

IMPACT REPORT

2022-2023



UNIVERSITY *of* WEST FLORIDA

Division of Academic
Engagement and Student Affairs

LETTER FROM OUR VICE PRESIDENT

I am proud to present the 2022-2023 Impact Report for the Division of Academic Engagement and Student Affairs (DAESA). It's been a year of BIG WINS! This report provides a snapshot of the impact the division has had on the communities we serve.

This year we implemented our new strategic plan and are making tremendous progress towards our goals. We experienced record international student enrollment, welcomed our largest incoming class to the Kugelman Honors Program, and opened our residence halls at 100% occupancy. We expanded student access to transformational learning experiences and provided support to students in need. We experienced record usage of academic success services, record participation at events that promoted a sense of belonging and wellbeing, and focused on creating a culture of civility and inclusion. We also put staff development at the forefront and created new and innovative ways to honor the efforts of those who dedicate themselves to this important work.

We recognize the many UWF and community partnerships that helped us achieve such tremendous success, including our stellar UWF faculty. The future of DAESA and UWF is bright, and I invite you to learn more about our work in this year's report.

Go Argos!



Dr. Gregory Tomso
*Vice President, Division
of Academic Engagement
and Student Affairs*



Distinctive DAESA programs and units

Career Development and Community Engagement

- Career Education
- Community and Employer Engagement
- High-Impact Practices

Center for Academic Success

- ArgoFirst
- First Year Advising
- Tutoring and Learning Resources
- TRiO Student Support Services

Counseling and Psychological Services

Dean of Students

- Argo Pantry
- Campus Care Team
- Care Services
- Student Rights and Responsibilities

Educational Research Center for Child Development

Housing and Residence Life

International Affairs

- Center for Asian Studies
- Global Living
- Global Quarter
- Intensive English Program
- Study Abroad

Kugelman Honors Program

Office of Design and Communication

Office of Campus Culture and Access

- Student Accessibility Resources
- Student Ombuds Office
- Title IX Programs

Recreation and Wellness

- Aquatics
- Group Fitness
- Intramural Sports
- Outdoor Adventures
- Sport Clubs

Student Engagement

- Campus Activity Board
- Commuter Student Services
- Fraternity and Sorority Life
- Homecoming
- Student Government Association
- Student Organizations

Student Health Services

Technology Support Services

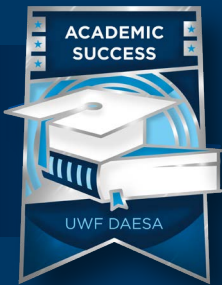
University Commons and Event Services

DAESA completed its 2023-2028 Strategic Plan which includes five strategic priorities listed here:



Transformational Experiences

Transformational experiences result from high-impact learning and other opportunities that focus on personal, intellectual, and professional growth and challenge preconceived assumptions or beliefs.



Academic Success

DAESA supports all UWF students by providing a wide range of services to support academic achievement and persistence.



Civility and Inclusion

DAESA promotes a culture of inclusion and civility, creating an environment where everyone feels welcomed, respected, and valued.



Health and Wellbeing

DAESA focuses on prevention education and wellbeing promotion to encourage healthy and resilient students and staff.



Staff Development and Operations

DAESA values staff development, community and collegiality, and retaining talented professionals. The Division routinely assesses operations to improve efficiency and effectiveness.

BIG WINS

Commuter Student Services



First full year of operation:

Students checked into the Commuter Hub **2,912** times

64 Commuter students also benefited from a one-time gas grant to help cover expenses.

Housing and Residence Life

Fall Housing:
100% occupancy

For the first time in UWF history, the number of contracted students exceeded our availability and the housing contract was closed before the first Orientation session.

Dean of Students



increase in
Care Services

The DOS Office had over **1,100** interactions with faculty and staff about students of concern.

Developed and implemented a new *Argo Cares* presentation for faculty/staff on identifying students of concern.

Argo Pantry had **1,263** total visits and held **3** farmers markets.

STUDENT EMPLOYMENT SPOTLIGHT

EDUCATIONAL RESEARCH CENTER FOR CHILD DEVELOPMENT (ERCCD)

“ The Center’s mission includes providing experiential learning opportunities for adult learners. Kaytlyn Larsen is a prime example of that.

Kayt started with the ERCCD as a student teacher assistant, moved into an interim lead teacher position and works directly with our administration team at the ERCCD.

—**Kaley Dawkins**, *Director*

“ Being in the ESE Early Elementary Education program here at UWF, I have learned so much about teaching children and helping them grow and prepare to be the next generation of students.

I have been able to utilize my experiences here [ERCCD] and relate it back to the classes I am taking and content I am learning.

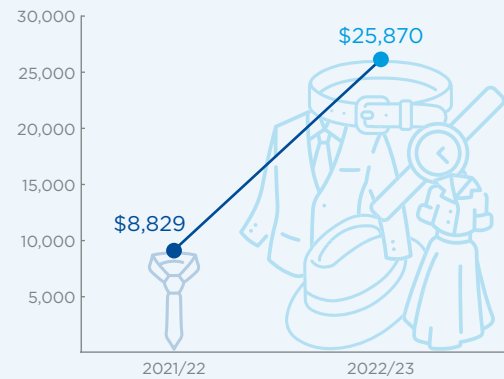
I am confident that the experiences and life lessons I have learned here at the center will only benefit me in my future career.

—**Kaytlyn Larsen**, *Early Elementary Education and Exceptional Studies major*



BIG WINS

Career Development and Community Engagement



193% increase in **Suit Up donations**

Office of Student Engagement



5X increase in **parent and family participation**

Counseling and Psychological Services



CAPS hired a new director.

85% increase in **appointments**



Campus Conversations: an event series that focuses on community-based reflection and discussion.



Kugelman Honors Program (KHP) story telling event. 15 KHP events were offered in total.



Educational Workshops

Career Development and Community Engagement accommodated a 34% increase in student appointments and office drop-ins, and also hosted its first Career Week.

34%

RECORD ENROLLMENT

The Kugelman Honors Program saw an increase in potential new student interest and a record class of FTIC and Transfer students.

205 New students were recruited

Additional programming was developed:

- a secondary **core course** for the FYE core course sequence
- a second **Honors Institute** was offered for rising High School Juniors and Seniors

Global Quarter's weekly coffee hours continued to be highly popular among students.

28 Coffee hours hosted

100+ student participation for each coffee hour event

RECORD ENROLLMENT

The Office of International Affairs continued working an increase in student numbers and launched a reemergence of Study Abroad.

Student Leadership Involvement

Students sought connection and assumed leadership positions through Student Organizations.

152 Registered Student Organizations





70 awards and grants were awarded by DAESA departments.

DAESA employed 263+ students.



STUDENT TESTIMONIAL

Chris Rape
Psychology major

“ The career fair event gave me insight into the kinds of jobs I could get with a psychology degree.

I didn't realize how many occupations were related to psychology before attending the [career] fair, and this occasion changed my perspective on the field.

The life-changing experience led me to pursue industrial psychology as a new area of study and motivated me to apply to graduate school for the fall semester. ”

Student Staff Outcomes

The University Commons and Event Services continued to make a meaningful impact on student employees by helping them build and articulate transferable skills for their future careers.

60+ guided reflection on work (GROW) conversation sessions with all UCES student employees

Participation in High Impact Learning Experiences

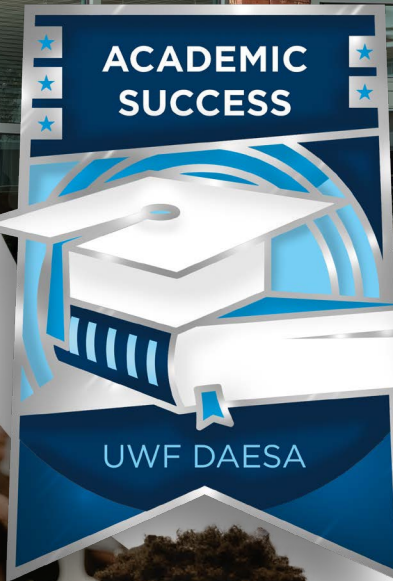
1,153 students benefited from HIP grants

\$80,000 in grants awarded

Employers are seeking our students.

2,481 employer Handshake recruitment accounts were approved

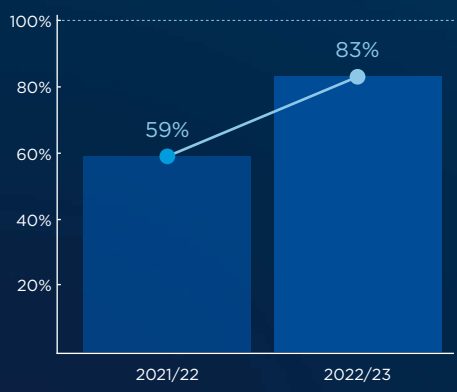
75,921 employer postings



The TRiO Resource Dinner was an opportunity for students to have a Q&A with local professionals, representing different career fields. Students sat with the professionals and engaged in conversation about career and internship opportunities within their organizations.

First Year Advising invited students to attend a Group Degree Planning session over the course of several weeks prior to registration opening. As a result, the day after advanced registration ended, 83% of students were enrolled.

24% increase in timely registration



TRiO students received financial support:

\$58,400

in grants and scholarships awarded

Participation in academic success programs

First-year students engaged more than all other classifications in Tutoring and Learning Resources (TLR) resources and services. TLR completed 1,015 Academic Coaching Sessions and tutored 872 hours across all classifications.

79% increase in first-year student usage

- During the checkpoint process, the Center for Academic Success (CAS) asks faculty to identify students who are struggling academically in their courses. Those students are then contacted by CAS and offered additional academic support.



Academic checkpoints

Every requested report was submitted on time for the first time in UWF history.

■ **100%** Spring semester faculty checkpoint participation



STUDENT TESTIMONIAL

Austin Pope

Marine Biology major

“ I was very reluctant to go to tutoring at first because I’m such an independent person, but I wouldn’t still be enrolled today if it hadn’t been for Tutoring and Learning Resources.

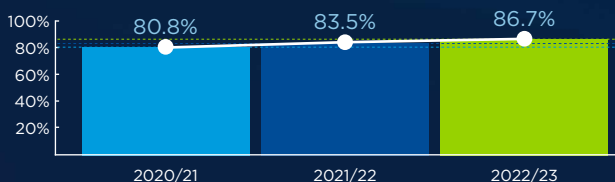
The courses I received help with ended up being my highest grades by a landslide.

I went from fearing college algebra to taking calculus classes for electives. ”

Academic Progress Rate

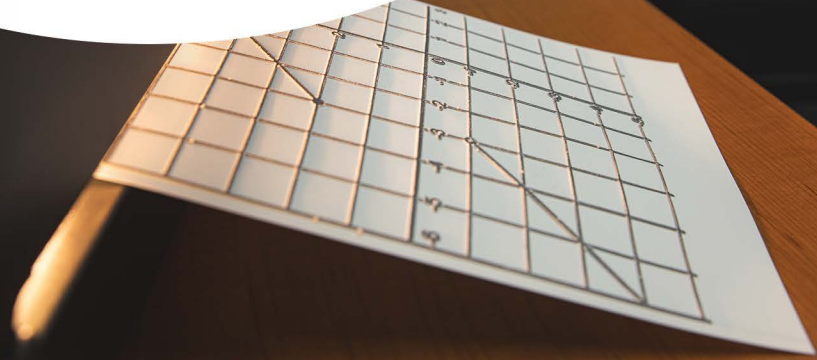
Created a comprehensive Summer Calling Campaign to communicate with 2022 First Year students. As a result, nearly 900 students were contacted and UWF achieved the highest APR in our history.

* **86.7%** Academic Progress Rate *86.7% pending final confirmation





Student Accessibility Resources (SAR) used a swell machine to produce this tactile graph to give a blind student access to his math class content.



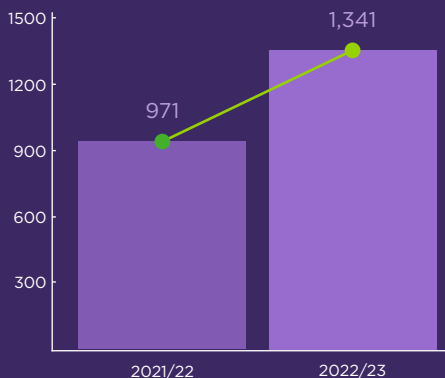
Program participation

Program participation and the rate at which students accessed support services increased dramatically.

↑ **72%** increase in Student Accessibility Resources (SAR) registrations

600+ students received academic accommodations

↑ **39%** increase in proctored exams



Received UWF's 7th Higher Education Excellence in Diversity Award.

7TH HEED Award

Training and development

Student Accessibility Resources co-sponsored an ADA Workshop in the 2022 Fall semester. UWF Faculty and Staff were invited to learn about the laws that protect against disability discrimination, identify and eliminate barriers to inclusion, and explore best practices related to classroom and workplace accommodations.



STAFF SPOTLIGHT

Kelley Dodd

Student Accessibility Resources

Kelley used a swell machine to create mathematical graphs that a blind student needed in order to access the curriculum in his calculus class. The machine makes information that's printed on paper and then manually fed through the machine 'swell' or stand off of the page so it becomes tactile, and the student can feel and interpret the information on the page.

Creating the graphs took a considerable amount of time, and this is just one example of the accommodations SAR worked on. SAR experienced a 72% increase in student registrations, and even though this is a dramatic increase in demand for her services, Kelley interacted with each student in a warm, positive, energized and caring manner every day.

The Office of Campus Culture and Access (OCCA) was formed which encompasses Student Accessibility Resources, Student Ombuds and Title IX Programs.

624

students accessed
OCCA support services

Campus and community partnerships

- Formed a Civil Discourse Plan and Workgroup.
- Lunar New Year Downtown Pensacola Celebration in partnership with Pensacola Gallery Night.
- Hosted Global Block Party, a signature multi-departmental event.

Students registered with Student Accessibility Resources received financial support.

\$72,609
in scholarships
awarded



◀ Students made outfits out of condoms and participated in a fashion show to highlight the topic of sexual health for Project Condom.



Program participation and outcomes

Student participation increased from the previous year across most DAESA areas.

32,176 total student attendance and participation in health and wellbeing programs

- Counseling and Psychological Services interacted with 2,165 total attendees at their outreach programs.
- Housing and Residence Life logged 6,645 resident/Resident Assistant interactions.
- Recreation and Wellness had 21,408 points of student engagement.
 - ↑ 53% increase in Sport Clubs participation
- University Commons and Event Services opened the new Argo Galley Gameroom, and hosted several recreational programs throughout the year. 1,468 total student participation was recorded.

Parent and family engagement

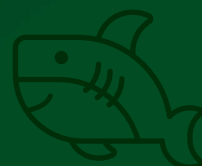
The parent and family newsletter facilitated a 44% increase in subscribers.

143 total newsletter subscribers

Created the New Argo website for new students and their families. 112 family members subscribed to receive monthly email notifications about the website's revolving content.

Peer Educator outcomes

Hosted 55 programs and events including Take Back the Night and Project Condom.



Homecoming and Campus Activity Board collectively had 5,696 student participations

↑ 3% increase from last year

Argo Pantry had **1,263** total visits and held **3** farmers markets focusing on fruits and veggies. ➤



The Dean of Students Office spoke to new students and their families at New Student Orientation on the topic of Argos Care: Support and Accountability



DEPARTMENTAL PARTNERSHIPS

Student Health Services worked with the Office of Design and Communication to create and launch a strategic communication plan aimed at increasing student usage of available health services on campus.



Service usage

Care Services supported our students, faculty and staff.

150+
student
conduct cases

80
academic
conduct cases

300
academic admissions
clearances

100+
student
referrals

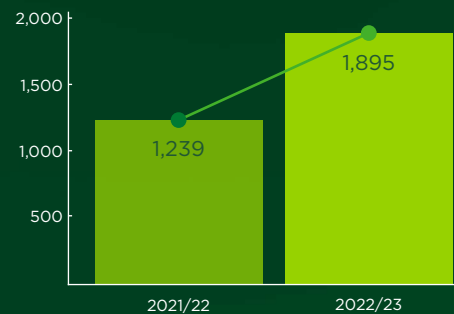
1,200+
faculty and staff
contacts and
consultations

140+
mental
health
referrals

\$20,358 in emergency funds were allocated to students

Student Health Services (SHS) facilitated a total of 1,895 visits.

↑53% increase in total visits to the SHS clinic



↑85% new patient appointments increased due to new outreach program

Processed over 9,000 immunization records for incoming UWF students. Collaborated with Housing to ensure all students living on campus met the state requirements for immunizations.



ERCCD enrolled the children of **46** UWF student parents.



◀ There was a division-wide focus on safety. All departments were strongly encouraged to complete safety trainings to prepare for a variety of emergency situations.



Operations

The Educational Research Center for Child Development (ERCCD) obtained prestigious accreditations and grants.

\$225,000

in grants awarded

Cognia

Accredited through 2029

Gold Seal

Recreation and Wellness (RecWell) and University Commons and Event Services (UCES) engaged external users.

number of reservations from users outside of the University accommodated:

1,366

RecWell

537

UCES

Staff retention

Every staff position in DAESA was reviewed using DAESA's new pay equity guidelines. Drawing upon divisional reserves, positions not aligned received a salary adjustment.

3



staff moved into a **new DAESA position**

19



staff had their position **re-classified**

5



staff were not reclassified, but received **additional duties and pay**

14



received an **equity adjustment** beyond the conditions already mentioned

41



benefited from a **change in position and/or equity adjustment**

COMMUNICATION PROTOCOL INTERACTIVE GUIDE

TARGET AUDIENCE Students



Here is an overview of what formats/mechanisms are recommended for this target audience: **Students**

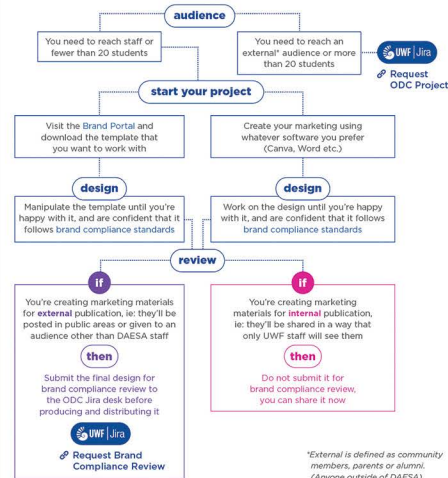
- Students
- All UWF Staff
- DAESA Staff
- External / Community

Argo Pulse Argo Pulse is maintained by Student Engagement. If your department does not have a portal on AP, contact SE at 850.474.3155

All-Students Email DAESA VP > ODC Director

DIY MATERIALS

DIY OIC has created a plethora of brand templates for the UWF community to use. Follow the decision tree below to see which publication process (DIY or ODC) fits your audience demographic and size.



DIGITAL

- Argle Bot text message
- Argo Pulse
- CCTV, DAESA Repository
- CCTV, Commons
- Digital Invitation/Event
- Email, All staff
- Email, All students
- Email, DAESA Leadership
- Facebook, UWF page
- Facebook Event
- Press Release
- Newsletter, DAESA
- Newsletter, @UWF
- Social media accounts, DAESA Department-managed
- Social media strategy
- UWF Event Calendar
- Website update
- Other

PRINT

- Banners
- Booklets
- Brochures
- Door hangers
- DIY Materials (OIC Brand Portal Templates)
- Floor decals
- Flyers (8.5x11)
- Magnets
- Mini-flyers
- Pennants
- Pins
- Posters (11x17, 24x36)
- Postcards/mailers
- Promo Items/giveaways
- Pull up banners
- Rack-cards
- Stickers
- Trolley Shelter posters
- T-shirts
- Wallet schedules
- Wind feather
- Yard Signs
- Other

Search by Target Audience

DAESA AWARDS PROGRAM

DAESA established annual staff awards. Inaugural award winners:

DAESA DAZZLER

Elizabeth Barrett

Program Coordinator, Kugelman Honors Program

DEPARTMENT OF THE YEAR

Dean of Students Office

DAESA DEVOTED TO OUTSTANDING SERVICE

Kennyattah Cox

Director, University Commons and Event Services

DISTINCTIVE PROGRAM

ClubUDub

DAESA DISTINGUISHED HALL OF FAMER

Rachael Treis, *Advisor II, First Year Advising*

DAESA DYNAMO

Lyndon Torree

Coordinator, Technology Support Services



Technology and marketing analytics

The Office of Design and Communication implemented a new strategic marketing protocol to reduce the number of low/no-impact projects.

2,273
Technology Support Services tickets completed

615
Marketing tickets completed

Assessment activities

An Assessment team was formed to work on annual assessment and planning projects.

The New Argo website was created for new students and their families. It also served as an internal reflection tool to link DAESA units together and see the 'big picture' of the division.

Training and development

A division-wide Onboarding Committee was assembled and charged with formalizing processes, developing tools for new staff and supervisors, and implementing various program elements. The pilot onboarding program included:

- ◆ *Welcome from DAESA* PDF
- ◆ *Tea with VP Tomso* welcome events
- ◆ New staff Confluence page
- ◆ Staff mentors
- ◆ Comprehensive onboarding checklist for new staff
- ◆ Comprehensive onboarding checklist for supervisors

15 staff development programs were offered

Business meetings, birthday treats, professional development seminars, onboarding Tea with Tomso, community service events, recreation, and annual HoliDAESA and Spring Luncheon events.



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