

# **Student Fee Advisory Committee FY2011 Report**

**U N I V E R S I T Y *of* H O U S T O N**



**Compiled by Marcella Leung, Director of Campus Activities,  
and Department of Campus Activities Staff**

**Submitted on Jan. 28, 2010**

**STUDENT FEES ADVISORY COMMITTEE (SFAC)**

**FY2011 PROGRAM QUESTIONNAIRE**

**Department of Campus Activities**

1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.

***Mission:***

The Department of Campus Activities cultivates student learning and development by providing quality programs and services for a diverse campus community.

***2009 in Overview:***

We accomplish our mission by personalizing a curriculum for individual student leaders and student organizations on topics including leadership, intellectual competence, emotional and resources management, and interpersonal relations. The Department of Campus Activities and the fee-funded student organizations serve multiple purposes that together form a unique experience and learning opportunity. The organizations and programs of this department are a lab setting for students to practice the skills that will enable them to successfully transition from college to the world beyond the university.

The Department of Campus Activities is 100% funded by student fees, and we seek to be careful stewards of this funding and to provide the University of Houston students an excellent value for their fee dollars by advancing the mission of the University and providing students an exceptional out-of-the classroom experience that will contribute to their success as students, influence students to stay in school and graduate in a timely manner, and build a life-long relationship with the University of Houston.

The staff advise six fee-funded student organizations plus the Activities Funding Board, four Greek councils, provide services for over 500 registered student organizations, leadership programming, and participate in and promote a number of Student Affairs and University initiatives. Because of their nature as programs that are critical to the UH community, Homecoming and Frontier Fiesta are two events that take a considerable amount of staff time and departmental resources.

Two great hires joined the Department in summer 2009. Having a full staff has provided us with the opportunity to plan for the years to come. In line with professional standards, the department identified learning outcomes, set five year goals, and tied both to the University of Houston goals. There has also been considerable shifting of duties in the department to accommodate the needs of students, provide for professional development, and take advantage of the talents of the staff.

New challenges and opportunities await in the coming year as the Department of Campus Activities has an opportunity to build closer ties with the University Center and Associated Facilities. A stronger liaison between the two departments should enhance campus life.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, custodian, etc), note this on your chart. Student employees should be cited on the chart and identified as students.

See Attachment

Advises Student Government Association  
 Department of Campus Activities budget oversight and Direct reports  
 Council of Campus Leaders, Risk Management Implementation, and  
 Commuter Services Advisory Board Member

**Marcella W. Leung, M. Ed.**  
 Director of Campus Activities

Creates and implements a vision for Greek Life  
 Advises Student Video Network  
 Supervises the Greek Housing Coordinator  
 Oversees budget for Greek Life

**Jason Bergeron, M. S.**  
 Assistant Director  
 Greek Life

**Bruce Twenhafel, M. Ed.**  
 Associate Director  
 of Campus Activities

Leadership Development  
 Department of Campus Activities Operations  
 IT Supervision (2)  
 Advises Homecoming  
 Advises SGA Election Commission  
 Advises Activities Funding Board  
 Marketing/Assessment  
 HR for Department  
 Staff Development

**Mike Perez**  
 Greek Housing Coordinator

**Vacant**  
 Greek Life Graduate Assistant

**Albert Chao**  
 Web Developer II

Supervises the townhouse managers  
 at Bayou Oaks  
 Liaison between the Greek  
 organizations  
 American Campus Communities  
 Liaison between American Campus  
 Communities and UH  
 Serves as one of the staff of Bayou  
 Oaks; leases, discipline, on-calls, etc.

Greek Life projects, including  
 marketing and assessment

Supervises the student IT worker  
 Updates and maintains the Department of  
 Campus Activities web page  
 Manages databases of registered student  
 organizations and event registration  
 Assists student web developers as needed  
 for web pages of fee funded student  
 organizations  
 Coordinates web page permissions for  
 registered student organizations

**Jackie Burkes**  
 Financial Coordinator II

Reconciles budgets for the Department of Campus Activities  
 and the fee funded student organizations  
 Supervises two student financial assistants  
 Reconciles and enters data for payroll related expenses, and  
 all the professional staff p-cards and travel cards

Order of Omega  
 Advises Multicultural Greek Council  
 Advises National Pan-Hellenic Council

**Cassandra Joseph, M. Ed.**  
 Activities Advisor II

**Kathryn Wheatley, M. Ed**  
 Activities Advisor I

Advises Interfraternity Council  
 Advises Houston Panhellenic Council  
 Coordinates Campus Leaders Reception

Supervises student workers at the front desk  
 Advises the Frontier Fiesta Association  
 Coordinates services for Registered Student  
 Organizations

**Carrie Miller, M. S.**  
 Frontier Fiesta Advisor II

**Tiffany Spurlock**  
 Activities Advisor I

Committee on IT Member  
 Advises Council of Ethnic Organizations and  
 Advises Metropolitan Volunteer Program

Note: All Professional Staff and Graduate  
 Students participate in Event Registration  
 and the Council of Campus Leaders

**Shirley Johnson**  
 SGA Secretary

**Nancy Hay**  
 Office Coordinator

Coordinates travel for departmental professional staff  
 Reconciles bi-weekly and monthly payroll  
 Orders office supplies for the department and the fee  
 funded student organizations  
 Oversees the outer office operations and assistance of  
 walk-in students

3. List the objectives that you provided with your 2009-2010 SFAC request. Please comment on your success in achieving these objectives. If an objective changed during the year, please note this and explain. Also, list any new objectives, the rationale for the addition, and comment on your success in achieving these objectives.

## Goals for 2009

Goals for 2009 were developed in a retreat with the entire staff. Goals for our department fall into the following categories: over-all, services for registered student organizations, leadership, and Fraternity and Sorority Life.

### Departmental

1. Post the Mission Statement on the website and publish it in the department and in our materials.

*Status:* Achieved

In addition, the Division of Student Affairs logo, and the guidelines for the use of the logo, were distributed and posted to all the fee funded organizations web sites.

2. Explore marketing options for Department of Campus Activities

*Status:* Partially Achieved

Identified marketing for the department as a component of job description for the Associate Director, published advertisements in orientation guide, welcome back issues of the Daily Cougar in January and in August, Transitions Magazine, published ads in the Residential Life and Housing planning calendar, and updated materials in the Student Handbook.

3. Improvements to the CA web site

*Status:* Ongoing.

Web site updated daily, new photos, forms in PDF format have been uploaded, risk management materials have been uploaded. Our web site has been with an off campus provider for the last several years. The University is now able to host our web page and the search functions it provides. We anticipate moving the website back to uh.edu and reformatting the page to meet the university's design standards by 2011.

4. Continue to collaborate with other departments both in and without Student Affairs

*Status:* Achieved.

Collaborated with the following departments in 2009:

1. Admissions: Cougar 1<sup>st</sup> Impressions, Cougar Fridays
2. Alumni Association: Homecoming and Homecoming Steering Committee
3. American Campus Communities: Management of Bayou Oaks Townhouses
4. ARAMARK: Frontier Fiesta
5. Athletics: Cat's Back, Coog Camp Committee, Frontier Fiesta
6. Campus Police/Campus Safety: Event Registration, Fiesta, Walk In the Dark, Homecoming
7. Campus Recreation: services for sports-based organizations. Risk Management training, search committees, Fiesta
8. College of Communication: SVN

9. Dean of Students: Risk Management Training, Event Registration, Fraternity and Sorority Life
10. Division of Students Affairs: Fiesta, Homecoming and Homecoming Steering Committee, Walk 4 Babies, Resource Fair, Bowl Trips
11. Fiscal Affairs: Frontier Fiesta, Recycle Mania
12. Learning and Support Services: assessment, SGA elections
13. Library: SVN
14. MLK Committee: CEO events for MLK day
15. Office of International Affairs: International Education activities in November 2009 with CEO
16. Office of Risk Management: Frontier Fiesta
17. Residential Life and Housing: FYRE Program Organization's Fair, SVN (airs on Channel 6), Homecoming
18. UCAF: Cat's Back, Dance On, UC Events Committee, Commuter Services Advisory Board, Recycle Mania, Search Committees, and the 2010 Initiative voting polls
19. Wellness: Frontier Fiesta, Risk Management Training, Fraternity and Sorority Life

Collaboration is a hallmark of the department. It is our aim to program well beyond the boundaries of our UC home in the years to come, especially as our residential population grows.

5. Continue to improve the state-mandated Risk Management Training
  - a. Initiate on-line training for advisors for 2009-2010  
*Status:* In Progress  
 Exploring either testing through UH HR testing system, hiring an electronic management system that has testing capability, or creating our own test system. Will be completed by end of Spring 2010.
  - b. Determine penalties for not completing risk management training  
*Status:* In Progress  
 Exploring methods used by other Texas institutions to assure the completion of the risk management training.
6. Create a student employee evaluation to coordinate with pay scale.  
*Status:* Achieved  
 Student employees received their first evaluations in Spring 2010.
7. Explore the creation of a Campus Activities Advisory Board (the CAAB) to provide student input and participation in the decision-making process within the department.  
*Status:* Not Achieved
8. Develop comprehensive learning outcomes programs for students that participate in fee-funded, Fraternity and Sorority Life, registered student organizations, and Department of Campus Activities programs. Seek to begin measuring impact of participation in these organizations and programs on student learning by Fall 2010.  
*Status:* In Progress  
 The Department of Campus Activities has identified five year goals for the department, identified learning outcomes for the department, and identified short term objectives to meet the goals. The Strategic Plan is detailed in Question 6.

*Services for Registered Student Organizations*

1. Convene a committee of staff and students to review and revise the Event Registration process  
*Status:* In Progress  
 The staff came together for training on Event Registration. Many issues were brought up in the training, and a dialog with other departments was begun. The Social Event Policy will be examined by a committee in the coming months.
2. Install the touch screen computer at the front desk for walk up patrons and provide services on the screen for RSO related business  
*Status:* Achieved
3. Create an alcove area of seating for RSO's who utilize the carrel spaces  
*Status:* In Progress  
 Old technology was removed and sofa was placed in the area. Seeking permission to purchase furniture to further define the seating area.

### Leadership

1. Explore creating and offering a for-credit leadership class taught by the CA staff  
*Status:* Changing  
 Interest in teaching a class for leadership has not been expressed. However, interest has been expressed by staff to revise the leadership program offered, and our fall survey echoed the need to make change. A Graduate Assistant currently assigned to another area may be reassigned to leadership. Duties of the GA would include researching other leadership programs, assessing the needs of our student population, building ties with other leadership initiatives on campus, and designing a leadership program.

In addition, Jason Bergeron, Assistant Director , Greek Life, has created a collaboration with Bauer College of Business to bring LeaderShape, one of the best national programs for leadership, to the University in May 2011. Funding for the program is being provided by the Department of Campus Activities, Bauer College of Business, and corporate sponsorships. Approximately 60 students will be able to participate in this week-long leadership program.

2. Create a "Suggested Readings" list on the web page of leadership books and resources  
*Status:* Suspended  
 If the department is able to assign a Graduate Assistant to leadership, one of their tasks will be to design and post the Suggested Readings list, if students express a need this resource.

### Fraternity and Sorority Life

#### Overall

1. Seek permanent funding of Fraternity and Sorority Life from SFAC  
*Status:* Achieved
2. Create strategic plan to implement the recommendations from the external consultant  
*Status:* In Process  
 Have identified shared values, explored models of strategic planning, and established a draft timeline for implementation of recommendations

3. Re-evaluate the Relationship Statement and 5 Star process  
*Status: In Process*  
 Identified areas of opportunity with the 5 Star process. Next step in the process will be engaging students in a discussion about the value of the Relationship statement and the 5 Star Process.
4. Seek funding for new computers for the Fraternity and Sorority Life offices  
*Status: Achieved*
5. Benchmark other institution's practices with on-campus Fraternity and Sorority Life housing, especially in regard to leasing agreements between housing corporations and institutions  
*Status: Not Achieved*

#### Marketing

6. Develop a press release to send to Daily Cougar to increase positive awareness of the fraternity and sorority community  
*Status: Partially Achieved*  
 The NPHC has established a blog, and there have been articles in Daily Cougar about Fraternity and Sorority life.
7. Replace the Greek Guide with a CD of information about the UH fraternity and sorority community for distribution to prospective students, parents, staff, faculty, etc to continue to promote Fraternity and Sorority Life  
*Status: Changed*  
 Rather than creating a CD, the Fraternity and Sorority Life Brochure was created. The brochures will be mailed to our residential student population, some will be placed in commuter student spaces, and the remainder will be given out at council and general community programming.
8. Update the website to include the information in the CD  
*Status: Not achieved, see above*

#### Leadership

9. Increase leadership responsibilities of townhouse managers  
*Status: In Progress*  
 Higher expectations have been established for these student leaders in their work responsibilities
10. Assess and continue to improve Greek Leadership Retreat  
*Status: Achieved*  
 The Greek Leadership Retreat was completely renovated this year and became the Greek Visioning Institute. An outside facilitator was contracted, and 40 students, representing all four councils participated. The outcome was a University of Houston Fraternity/Sorority Community Statement of Purpose and Core Values. This statement will be use as the foundation for strategic planning in the fraternity and sorority community.
11. Host monthly Town Hall meetings and increase council participation from all four councils

*Status:* Partially Achieved

Hosted as needed for issues in the community rather than planned monthly

12. Create a positive online mechanism for current fraternities and sororities that are in a council to use for information sharing

*Status:* In Progress

See information on Org Sync

13. Revive the Greek Council of Student Leaders

*Status:* In Progress: on-going conversation about the value of this council

#### Programs

14. Re-evaluate Greek-A-Palooza in order to continue hosting the event to promote joining Greek-letter organizations

*Status:* Not Achieved.

Event was not hosted this year. The program is being re-evaluated, will have to meet the core values identified by the fraternity/sorority community

1. Continue current Fraternity and Sorority Life programming, including Greek President Roundtables, New Member Orientation, Fraternity and Sorority Life Speakers Series, Greek Give, and Faculty/Staff/Advisor Appreciation Luncheon Events

*Status:* Achieved, with modification

The speakers series has been suspended. Other programs will be added that reflect the core values.

2. Create a program for new members (in addition to the general New Member Orientation) that focuses on new membership into a fraternity or sorority for all four councils to attend

*Status:* Goal re-evaluated

3. Collaborate with other departments to host a Greek Women's Leadership Summit

*Status:* Goal re-evaluated

There has not been interest in a Women's Leadership Summit.

#### Risk Management

4. Evaluate council constitutions and bylaws for risk management statements

*Status:* In process

5. Create behavior and risk management expectations for athletic and special events

*Status:* Partially Achieved; IFC and tailgates

#### New Initiatives for 2008/2009

During each year, new activities or projects are completed that were not a part of the planned goals and objectives. The following were the additional projects that were completed in 2008/2009.

1. Hiring New Staff

Two new staff were hired in Summer 2009: Carrie Miller, Activities Advisor II, who advises Frontier Fiesta and Services for Registered Student Organizations, and Jason Bergeron, Assistant Director, Greek Life. Both were very strong hires and have already contributed a great

deal to the department. Searching for, interviewing and integrating new staff is a time intensive process that required a significant time commitment in spring and summer 2009.

2. Carrel and Office Space Update  
As a part of the suite of services offered to RSO's, the carrel and office spaces for students' organizations received an overhaul. All carrels and offices now have organizations actively using the space, and the agreement was updated and signed by all the carrel and office users.
3. Promoting Bruce Twenhafel to Associate Director  
The Assistant Director of Campus Activities position was reworked as an Associate Director's position, which provided the Department the opportunity to assign new duties to this position, including marketing, and recognize the transition in this position that had taken place over a number of years.
4. Reassignment of the front desk student workers  
The front desk student workers are now supervised by the activities advisor with responsibilities for RSO's so that the front desk workers can provide better service.
5. Reassignment of the leadership development  
Leadership development did not have a home in the Department of Campus Activities. If the graduate student can be reassigned to this position, it will provide stronger support for leadership programs.
6. Establish the Fraternity/Sorority Statement of Purpose and Core Values  
Fraternity and sorority leaders worked with an outside presenter and small group facilitators to establish a statement of purpose that was crafted by a group of students from all four councils.

#### **Statement of Purpose**

The purpose of the University of Houston fraternity/sorority community is to establish a collaborative body that provides development and personal growth to our members and community-at-large. We are committed to establishing a lifetime bond of brotherhood and sisterhood in conjunction with a perpetual commitment to philanthropy and service. We will commit to creating balance as we strive for academic excellence and social responsibility.

#### **Core Values**

Collaboration, Personal Growth, Community Growth, Brotherhood and Sisterhood, Philanthropy and Service, Academic Excellence, Social Responsibility

7. Co-Chair of the University Steering Committee for Homecoming  
There are two components to Homecoming – the series of student-run events that are hosted by the Homecoming Board, and the series of events hosted by the University and various colleges. The University hosted events, and the advertising of Homecoming, are coordinated by a multi-person board. Bruce Twenhafel, in his role as the advisor of the student Homecoming Board, was asked to co-chair the University Committee with the Alumni Association.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs and the satisfaction level of those served. Please provide the method for collecting these data.

#### Department of Campus Activities Survey Information

The Department of Campus Activities produced a survey for students in the fall of 2009 with the intention of assessing students' knowledge of and satisfaction with the department, its programs, and staff. Over 300 students participated in the assessment, the majority of which were students that frequent the department and took the survey on site. The results give the department information on those who are aware of the Department of Campus Activities, those who are aware and are members of the Fraternity/Sorority community, and those who are not aware of the department.

#### *Findings Summary:*

Of the students that participated in the assessment, nearly 92% know that the Department of Campus Activities exists. However, only 62% are aware of the services offered by the department. The respondents noted that the services most frequently used are registering organizations, registering for events, attending organization orientations, and participating in organization fairs.

The majority of respondents reported that the front desk staff members are courteous and knowledgeable. They also reported that the advisors are knowledgeable and helpful during event registration. They also feel the advisors provide their organizations support on organizational development, program planning, fiscal operations, and assist in interpreting UH policies and procedures.

The Campus Activities sponsored University of Houston traditions that the respondents are most familiar are Cat's Back, Frontier Fiesta and Homecoming. Those are also the traditions in which most of the respondents have participated.

The respondents felt that the best means of providing them with information are through email, Facebook, The Daily Cougar, and banners around campus. Email was by far the most popular response with Facebook and The Daily Cougar trailing at a distant second and third choice.

The respondents who are members of the Fraternity/Sorority community noted that the services they take part in most frequently are the Greek Leadership Retreat, Presidents' Roundtables, the Order of Omega Greek Awards Ceremony, and the Order of Omega Greek Give day of service.

#### *Areas of improvement:*

According to the assessment findings, the Department of Campus Activities can improve by reaching out to the commuter student population. These students make up nearly 70% of the total number of respondents. These students are less aware of the services offered by the department and of the campus traditions. These students have indicated that they are most available to participate in programs in the afternoons and evenings on Thursday through Saturday.

Less than half of the respondents reported that Campus Activities sponsored leadership programs taught them new leadership skills or solutions and resources for their organizational challenges. The Department of Campus Activities needs to provide more comprehensive leadership programming for their student organizations. One of the five year goals for the department is to establish transformative learning opportunities, so this is an area that the department has committed to develop.

Another goal is to identify, adopt, and implement best practices. Although the majority of the respondents felt that the advisors in the Department of Campus Activities were knowledgeable and helpful when dealing with student organizations, others felt that there was room for improvement. By adopting best practices, the advisors can more fully meet the needs of the students they interact with on a daily basis. This area can also be improved by providing comprehensive staff development which will also help the department meet another of its five year goals.

*Areas of celebration:*

The respondents to this survey are diverse in terms of their majors and their ethnicities. These respondents mirror the diversity of the campus which is in line with the department goal to develop and enhance cultural competencies. The department has a desire to serve a diverse population and to offer programming that meets the needs of that population.

A department goal to maintain effective and relevant communication is being met as the respondents first choice for receiving communication from Campus Activities is through email. This is the primary form of communication used by the department followed by the use of Facebook by our fee-funded organizations and the fraternity/sorority work team.

**Campus Activities Numbers**

	<b>Activities</b>	<b>FY 07/08</b>	<b>FY 08/09</b>
1	Registered RSO's	551	484
2	Event Registrations	564	532
3	Organization Orientations	39	33
4	Organization Fairs	15	16
5	Listserv Announcements	250+	243
6	Students Served - Desk	3,094	3,211
7	Calls - Front Desk	2,150	2,803
8	Office/Carrels - total hours	4822.7*	10,287
9	Retreat Attendance	91	75
10	Greek Life presentations	2/Sem.	2/sem
	Other:		
11	New fraternities/sororities	3**	2***
12	Hits on DCA Web site	3,027,127	3,696,603
13	Visits on DCA Web Site	73,777	78,934
14	Unique Sites	42,427	51,058

\* Spring/Summer 2008

\*\* Triangle, Zeta Beta Tau, Phi Gamma Delta

\*\*\* Gamma Beta, Chi Upsilon Sigma

5. Please discuss any budget changes from your last (FY2010) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2009 with a Ledger 3 Fund Equity balance, please describe the conditions which caused the fund balance.

1. During FY09, there were lapsed salary dollars due to two open positions that were filled in summer 2009. In addition, the department had fund equity dollars from FY08. The department appealed to be able to use the lapsed salary dollars and some of the FY08 fund equity to sponsor expenses for Frontier Fiesta 2009. The sponsorship included the following:

Sound and Lighting	\$15,769	
5 Star Security	\$11,240	
UHPD	\$15,739	
Insurance	\$14,163	
Warehouse Rental	<u>\$24,000</u>	(Warehouse - FY08 fund equity)
Total:	\$80,911	

2. The Ledger 3 Fund Equity for Campus Activities was a result of the vacant positions. Because the department is fully staffed for FY2010, and anticipates being fully staffed for FY2011, there should not be any fund equity from the department for this budget year or next.

6. Please list your 2010-2011 objectives in priority order. Larger units may wish to group your response by subprogram. Under each objective, state the specific programs, activities, and/or services that you plan to implement to meet your objectives.

Goals: 2010-2015

In a series of retreats, the staff worked together to determine a series of goals that will remain in place for five years, although the goals will be re-evaluated each year in the summer planning retreat. Each of the goals is linked to University of Houston goals for reaching Tier 1.

Each goal is accompanied by a list of objectives. The objectives listed here are for the spring 2010 through spring 2011. The objectives are divided into three categories: OPS: general departmental and operations, FEE, fee funded organizations and services for registered student organizations, and F/S, fraternity/sorority life.

**Goal 1: University Center and Associated Facilities and the Department of Campus Activities will work toward integrating programs, services, operations and facilities**  
(UH Goal 1: National Competitiveness, UH Goal 2: Student Success – retention and satisfaction)

- a. Establish a culture of support and collaboration which will improve accountability and effectiveness while maintaining an educational/student development philosophy
- b. Develop an organizational structure by June 2010 which focuses on enhancing the campus life experience for UH students, and other members of the UH community.
- c. Identify potential operational efficiencies and eliminate duplication where possible.

**Goal 2: Identify, adopt, and implement best practices** (UH Goal 1: National Competitiveness, UH Goal 2: Student Success – retention and satisfaction, UH Goal 5: National and Local Recognition)

- a. Identify and provide CAS Standards that apply for each DCA Staff. FEE
- b. Develop and share staff job descriptions so that staff can better understand each others' job responsibilities and obligations. FEE
- c. Reorganize the department ledger files / folders. OPS
- d. Incorporate dialog into staff meetings regarding initiatives related to the fraternity/sorority movement. F/S
- e. Begin the formal strategic planning process within fraternity/sorority life. F/S

**Goal 3: Establish transformative learning opportunities** (UH Goal 2: Student Success- satisfaction, UH Goal 3: Community Involvement – Civic Engagement, Intellectual Development, Service to Community)

- a. Develop plan for Leadership Development Training. FEE
- b. Assist students in the creation of shared values and a shared statement of purpose for the fraternity/sorority community at UH. F/S
- c. Complete the learning outcomes development process for the fraternity/sorority experience. F/S

**Goal 4: Develop and enhance cultural competencies** (UH Goal 2: Student Success – retention/graduation, UH Goal 3: Community Advancement – Civic Engagement)

- a. Identify Department Programming initiatives and develop a plan of action for implementation. FEE
- b. Identify and implement that promotes increased interaction and dialog cross councils/cultural groups. F/S
- c. Identify and implement a system that promotes council, chapter, and individual student development. F/S
- d. Explore strategies for team advising within councils. F/S
- e. Identify opportunities for cross-training within the fraternity/sorority life team. F/S

**Goal 5: Maintain effective and relevant communication** (UH Goal 2: Student Success-satisfaction, retention)

- a. Develop/Implement DCA Marketing Plan of Action. FEE
- b. Develop/Implement Partnership Plan of Action with other units in DSA and UH Campus Community. FEE
- c. Develop a plan of action that enables DCA to implement technology to support web based services for organization registration/records, calendaring, and on-line training.
- d. Continuous review and updates of the DCA web site to support on-going programs, campus diversity, marketing and resource management.
- e. Make sure that all communication or marketing reflects the diversity of the University (e.g., Gender, Race, Ethnicity, Sexual Orientation, etc.). OPS
- f. Collaborate / communicate with other departments on campus. Try to bring in other departments to tell us what they do and vice versa. OPS
- g. Implement electronic advisor risk management training. OPS
- h. Have staff discuss and review all council and mass-chapter communication with students. F/S
- i. Provide more readily accessible information about chapter and council leaders on fraternity/sorority life website. F/S

**Goal 6: Provide comprehensive staff development** (UH Goal 1: National Competitiveness, UH Goal 5: National and Local Recognition, UH Goal 6: Resource Competitiveness)

- a. Develop/Implement Plan of Action for Staff Development that helps increase morale, develops positive attitudes, and begins the process for developing TEAM for trust, respect and willingness to branch out. FEE
- b. Identify ways to better support summer staff development. F/S
- c. Implement a schedule of site visits to other campuses. F/S

***Guiding Dimensions for Student and Staff Learning 2009-2010***

(Based on CAS Standards for Learning and Developmental Outcomes, 7<sup>th</sup> Edition)

In Student Affairs, the work that any given unit produces should support the mission of the institution and promote learning in the students, either through direct teaching, support of students in the classroom, or through the to learn outside of the classroom. Learning usually occurs at multiple levels on multiple subjects simultaneously. For 2009-2010, DCA will focus on the following five areas in assessment to determine if the programs and services of the department are promoting the following five areas of learning. These learning objectives will be re-evaluated each year.

1. Understanding and appreciation of cultural and Human Differences (Domain: Humanitarian and Civic Engagement)
2. Critical Thinking (Domain: Cognitive Complexity)

3. **Relating Knowledge to Daily Life** (Domain: Knowledge acquisition, construction, integration, and application)
4. **Effective Leadership** (Domain: Interpersonal competence)
5. **Creativity** (Domain: Cognitive complexity)

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)?

The Department of Campus Activities receives funding for the Greek Housing Coordinator from American Campus Communities (detailed on the Other section in the Student Service Fee request). American Campus Communities is billed for the position based on time worked and salary earned.

8. Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

There is no overlap between The Department of Campus Activities and other units providing services to students.