Division of Student Affairs
FY10 Annual Report
Student Affairs Vision
The Division of Student Affairs will be student-centered educators and servant leaders who meet the comprehensive needs of students at UWF.

Mission
Engage the University community in purposeful programs, quality services, and community-enhancing facilities in order to enrich the lives of our students.

Values
Integrity
Quality
Collaboration
Relationships
Synergy

Our Story
As an upper-division university in the late 1960s, the primary responsibility of the minimal student affairs staff was to work directly with the three academic colleges to support the needs of the 1,400 students enrolled. The Dean of College Affairs reported directly to the Vice President for Academic Affairs. The only sport was men’s basketball. The staff solely provided a student service function. The quality of student life was of little concern given the paucity of students who lived on campus and the then-remote location of campus compared to the populace of the rest of the City of Pensacola.

Almost 50 years later, the division of student affairs is one of the key divisions of the University that has a stated mission to create a traditional and deliberate college experience for its nearly 12,000 students. Led by the Vice President for Student Affairs, who reports directly to the president, the 100+ employees within the division of student affairs engage in student learning and student development as well as deliver high-quality service to students. In collaboration with the division of academic affairs, staff in the division of student affairs affect the life of the “whole student.” The following departments report to the Vice President for Student Affairs:

- Career Services
- Dean of Students (including Student Rights and Responsibilities and Student Government)
- Educational Research Center for Child Development
- Health and Counseling Services (including Wellness Center)
- Housing and Residence Life
- Inclusion Services and Programs (including military connections and student disability resources)
- Intercollegiate Athletics
- Recreation and Sports Services
- Student Transition Programs (including Family Programs)
- Testing, Technology & Assessment
- University Commons and Student Activities (including Greek affairs, student organizations and leadership development).
**Student Affairs Highlights**

Despite another year of budget reductions, reduced staff and no raises, the staff in the division of student affairs strive to meet, and where possible, exceed the expectations set forth in the University’s and division’s strategic plans. The areas of specific note are in facilities, assessment, student life and professional development.

**Facilities**

**Heritage Hall.** The 252-bed suite-style residential facility is on track for an August 2010 opening. It will house primarily sophomore students which will bring the total billable housing stock to 1,785.

**Student Health & Wellness Building.** The new Health and Wellness Building will house the Student Health Center, Counseling Center and Wellness Programs under one roof and provide additional office and programmatic space for each of the units.

**Locker Rooms.** The women’s volleyball locker rooms were renovated from metal to wooden with bins to store street clothes.

**Assessment**

Two departments, Intercollegiate Athletics and Career Services, completed the program review process. The reviews involved a self-assessment and feedback from reviewers internal and external to the university. The results will be used for program enhancement.

A **Coordinator of Assessment** was created through stimulus money. This position coordinates the program review process for divisional departments and manages the division’s assessment efforts including student learning outcomes and program outcomes.

**Student Life**

A new fraternity, **Pi Kappa Alpha**, established a chapter on campus bringing the total number of fraternities to seven.
| Student Stories |

Dominique Boykins  
Women’s Basketball  
Senior, Finance Major  
Houston, TX

I’ve seen how this university has shifted and changed me in ways no other school would have been able to. As a student athlete I was surrounded by people who understood the hard work and sacrifice that being a student athlete required. It is safe to say that I am not the shy freshman I was four years ago, and I owe my newfound independence to UWF…

Amy Pounders
Delphi Program Participant  
Freshman, Organizational Communications Major  
St. Petersburg, FL

I was very homesick when I first started, but since I was living in Martin Hall that housed the Delphi community, I was able to surround myself with other people who were going through the same emotions I was going through. The learning and living experience Delphi offers is truly special and like no other college community out there. Delphi is the reason why I decided to become an RA and why UWF is my new home.

In its second year, the Delphi Program demonstrates its value as a retention initiative for the University. Students who participated in the Delphi Program have an 83% first-to-second-year retention rate as compared to a 74% retention rate for non-Delphi participants. In addition, Delphi students have an average GPA of 2.60 at the end of the first year as compared to 2.48 for non-Delphi participants.

Two Break Away! Trips occurred to work with the Virginia State Park System and a children’s shelter in Bay St. Louis, MS, in conjunction with Dr. Sam Mathew’s psychology class.

Eighteen student organizations recognized with the President’s Volunteer Service Award (student organizations with 200 – 1000+ hours during the year)

Intercollegiate Athletics received the inaugural NCAA Division II Game Environment Award and increased home game attendance 36%

Increased the amount of available appointments for career coaching by 80% with the addition of a visiting Career Planning Coordinator position

Established a family association and created a family newsletter.

| Professional Development |

Student Affairs staff continue to be involved in national and regional professional associations. Several serve in leadership capacities including Jenni Brian (Testing, Technology & Assessment), April Moore and Christine Haley (University Commons & Student Activities) while others made presentations or attended conferences to hone their skills. Annually, the division hosts the Student Affairs Symposium, which is an internal conference for division staff at all levels. A theme is selected and a well-known presenter is invited to campus to speak on the theme.
| Student Stories |

Wayne Glass  
Argo Camp Participant  
Freshman, Biology Major  
Ocala, Florida  
*My experience at Argo Camp brought about various friendships that I still hold to this day, and would have probably not had if it were not for the program. I learned that being outside of a comfort zone is not always a bad thing. To be honest, if I am not outside of my comfort zone today then I don’t think I am learning and growing as a person. Argo Camp may not be a long “camping” experience, but the memories that go along with it last for a lifetime.*

Cameron White  
Building Mgr., University Commons  
Senior, Business Management Mjr.  
Pensacola, Florida  
*Nothing is better than to walk into a room, be met with a flurry of questions, fix whatever problem there is, and leave the customer with a smile on their face knowing that I helped them out in some form or fashion. Problem solving, critical thinking, decision making, logistics, conflict resolution, time management and management of others are all skills that are acquired through working as a Building Manager. I can honestly say that while employed I have gained not only valuable management experience but skill just as valuable to help me succeed.*

| Division Strategic Goals 2008-2013 |

As a result of the university’s strategic planning process that led to the publication of the *University of West Florida Strategic Priorities and Measurable Achievements, 2008-2012*, the Division of Student Affairs sought to develop a series of strategic goals that would complement the University’s plan:

- Support Retention and Student Success  
- Focus on Institutional Effectiveness  
- Enhance Student Life and Support Facilities  
- Support a High Quality Work Environment  
- Enhance Appropriate Technology Resources  
- Service to the University

The details of the strategic goals and our progress to-date can be found at: [http://uwf.edu/studentaffairs/mission.cfm](http://uwf.edu/studentaffairs/mission.cfm).

Previous sections of this report allude to the division’s accomplishments in the strategic goals. Admittedly, as the student population grows and the residential occupancy increases, more attention will need to be paid to retention and student success efforts and the assessment of our programs and services through program reviews and student learning outcomes.

| Looking Forward |

The University’s Strategic Priorities and Measurable Achievements, as submitted to the Board of Governors in 2010 focuses on several areas for which the Division of Student Affairs has direct responsibility – invest in student life facilities (i.e., residence halls, Commons, athletics space) and enhance the quality of the campus environment. These areas will be emphasized in our work during the 2010-2011 academic year.

**Investment in Facilities.** Despite the current economic environment, plans are underway for the development of Housing Expansion Phase II scheduled to open in Fall 2012. The health and wellness facility, which will house the Counseling Center, Health Center and Wellness Services, will open in March 2011. The Athletic Facilities Master...
planning process is drawing to a close with recommendations to be made to the Board of Trustees in December 2010 to accept the plan in concept and add it to the University’s Master Plan.

The renovation and expansion of the University Commons needs to be continually emphasized along with Housing Expansion Phase II and athletic facilities. The current building is outdated and does not effectively serve the needs of the growing campus. The Argo Galley renovation project initiated in May 2010 is welcome but one new renovated space won’t mask the abundant shortcomings of the facility. Student and staff leadership recognized the opportunity to request a facility fee when the Florida Legislature granted the BOG authority to approve new fees. A proposal is currently in process waiting BOG consideration.

Enhance the Quality of Campus Life. With the increased enrollment, more students are getting involved in student organizations yet tracking the degree to which they are involved has been problematic heretofore. We are exploring the purchase of a commercially available student involvement and participation system called Collegiate Link that will allow staff to quantify the number of students involved, survey them about their experiences, and create co-curricular transcripts.

Student Retention. Increased attention to the first year experience must be paid given the University’s desire to raise the first-to-second-year retention rate by 1% per year for the next five years. The existing programs across campus including Delphi, Argo Camp and the Academic Foundation Seminar Courses must be packaged together for a coherent first year experience at UWF that can be touted and marketed by Admissions staff and others within the university.

The Division of Student Affairs has partnered with the Division of Academic Affairs to lead the implementation team for the 2008 Student Success Task Forces’ 14 recommendations. While not specifically focused on retention, it is evident that the outcome of students’ success at UWF will be greater persistence and higher retention and graduation rates.

In addition to the above named areas of emphasis in the 2010-2011 academic year, other goals include:

- Develop an on-line orientation program for transfer students
- Provide more attention to and programming for students of color
- Create dashboard metrics for the division
- Identify recurring funds for two positions currently funded by stimulus money
- Create procedure or protocol manuals for processes such as admissions clearances, student death notification, voluntary & involuntary withdrawals, hurricane preparedness and student conduct
- Develop a suicide awareness and prevention campaign