stop of the Vans Warped Tour in donating \$3,175.00 to the University of North Florida Marty Gottlieb Memorial Scholarship Fund in honor of a former UNF student who was active in the local music community.

ACCOMPLISHMENT OF OBJECTIVES AND OUTCOMES 04/05

Objective #1:

Resolve club-funding issues by working with Club Funding Board to revise guidelines and deadlines. Establish an OPs line to allow clubs to request money for speakers and lecturers as well as operating expenses.

Supports Division Goal:

Continue to review, update, and follow established policies and procedures to ensure efficient management of resources.

Outcome: Norma worked yearlong with the Club Alliance Executive Officers and the Club Funding Board to make the funding process more user-friendly for student clubs. She also worked with the Student Government Treasurer to create and manage a new OPS line of \$10,000.00 for clubs to program DJs, speakers, bands, and other OPS entertainment. This resulted in more clubs having access to money to spend on programming throughout the fiscal year.

Objective#2:

Work with clubs on a personal basis to assist them in the creation and implementation of new and/or additional programming.

Supports Division Goal:

Improve programs and services to student through assessment, planning, implementation, and evaluation.

Outcome: Norma worked closely with the new Student Government Accountant to assist individual clubs in planning and budgeting for new and additional programming. Clubs showed a strong interest in bringing in speakers, and Norma assisted these organizations with providing honorariums and refreshments for their events. New programming instituted this year most notably included PRIDE's Fall and Spring Drag Shows, Pagan Alliance's monthly ceremonies and events, and Access 218's numerous non-denominational events including cookouts, tailgate parties, bands, and parties.

Objective #3:

Assist Club Alliance executive officers in the optimal utilization of the new space, promotion of the space and its opportunities for student activities, and drawing students to the new space by providing incentives.

Supports Division Goal:

Ensure safe and optimal management of existing facilities and provide appropriate and adequate space to support student programs and services.

Outcome:

In order to improve the infrastructure of the space, Norma processed work orders to install Ethernet ports, to repair and install electrical outlets, and to install a FAX line. She arranged for the recycling of two Mac G4 computers, a color printer, and the purchase of graphic design software so that student clubs could create and print flyers and handbills to advertise their events. She worked with the Robinson Student Center Facilities Manager to obtain furniture and worktables for the Club Commons area, and a conference table and chairs for the newly created student-managed Student Conference Room. She arranged for Physical Facilities to move and install the old club lockers in the Lakeside Lounge area and provided storage space to both clubs and other student organizations such as the Volunteer Center and AASU. She also assisted the Club Alliance Executive officers with the process of ordering new road signs, poster paper, and markers to improve student access to signage materials.

Objective #4:

Assist WOSP Radio student staff in the implementation of the media consultant's recommendations and long-range business plan.

Supports Division Goal:

Improve programs and services to students through assessment, planning, implementation, and evaluation.

Outcome: Norma and the WOSP Radio staff successfully met with the Vice President for Student and International Affairs to obtain \$5,000.00 to hire a media consultant. She met with the consultant while on campus and worked with the student staff to begin the implementation of his first and most important recommendation to move the station into the Robinson Student Life Center. The station's request for funding for the move successfully passed B & A and will be presented to Senate this summer. Norma also assisted the WOSP Radio staff in successfully presenting requests before the B & A committee and Senate for funding for a new soundboard and for funding for travel to New York City to attend the annual CMJ Music Conference.

Additionally, Norma worked with the State Fire Marshall, the Office for Environmental Health, Safety, Insurance & Risk Management, and the Office for Disability Awareness to help bring the current space in Building 2 closer to fire, safety, and disability codes and regulations. She processed work orders for the repair and installation of electrical outlets, the installation of Ethernet ports, and the repair and maintenance of the HVAC system. She secured a conference table from the University Center and chairs from the Florida Engineering Education Delivery System, and also assisted the student staff in cleaning and rearranging the studio and in purchasing storage media for CDs and equipment. Although the space remains in violation of the University occupancy code, the numerous improvements have contributed to a safer environment until the students can relocate.

Objective #5:

Develop experiences that allow students to work out issues of political, religious, and sexual orientation tolerance by participating in workshops for clubs and student organizations, Student Government and its Agencies, and the staff of the media outlets of the Center for Student Media.

Supports Division Goal:

Encourage student leadership development through the Leadership Program and other leadership opportunities in the Division's variety of programs, services and student job experiences.

Outcome: Norma was instrumental in providing the opportunity for students from PRIDE and other organizations to participate in discussions with the Vice President for Student and International Affairs as well as various other students and staff members. A task force was formed to study tolerance issues on campus, and the task force eventually grew into the Committee for Equity and Civility, which meets regularly to address these issues.

Objective #6:

Increase outside-of-the-studio promotional activities and events hosted by WOSP Osprey Radio to become more of a presence with students on campus.

Supports Division Goal:

Improve programs and services to students through assessment, planning, implementation, and evaluation.

Outcome: Norma worked closely with the Station Manager and the Promotions Manager for the radio station to develop a programming plan to produce free parties with bands, DJs and refreshments. WOSP also provided free mobile DJ services for all major campus outdoor events as well as numerous events for Residence Life in the Housing areas, giving them maximum exposure on campus to students, faculty, and staff.

Objective #7:

Attend summer and spring Orientation sessions to introduce both WOSP Radio and Club Alliance membership opportunities to incoming students.

Supports Division Goal:

Contribute to the retention efforts of the University by providing meaningful opportunities, experiences, and services to all students.

Outcome: Norma encouraged the student staff of both WOSP and Club Alliance to attend the Summer Orientation sessions as part of their job duties, and also attended as many of the sessions herself as her schedule permitted. These efforts resulted in many new students being exposed to the opportunities both organizations had to offer.

Objective #8

Student Executive officers from Club Alliance and members of the staff of WOSP Osprey Radio will attend regular Senate meetings to keep senators informed of club and radio station activities and concerns.

Supports Division Goal:

Demonstrate and encourage an understanding, respect and appreciation of diversity.

Outcome: Both the Director of Club Alliance and the Station Manager for WOSP regularly attended Senate meetings during the academic year. They gave reports and addressed concerns expressed at the meetings, resulting in better communication and understanding between SG and both organizations.

Objective #9:

Continue to work with staff from Student Affairs, students from Student Government, and representatives from campus auxiliaries to improve the annual Student Affairs Showcase and Welcome Week activities.

Supports Division Goal:

Forge collaborative partnerships with faculty and other university divisions to create an environment, which enhances learning efficient use of resources and supportive working relationships.

Outcome: After discussions with the Dean of Students and the Associate Vice President for Student Affairs, it was recommended that the annual Showcase become a part of a new Admissions/Residence Life event, the "Week of Welcome." This coming summer, the Showcase will occur on a weekday at lunchtime as part of the new expanded event.

Objective #10:

Continue to work with offices outside of the Division of Student Affairs to clarify policies and procedures for student-driven events including revising the Amplified Sound Policy for the University Green and developing a similar policy for the use of the Quad.

Supports Division Goal:

Forge collaborative partnerships with faculty and other university divisions to create an environment, which enhances learning efficient use of resources and supportive working relationships.

Outcome: This goal was not fulfilled as written because the students did not contest the current policy for the Green and the infrequent use of the Quad for amplified sound events did not require a formal policy to be set in place.

STATISTICAL INFORMATION:

Club Alliance:

(2003 - 2004)

118 Clubs
16 Recreational Sports Clubs
+_____

134 TOTAL

(2004 - 2005)

124 Clubs
12 Recreational Sports Clubs
+_____

136 TOTAL

Club Events:

2002 - 03

112 club events
7 entertainment contracts

2003 - 04

89 club events
11 entertainment contracts

2004 - 05

110 club events
18 entertainment contracts

EVALUATION/ASSESSMENT

The number of student organizations increased slightly from 134 in 2003/04 to 136 in 2004/05, a difference of only 2 organizations. A slight drop occurred in the number of Recreational Sports Clubs, from 16 to 12, but the number of student clubs increased from 118 to 124, an actual increase overall of 6 student clubs. Clubs held 21 more events this year than last year; the most active clubs being PRIDE, Access 218, Pagan Alliance, the Presidential Envoys, and the Resident Student Association. Clubs holding traditional annual events did so successfully, including HACE's Latin Night, Amnesty International's Peace Awareness Day, the Potter's Guild's Fall and Spring Sales in the Courtyard, the Muslim Student Association's Ramadan Dinner and Islamic Art Show, the Indian Cultural Association's Dinner and Henna Tattoos in the Courtyard, and the Vietnamese Student Association's New Year's Celebration. Being an election year, political clubs such as the College Republicans and the Students For Kerry were especially active, providing informational tables and conducting numerous voter registration drives on campus.

FUTURE DIRECTIONS/CHALLENGES

2005 - 06 will present the special challenge to help clubs more effectively spend the funding that they have been allocated. With the assistance of the SG Accountant striving to make their monies more accessible and only one club funding hearing to prepare for and attend in the spring, hopefully club members will have more time to spend on club activities and also be able to better focus on programming and developing as an organization.

OBJECTIVES AND OUTCOMES FOR 05/06

Student Affairs Goal

Improve programs and services to students through assessment, planning, implementation, and evaluation.

Goal #1:

Continue to assist WOSP Radio student staff in the further implementation of the media consultant's recommendations and long-range business plan, including the movement of their operations to the Robinson Student Life Center.

Student Affairs Goal

Improve programs and services to students through assessment, planning, implementation, and evaluation.

Goal #2:

Assist the Center for Student Media Board and interested students in reviving and revamping the operations of Osprey TV.

Student Affairs Goal

Continue to review, update, and follow established policies and procedures to ensure efficient management of resources.

Goal # 3:

Assist the members of the Center for Student Media Advisory Board with the revision of the bylaws to reorganize the membership of the Board in order to allow it to function more efficiently.

Student Affairs Goal

Continue to review, update, and follow established policies and procedures to ensure efficient management of resources.

Goal #4:

Refine the club-funding process further by working with the Club Funding Board, the SG Accountant, and the Club Alliance Executive Officers to make the process even more user-friendly for student clubs specifically in the areas of completing the paperwork and spending their money efficiently.

Student Affairs Goal

Improve programs and services to students through assessment, planning, implementation, and evaluation.

Goal #5:

Work with the new Club Alliance Executive Officers to continue to improve the Club Commons area to make it a more productive and comfortable space for students.

CONCLUSION

The Student Government Agency Club Alliance is still in the process of transformation, adjusting to the relocation of the office and the Club Commons as well as a new funding process. While it understandably takes time for the students to adjust to such profound

changes, ultimately the changes should result in more accessibility for all of our students to the programs, services, and resources offered through both Club Alliance and the Office of Student Organizations.

B. WOSP OSPREY RADIO

INTRODUCTION:

WOSP is the University of North Florida's college radio station and a member of the Center For Student Media under the Division of Student Affairs. A fully equipped and fully operational radio station, it streams live on the Internet at www.ospreyradio.com and broadcasts over closed circuit campus television on stations 12 and 15. WOSP is committed to bringing the UNF community new and diverse musical entertainment, information on campus events and current events, and providing a forum for discussion through talk radio segments. The station features a wide variety of programming including jazz, sports, Christian programming, bluegrass, news, classical, hip hop, and world music in addition to a regular college radio alternative format. WOSP operates within and in accordance with FCC guidelines for college radio.

Highlights:

Osprey Radio had an outstanding year marked by increased visibility on campus, increased membership, and an opportunity to work closely with a broadcast media consultant. The Station Manager attended Senate meetings regularly and gave reports in an effort to improve relations between Student Government and the radio station. The staff also sponsored a table at all Summer Orientations to reach out to new students, and volunteered their time and arranged their schedules to bring the mobile DJ unit to all major outdoor campus events and provide free music and giveaways. These promotional efforts resulted in more than 200 applications and WOSP doubling its membership from 30 to 60 staff members.

Summary Statements:

A successful re-branding campaign resulted in a new WOSP logo and image, and the strong self-promotional efforts and peace-making discussions initiated by the staff of the station made a significant impact on the repair of the relationship between SG and the radio station. The relationship had become strained over a battle about student censorship resulting in the censure of two senators, and also because of the backlash over the proposed relocation of the studio from Founders Hall to the Robinson Student Center. The staff is dedicated to continuing to make a concerted effort to keep the relationship positive in the future.

SIGNIFICANT ACCOMPLISHMENTS/CHANGES:

The most significant accomplishment involved a visit by a nationally renowned media consultant, Larry Steward, and the subsequent development of his written recommendations including a five-year business plan for the station. His analysis and proposals galvanized the student staff into striving to better the station both for the immediate future and in the years to come.

The station underwent a physical transformation as well, including the addition and repair of both electrical outlets and Ethernet ports, new storage media, the replacement of broken furniture, and the rearrangement of the studio to make it more handicapped accessible. The staff successfully appeared before both B & A and Senate to request funding for a new state of the art soundboard and to finance a trip to New York to attend the annual CMJ Conference. WOSP also successfully petitioned the Center for Student Media to allocate additional OPS wages to hire a Technical Director as part of the station staff. The student TD independently installed the new soundboard and brought the technical aspects of the studio up to standard as well as added an "On Demand" feature to the newly re-designed website. He is currently exploring the possibility of expanding the broadcast capabilities of the station to include the nearby housing complex, Melrose Apartments, and also is implementing the technical adjustments necessary to afford the student DJs the option to "pod-cast" their shows worldwide.

BUDGET

The station received an initial budget from the lump sum Center for Student Media allocation of \$7,700.00 for Operating Expenses and \$23,934.25 for OPS wages. The wages were short by \$1,337.75 in order for the three staff positions of Station Manager, Music/Program Director and Promotions Director to receive the standard CSM 25 hours per week for 48 weeks per year. The addition of the position of Technical Director for the Spring/Summer terms required an additional \$4,050.00, which was approved by the CSM and allocated by Student Life. WOSP also maintains an Auxiliary account, which started the fiscal year with \$2,654.01 and increased by more than \$1,000.00 due to fund-raising efforts by the members throughout the year.

STATISTICAL INFORMATION

Osprey Radio averaged approximately 800 listeners per month in 2004-2005, an increase of 200 from an average of 600 listeners per month in the 2003-04 academic year. This increase can be attributed to increased promotions, events, and visibility as well as a new staff with a strong dedication and commitment to building college radio at UNF. Also, the staff's efforts at fundraising took the station's budget from being in the red in 2003-04 because of an emergency back payment of overdue broadcast licensing fees to building a healthy fund balance in their Auxiliary account of more than \$3,600.00.

EVALUATION/ASSESSMENT

The staff members of WOSP have done an excellent job of public relations with Student Government as well as promoting the station as a complement to student events and activities on campus. Their mobile DJ services were well utilized by student clubs and organizations, departments such as Residence Life and Health Promotions, and SG Agencies such as Club Alliance and Osprey Productions. Their efforts to reach out to the campus at large included such programming as an Elections Bash and several DJ and live music parties, all of which were well attended by a diverse group of students.

FUTURE DIRECTIONS/CHALLENGES

The most immediate need identified by the broadcast consultant and echoed by the student staff is to relocate the station to the Robinson Student Center, as WOSP is the only student organization not housed in the RSC. The consultant attributed continuing image problems and difficulties integrating the station into the mainstream of student life as long as the studio remains apart from the hub of student activities. The next step identified in the five-year business plan is to hire a communications lawyer to perform a bandwidth frequency search in the Jacksonville area and to begin the paperwork and applications necessary for the FCC licensing process.

CONCLUSION

The challenges faced this year by the radio station have been echoed on campuses nationwide as all students have struggled with issues of censorship and intolerance. An outstanding group of strong and qualified student leaders at the station are working hard to build a strong relationship with the University community and also to begin the implementation of the consultant's plan. Their ultimate goal is to be on the air and at the professional operational level necessary in time for the ultimate move to the new student union in the near future.