

Student Union and Activities

Office of Student Union and Activities

Performance Objective 1 Continue to make improvements to Holbrook Student Union facilities to enhance aesthetics and provide services to the campus community.

1 Assessment and Benchmark

Benchmark: Provide no less than \$100,000 in capital investments to Student Union facility improvements.

1.1 Data

Academic Year	Amount Invested
2017-2018	\$266,090.01

2017-2018:

- Parra Ballroom technology enhancement (Spring 2018) - \$6,465.12
- Meeting room TV upgrades (Spring 2018) - \$1,624.89
- Parra Ballroom remodeling project (Spring 2018) - \$28,000
- New and Old Ranch remodeling project (Spring/Summer 2018) - \$230,000 (in progress)
 - Painting
 - New Furniture in New Ranch Atrium and Retail Dining
 - Lighting upgrades
 - Charging stations
 - Flooring upgrades and enhancements
 - Interior designer fees

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

We will continue to determine ways to improve the Student Union facility as we progress toward the construction of a new facility. The benchmark for 2018-2019 will likely need to be adjusted since so much was accomplished in this last cycle. Next year's focus will be determined based on what areas of the facility need attention along with any phases of the 2017-2018 project that remain incomplete. Because we are striving toward a new student union facility, investments in the current facility will be limited.

2 Assessment and Benchmark

Benchmark: Acquire no less than \$5,000 from campus resources created to support facility improvements.

2.1 Data

Academic Year	Amount Acquired
2017-2018	\$33,000.00

2017-2018:

- TASC Proposal Fall/Spring 2018 - \$8,000 granted for technology improvement project
- System Fund Reserve - \$28,000 granted for Parra Ballroom improvement project

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This benchmark will continue to be an annual ambition. The TASC technology project fund has been vital to ensuring that the Student Union maintains the most updated technology. The Campus Development Fund contributes to the upkeep of the facility and aesthetics.

In 2018-2019 I will target outdated technology in the facility. A couple of the data projectors are dated. The Mariner and Mallard meeting rooms require HDMI wall plates for compatibility with new TVs recently installed.

Performance Objective 2 Contribute student engagement opportunities for McNeese students by providing programs and services that enhance the overall educational experience.

1 Assessment and Benchmark

Benchmark: Conduct at least five programs that target all students.

1.1 Data

2017-2018:

1. 10th Annual Cowboy Camp - August 2017
2. Howdy Rowdy Welcome Back Activities - August 2017
3. Parents and Family Weekend - September 2017
4. Homecoming Week Activities - October 2017
5. Finals Late Night Breakfast - December 2017
6. Spring Student Organizations Fair - January 2018
7. Finals Late Night Breakfast - May 2018

All programs are hosted departmentally by various campus entities, targeting all students enrolled at McNeese for participation.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Campus-wide programs affirm the ability to reach all McNeese students through student engagement. Each of these programs were highly successful with the exception of Parents and Family Weekend. Our campus culture of most students being Southwest Louisiana residents impacts the motivation for parents to attend. As we better integrate departments with the reorganization of the student affairs division, we will determine improvements that can be made to make the program as successful as possible.

Regarding the programs that were successful, a concerted effort will be made to enhance each program's impact through better use of technology and other resources available to us.

Five programs will continue to be the baseline for this benchmark.

2 Assessment and Benchmark

Benchmark: Initiate the use of at least one new electronic/online educational and/or engagement platform.

2.1 Data

2017-2018:

1. Campus Labs *Engage* Platform - 3-year contract initiated June 15, 2018
2. *DignityU & ReliAbility* online educational programs for bystander intervention and risk behavior awareness - annual subscription initiated June 20, 2018

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

We will continue to remain abreast of electronic tools that can be used to contribute to the mission and goals of the department.

These two platforms have dramatically changed our ability to communicate with students. They have also improved the overall student experience. We have witnessed extreme success with having these resources accessible.

Through next year, we will determine more ways to incorporate the educational platforms in student programming. The Engage platform will deepen its impact on student organizations and their operations. Students will be trained on how to fully utilize its capabilities aside from student organization registration and management.

3 Assessment and Benchmark

Benchmark: Maintain at least 100 active student organizations.

3.1 Data

Academic Year	# of active student organizations
2017-2018	102

[Student Organization Contact Information 2017-2018 \(Spring Updates\)](#) [XLSX 40 KB 7/13/18]

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

We will continue to maintain a goal of at least 100 RSOs. In the years to come, it will become a priority to capture organizations from student groups within academic units, who have a tendency to operate without registering with the

University.

4 Assessment and Benchmark

Benchmark: Foster the opportunity for at least 20 premier leadership opportunities for undergraduate and graduate students.

4.1 Data

Academic Year	# of leadership opportunities
2017-2018	26

2017-2018:

Position	# of positions available
Student Government Association Executive Officers	4
Student Life Coalition President	1
Student Life Coalition Program Coordinators	7
Student Union & Activities Office Graduate Assistants	5
Greek Life Council Presidents (GUB, NPHC, IFC, Panhellenic)	4
Cowboy Camp Rangers	5
Total	26

4.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

These are leadership opportunities that provide salaries and/or stipends for student participation. A minimum of 20 each year will continue to be the benchmark.

Leadership positions in 2017-2018 successfully impacted the student experience. Students in these positions are role models of student success in the McNeese community. To improve in the future, we will strive for opportunities to better market these opportunities for student development and have students in the positions represent a more diverse subset of the student body.

5 Assessment and Benchmark

Benchmark: Coordinate five developmental programs that compliment student learning outside of the classroom.

5.1 Data

2017-2018:

1. Sexual Assault Prevention Program (September 2017)
2. Self Defense and Sexual Misconduct Seminar (September 2017)
3. Black Student Summit (October 2017)
4. Professional Development Seminar (November 2017)
5. Personal Branding Seminar (January 2018)
6. Best Practices Workshop (February 2018)
7. Service Learning Seminar (March 2018)

5.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Annually, at least five developmental programs will be conducted for McNeese students. Each of these programs successfully complimented the performance objective and benchmark. Developments programs are the hallmark of the co-curricular concept of student engagement.

To improve, we will seek to find academic units of the campus that are willing to partner in programming efforts. This

will assist in impacting a larger number of students.

Performance Objective 3 Foster development of Greek Life.

1 Assessment and Benchmark

Benchmark: Retain 95% of Greek life students who are non-graduates from the fall to spring semester.

1.1 Data

2017-2018:

An estimated 98% of Greek Life students were retained from fall 2017 to spring 2018. (Retention data from fall to spring was not precisely captured.)

This number was calculated by evaluating the number of Greek Life students that remained enrolled at McNeese from the fall 2017 to the spring 2018 semester. Students that graduated in the fall 2017 semester were not included in this estimated calculation.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Data will be captured in the 2018-2019 school year.

2 Assessment and Benchmark

Benchmark: At least 7% of McNeese students will be members of a Greek Life organization.

2.1 Data

2017-2018:

507 students, or 7.6% of the McNeese student body, were members of Greek Life organizations.

This percentage was generated by using Greek Life student enrollment at its highest point of the 2017-2018 academic year, compared to McNeese undergraduate student enrollment at its highest point of the 2017-2018 academic year.

[Greek Stats](#) [JPG 127 KB 7/13/18]

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Each year, we will attempt to increase the number of students in Greek Life organizations according to feasibility of operations. Our percentages are standard compared to peer institutions, which is the very least that we strive for.

The stature of Greek Life will be elevated to make it more attractive to students. Financial burden is another hindrance for students joining Greek Life organizations. We are discussing grant programs to subsidize membership costs for students that want to join organizations, but don't have the financial means to do so.

3 Assessment and Benchmark

Benchmark: The average semester and cumulative GPAs of Greek students will exceed the average semester and cumulative GPAs of the entire undergraduate student population each term.

3.1 Data

Term	Average Semester GPA		Average Cumulative GPA	
	Greek	Undergraduate	Greek	Undergraduate
Fall 2017	2.83	2.697	2.81	2.84
Spring 2018	2.94	2.755	3.04	2.91

[McNeese Greek Life Grade Data_Fall2017](#) [PDF 304 KB 7/13/18]

[McNeese Greek Life Grade Data_Spring2018](#) [PDF 185 KB 7/13/18]

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

It is a continued priority for the average GPAs of Greek students to exceed the average GPAs of all undergraduate students to showcase the increased probability of academic success associated with Greek Life affiliations.

We are pleased that the all-Greek GPA remains above the all-student GPA. To motivate our Greek students to continue this feat and hopefully increase the gap, we are instituting a Greek Life Score Card. This will be a publicly published document containing successes and challenges of Greek organizations at McNeese. Academic success of chapters is featured in the document.

Performance Objective 4 Foster development of multicultural engagement.

1 Assessment and Benchmark

Benchmark: Provide no less than 10 cultural development programs and initiatives.

1.1 Data

2017-2018:

1. Salsa Night (September 2017)
2. Barbershop on Campus (September 2017)
3. Black Student Summit (October 2017)
4. Worldwide Talent Night (November 2017)
5. Barbershop on Campus (February 2018)
6. Soul Food Expo (February 2018)
7. Black History Jeopardy Night (February 2018)
8. "State of the Black Male" Forum (March 2018)
9. Chinese Lantern Festival (March 2018)
10. Celtic Day (March 2018)

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This benchmark will continue as stated.

These programs are very necessary for the McNeese student community. Cultural exposure is paramount to preparing students for life beyond college. Each of these programs were successful in meeting that purpose.

To improve, we plan to engage more students in these programs. Cultural programs have a tendency to attract students that represent the culture featured. We would like to see this pendulum shift to impact more students who can value from exposure to alternate cultures.

2 Assessment and Benchmark

Benchmark: At least 50 students and 50 faculty/staff members will participate in the C.A.R.E. Mentorship Program.

2.1 Data

Academic Year	# of students	# of faculty/staff
2017-2018	54	46

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The goal will remain to keep 50 students and 50 faculty/staff engaged each school year.

The CARE program was very successful in its first year. We were just short of the faculty/staff engagement goal, but I anticipate that we will meet this benchmark in 2018-2019. The program has had a distinct impact on the experience of students as well as employees who are becoming better aware of the challenges students face.

We plan to maintain participants in the program by keeping them engaged and adding value to the program. This will be done by hosting programs and workshops specifically for CARE program participants, or inviting their teams to programs that can enhance their mentor/mentee relationships.

Performance Objective 5 Organize office structure and operations to maximize finances and efficiency.

1 Assessment and Benchmark

Benchmark: A minimum of five co-hosted programs and funding endeavors among areas of the Student Union & Activities unit.

1.1 Data

2017-2018:

1. Homecoming Pep Rally - Student Life Coalition & Student Government Association (October 2017)
2. Worldwide Talent Night - Multicultural Engagement & Student Life Coalition (November 2017)
3. Soul Food Expo - Multicultural Engagement & Student Life Coalition (February 2018)
4. Chinese Lantern Festival - Multicultural Engagement & Student Life Coalition (March 2018)
5. Service Learning Leadership Seminar - Greek Life & Student Life Coalition (April 2018)

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The plan is to continue this goal annually. It will be a deeper focus in years to come, which may call for an increase in the total number.

Each of these events achieved success. The strengths of the program were large in part because of the collaborative efforts. This included better planning and execution that most programs that involve less staff support.

There were no obvious weaknesses for any of these programs. One weakness for the Chinese Lantern Festival was the selected day and time. The program was hosted on a Friday afternoon, which is not the best time for our campus community.

Next year, areas within the Student Union & Activities Office will determine different programs to co-sponsor in an effort of deepening their interrelationships of fostering student engagement.

2 Assessment and Benchmark

Benchmark: Partner with at least three off-campus entities to contribute to the financial needs of operations.

2.1 Data

2017-2018:

Off-campus sponsors/partners for student engagement:

Sponsors/partners	Contributions
Papa Johns	Match-sponsorship valued at an estimated \$1,000
Coca Cola	In-kind donations valued at an estimated \$1,500
Raising Canes	In-kind donations valued at an estimated \$500
Jeff Davis Bank	In-kind donations valued at an estimated \$1,500
Southwestern Louisiana Credit Union	In-kind donations valued at an estimated \$1,500
SASOL	\$2,500

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

This benchmark will continue as it has been very beneficial to the department.

Partnerships with off-campus partners allow student engagement areas to have a larger impact on students and the campus. With limited budgets for programs and operations, this support provides the ability to get more out of the financial resources we have. These partnerships also give us a solid connection to the local community and vice versa.