

**Office of the Vice Chancellor/Vice President for Student Affairs and Enrollment Services
FY2018 PROGRAM QUESTIONNAIRE RESPONSES**

1. Executive Summary.

The Division of Student Affairs and Enrollment Services strives to provide a nationally acclaimed student experience that results in a valuable impact on persistence and graduation. Currently, the division employs over 405 full-time staff and over 900 student workers within the 27 departments on an annual basis. An operating budget is supported in excess of \$106 million which is comprised of student fees, self-generated revenue, designated tuition, and state funds.

The Division of Student Affairs and Enrollment Services has implemented and initiated a number of significant programs. A few of those new initiatives include the following:

- DSAES expanded services to the UH Sugar Land Campus under the leadership of Dr. Daniel Maxwell. Staff across the division helped to bring enrollment services, UCS, CAPS, health and wellness services and student life areas to the students on the Sugar Land campus.
- In addition to the fifth cycle of comprehensive department-level assessment plans, departments created progress cards on both operational and student success measures. These progress cards have shifted the division dialogue toward measures of student persistence and graduation as correlates of co-curricular experiences.
- DSAES hosted our first UH System leadership conference. 244 staff from all the UH system campuses participated in a day-long conference that included over 30 sessions.
- The Tobacco Free task force received presidential approval on final policy revisions.
- Created a Sexual Violence Education and Prevention Coordinator position housed in UH Wellness.
- Created a Financial Literacy Coordinator position housed in Integrated Enrollment Services.
- DSAES and the Lumina Foundation partnered in the “Beyond Financial Aid” consortium addressing national issues of student success.
- The division-wide IT department incorporated Enrollment Services into their portfolio and implemented a division-wide ticketing system for all desktop support.
- FY16 was a year of significant hires in leadership for DSAES. New leaders added in FY16 include: Marketing and Communications Manager, Scholarships and Financial Aid Executive Director, Executive Director of Enrollment Services Communications and Marketing, and Executive Director/Chief Physician of the Health Center.

2. Organization Chart.

Office of the Vice Chancellor/Vice President for Student Affairs and Enrollment Services
Organizational Chart (see attached).

3. FY16 Objectives.

The Division of Student Affairs and Enrollment Services worked with each of the 27 departments to determine which action steps from the Strategic Plan will be facilitated by the respective departments along with specific timelines for each using a mapping process. The progress towards successful completion of each action step is to be included in each department's assessment initiatives and documented in their annual reports. The executive summary of the annual report for the Division will again be published on the Division's website.

Included are the following action steps that were accomplished in FY16:

a. Create new opportunities for student success through learning, engagement and discovery.

Action steps taken:

1. The Religion Center coordinated with the Center for Diversity and Inclusion (CDI), the Wellness Center, the Religious Studies Department, the Campus Ministries Association (CMA) and UH Contracts and Grants to develop a variety of InterFaith Dialogue programs that was held on February 15-19 2016. CMA also included interfaith dialogue programs throughout the year in their weekly Free Lunch events.
2. Counseling and Psychological Services (CAPS) enhanced effectiveness of CAPS education and prevention efforts by adding an additional Let's Talk at the Sugar Land campus and identifying a Let's Talk coordinator.
3. Veteran Services (VS) successfully hired 22 peer mentors to serve as customer service staff and mentors for current and incoming students. 4 peer tutors were hired and the HR Intern assisted Student Veterans with successful transition from military service to the classroom by providing a variety of services to foster success in all areas of their life.
4. LGBTQ collaborated with the CSI's Ignite Program to create an Ambassador Program that will begin in fall 2016.
5. Urban Experience Program (UEP) grew the financial literacy program and outreach to students.
6. Center for Student Involvement (CSI) created a mentoring curriculum, which will launch in fall 2016, to support the development of mentors serving the Ignite participants instead of creating a Level II curriculum.
7. CSI created SOLD, SOLAR, Cougar Connections, and CoogCounts to support Registered Student Organizations (RSO) and created RSO advisor development programs. The programs will launch in FY17.
8. Campus Recreation planned and implemented the annual Haunted Penthouse, Crawfish Boil, and Rec Fest featuring the grand re-opening of the natatorium.
9. Center for Student Media (CSM) incorporated CoogTV into FY 16. COOGTV is now at its most productive point since joining CSM and now regularly airs six programs.
10. CSM began airing Video Workshop, a program produced by students at the Valenti School on CoogTV in the summer of 2016 and will continue to do so in the future.
11. CSI increased membership in AIMM to include incoming students and planned year-long workshops and activities that connected members to the campus and community.

12. Center for Fraternity and Sorority Life implemented a new Greek Programming Board responsible for student-driven programming and completed its first semester of operation in fall 2015.
13. VS collaborated with Career Services on the first Veteran and Employer networking Luncheon and hosted over 60 employers and veterans to a lunch and a panel discussion.
14. SHRL implemented a first six weeks hall staff programming and interaction plan as part of the Intentional Interaction Model for the fall.
15. University Career Services (UCS) implemented an international student event once per semester to prepare students to navigate their job search and executed one college based career fair per year.
16. CSM's Cougar Advisor provided four workshops last fall and a series of photojournalism trainings with the photo students in the spring. In the fall, a new reporter training, studio production, photo, feature writing, editing and backpack journalism workshops will be held.
17. UEP increased participation in Summer Bridge by expanding the number of programs offered in summer 2016.

b. Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

Action steps taken:

1. The DSAES Assessment Committee continued to refine the Assessment Consultant program and was awarded the NASPA AER KC Innovation Award.
2. The DSAES Professional Development Committee continued to offer professional development opportunities and increased opportunities for graduate students and new staff (i.e. adding the DSAES LINK mentor program).
3. Campus Solutions Services (CSS) pulled comparative metrics to assess effectiveness of the new request model that would be implemented system wide.
4. Campus Recreation installed ceiling suspended basketball goals to improve operational efficiency and purchased and installed new badminton equipment and floor sleeves to better support sport club and open recreation participants.
5. Campus Recreation reviewed and modified the student worker pay scale as well as changed the hiring process to allow better utilization of the federal work study program.
6. University Career Services recruited four new college career counselors, recruited one new career counselor to support the UH Sugarland campus and encouraged staff to submit at least one proposal to a local, regional, or national conference per year.
7. CSM grew revenues from publications in print and online to drive overall revenue growth.
8. CSM fully implemented a media services unit offering photo, video and audio services for campus departments and local businesses.
9. CSM recruited, trained and developed media services team members in partnership with Student Video Network.
10. SHRL increased Conference and Guest Services Revenue by 10%.
11. CSI's mentoring program for student leaders has been redefined and implemented.
12. DSAES IT launched Online Desktop & Web Support Ticket Request Systems to efficiently track usage and support IT requests.
13. UEP renewed UH's application with Dream.US scholarship to support DACA students.
14. UEP offered freshman Orientation for DACA students and parents.
15. LGBTQ requested and received funds from SFAC to hire a Program Coordinator.

16. HC is prepared for acceptance of credit card payments, at the Pharmacy window to expedite departure after doctor visits in September 2016.
17. Campus Recreation developed a culture of consistent student involvement at local, regional and national officiating camps for basketball and football.
18. Campus Recreation worked with Texas Association of Sports Officials for trainings & certificates.
19. Campus Recreation implemented a new Recreation Management Software.
20. Campus Recreation hosted NIRSA Sponsored Event.
21. CSM developed Multi-Camera Production and DSLR cinematography classes as well as classes in editing, motion graphics and offered them for the first time in spring 2015.
22. SHRL merged the main SHRL front desk student assistants with the University's Tour Guide program to create a seamless relationship.
23. Campus Recreation researched and installed biometric scanners for CRWC access along with implementation of new recreation management software.
24. Campus Recreation implemented paperless processes for facility reservations, program registrations and member services

c. Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.

Action steps taken:

1. SHRL developed a work flow process in RMS/Mercury by which students can submit room change requests via their housing portal.
2. OUR acquired College Scheduler's Planner and is implementing it with a go live date of November 2016.
3. CSD strengthened partnerships with employers, UH alumni and Houston by hosting two employer/alumni open houses, conduct eight employer site visits year round and presenting at least five workshops per year to educate on and off-campus departments about hiring college-work study students.
4. SHRL formalized the Quadrangle Replacement plan which enhances SHRL program offerings designed intentionally for international students.
5. CIR increased its student population by 57% from FY 15.
6. CDI hosted a Fall Speaker Series focusing on social justice advocacy.
7. CDI revamped and hosted a one day Diversity Institute.
8. CIR collaborated with community partners during the fall and spring semesters to develop students' marketable skills through internships, part-time jobs and outdoor adventure activities.
9. CDI developed a workshop, DREAMzone, about the undocumented student experience that was presented several times in the fall and spring semesters.
10. CDI developed a second phase of diversity workshops that included three diversity or inclusive related workshops and offered them each semester at various times throughout the year.

d. Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.

Action steps taken:

1. Campus Recreation implemented a revised departmental assessment cycle.
2. CSM re-worked the training program for all stipend student leaders and bi-weekly student staff; identified a cross platform media as the expectation for all student

organizations housed in CSM; and began to build closer ties to the Valenti School of Communication.

3. SC took steps to add additional training and ongoing assessment of services and the assessment review team also adjusted the FY 2016 assessments to include Student Employment Learning Outcomes.
4. Campus Recreation continues to research implementing the use of tablets into daily operations.
5. DSAES IT has established online request forms for both desktop and web support.
6. CFSL scheduled Housing corporation meetings during the semester mid-point. The changes in scheduling has caused a gradual increase in attendance at meetings, reaching a high of representation from 9 out of 15 chapters.
7. CSS provided increased awareness on the status of new functionality development and production support efforts through improved reporting.
8. CSS began sending out a monthly report of requested activity and new functionality to CSS customers.
9. Campus Recreation restructured their committees to operate more efficiently and effectively to further align with their mission and values.
10. Wellness increased the use of programs that use research based, theory driven prevention.
11. Wellness has also adopted Mental Health First Aid Training, which will debut in fall 2016.
12. SHRL formalized the assessment feedback loop process for EBI and other assessment projects.
13. CSI implemented Volunteer Opportunity/Hour Tracking System using Get Involved for student organizations.
14. CFSL fully utilizes the Get Involved system by moving all reporting mechanisms to the online student organization management system.
15. SHRL developed and executed student employment recognition incorporating National Student Employee Week and National Residence Hall Honorary.
16. CLC Orange Room and Ladybug Room staff were recognized for demonstrating a commitment to service that promoted a spirit of pluralism and helping to build an environment of inclusivity while working closely with families of children with special needs.
17. CSM continues working toward achieving national, state and local recognition for effective student media advising, programming and media production work from student organizations.

e. Cultivate a collective identity that demonstrates a united vision.

Action steps taken:

1. Developed a strategic marketing campaign that utilizes multiple channels (social media, print and digital) to increase the footprint and reach of the Enrollment Services suite brand
2. Enhanced branding and marketing across most departments within DSAES.
3. Increased cross-division collaborations and programming demonstrating a united vision for DSAES.
4. Departments within DSAES are assessing, planning and executing marketing strategies that are based on past and current marketing trends and data to support student recruitment, enrollment, retention, and success.
5. Departments have also worked on facility branding and marketing to improve the collective identity (i.e. UH Wellness, CSI, Campus Recreation, and others).

f. Create and engage in strategic partnerships.

Action steps taken:

1. UEP partnered with the College of Education for the THF program, new Summer Bridge offerings, and the addition of the UEP program coordinator role.
2. AD Bruce collaborated with the Moores School of Music to promote the Religion Center as a performance space for students and faculty.
3. UH Wellness has seen an overall increase of signature programs and events campus-wide (ex: World AIDS Day, Unwind with Wellness, Sexual Assault Awareness Month), including collaboration with new campus partners. New partners have included Cub Camp, Human Resources Faculty/Staff Wellness, College of Pharmacy and the Department of English.
4. During 2015-2016 Student Enrollment Service collaborated with campus partners in Academic Affairs to expand summer 2016 retention activities for fall 2016. The number of sessions was doubled and the number of participants increased by 17%. During fall of 2016, SES developed and offered "Launch 2016"- a fall to spring retention intervention to minimize the impact of financial barriers. Assessment in 2016-2017 will be essential in evaluating the intervention as it will be offered for the second fall to spring season.
5. WGRC established a Women and Gender Resource Center Advisory Board to foster gender equity and success at the University of Houston through research, education, strategic partnerships, and awareness about the WGRCs programs and services.
6. Quarterly reviews were completed and meetings held monthly with Facilities Management and the Student Centers Staff and modifications have been made to process in which the Student Centers submit work orders to provide a faster turn-around.
7. Campus Recreation developed partnerships with external partners to create a master swim program & swim club program.
8. We worked with UIT security to establish a standard online credit card transaction form that can be customized to support multiple departments.
9. In collaboration with University IT, evaluate the strength of wireless connections and complete upgrades where needed in all student common areas in DSAES buildings, which include but are not limited to lounge areas, food courts, classrooms, computer labs, service lobbies, workout areas, and offices.
10. The Health Center continued implementing more functionality of the Pharmacy QS/1 Software.

4. Evaluation.

The Division continues to provide department access to Campus Labs Baseline to encourage greater use of evaluations of program, services and initiatives. In FY16, responses were collected in Baseline across 181 projects.

Annual reporting requires departments to provide overall results in evaluation of programs and services. Through the use of assessment and evaluation, departments are asked to make decisions on programs and services based on the results of students achieving the learning outcomes and the success in meeting program outcomes. Additionally in FY16, departments completed the first year of connecting student level interactions with persistence and graduation data per department in order to complete progress cards for each department. FY17 will be the first year we will have completed cards on persistence and a better calculation of graduation data given the fluctuations of student movement in and out of our programs and departments.

5. Budget Changes.

Base augmentation requested for FY 2018 to fund staff merit increases applied to FY 2017 budget. Business Services staff funding moved to the Business Services' budget.

6. FY18 Objectives.

The Division of Student Affairs and Enrollment Services will use the FY18 year to assess progress on the FY12-FY17 success and challenges in our first strategic plan while establishing the next strategic plan to guide the division and our departments. Our second strategic plan development is outlined below:

Proposed timeline:

- Close current plan at the end of FY17
 - Collect and assess the first five-year plan
- Planning summer 2017 – Fall 2017
 - Defined through retreats, SWOT, and processing of previous Strategic Plan
- Write and draft the new plan in Spring 2018
- Implement Summer/Fall 2018

7. Other sources of funding.

As per our strategic plan, the Division of Student Affairs has implemented a division-wide advancement and fundraising program in partnership with the Division of Advancement. In addition, through further partnership with the Division of University Advancement and the Alumni Association, the Division intends to nurture alumni support of the Division's initiatives. FY18 funding sources are anticipated to continue on this trajectory.

8. Overlap.

There is no identifiable overlap with other divisions on campus or fee funded divisions, departments or units.

UNIVERSITY of HOUSTON

STUDENT AFFAIRS and ENROLLMENT SERVICES

Division Leadership

