I am honored to have been a part the Argo Family and Division of Student Affairs team since August 2010. My reasons for working here are simple: a dynamic and energetic president who values the student experience; a growing institution in terms of enrollment and construction at a time when other institutions are in retrenchment; students who come from humble origins and extraordinary circumstances who simply want to be and do better; staff in a division who care about the institution, their work and our students; access to great beaches; an opportunity to make a difference.

There are lots of great things happening in the Division of Student Affairs, yet there is always more work to be done. To capture everything accomplished in a division as diverse as Student Affairs would take tens of pages likely never to be read. Instead, the coming highlights provide an overview of the breadth of our involvement with the student experience and how we contribute to their overall success in and out of the classroom. Go Argo!!!

Kevin W. Bailey, Ph.D.
Vice President for Student Affairs
Core to any unit, department or university are its mission and values. A rewrite of both took place this year. In the new versions below, our commitment to working with diverse students and creating inclusive environments for all students is now evident. The mission statement reflects our complementary role in accomplishing the university’s strategic goals, some of which will be more heavily influenced by our involvement than others.

**Mission**

The mission of the Division of Student Affairs at the University of West Florida is to work collaboratively with faculty, staff and students in alignment with the strategic direction of the university. We create supportive and inclusive environments so that all students may engage in purposeful activities and services that complement their educational experience and stimulate their holistic growth and development.

**Values**

CARING—Treating students as individuals who matter; extending oneself in support or celebration of another.

COLLABORATION—A sense of connectedness to the division and university through working with others for the common good; involving constituents and stakeholders in decision-making and problem-solving.

INCLUSION—Embracing and respecting the diversity inherent in all people and creating an environment where all students can live, learn and lead meaningful lives regardless of who they are.

INTEGRITY—Adherence to professional ethics and/or personal principles that makes one’s behavior, character and actions beyond reproach.

Rapid enrollment growth leads to pressure on infrastructure, course sections, class sizes and service areas, such as academic advising and student services areas. Through a collaborative process with the other division vice presidents, Student Affairs received permanent, or three year nonrecurring funding, for positions in career services, counseling, housing and the Dean of Students Office; all areas where the increase in enrollment has caused the greatest pressure on service delivery and student support.
Athletic Visioning

It has been 30 years since the university added an athletic facility. In a time when colleges and universities across the country are creating new or enhancing current facilities to meet the needs of the 21st century student-athlete, UWF can no longer rely on the recruitment prowess of long-time coaches and our impeccable winning record in the Gulf South Conference. We must pay attention to our facilities and where we see the future of athletics at the University of West Florida. To that end, we embarked on an athletic visioning process that imagines a future state for facilities, sports, staffing and budgeting that is commensurate with our record of success on the fields of play.

Heritage Hall Opening

Our first residential community in six years, Heritage Hall is a 252-bed suite style residence hall for students. The building opened on time, under budget and with 100 percent occupancy. The fifth floor has a gorgeous view of the I-10 bridge over the Pensacola bay. Heritage Hall brings our total on campus population to 1,785 students.

Family Weekend

Our inaugural weekend for families was held as a way to strengthen the relationship between parents and the university. Primarily attended by families and parents of freshmen, the weekend consisted of a kick-off and tailgate, presidential address, Last Lecture with Dr. Brendan Kelly, Housing and Residence Life carnival, movie on the lawn, student and sibling events, and wrap-up brunch and motivational table.

Assessment

In a time of declining resources and accrediting bodies that demand evidence-based decision-making, our assessments efforts have ratcheted up. We signed a yearly contract with the leader in student affairs assessment, StudentVoice, Inc. Each department within the division developed a set of metrics and a five-year target. All departments are on a five-year cycle for program review similar to academic departments. Career Services & Intercollegiate Athletics completed reviews this year. In addition, we have taken the lead on administering university-wide surveys such as the National Survey of Student Engagement (NSSE) and created the inaugural Graduating Students Survey.

In the Classroom

Staff members in the Division of Student Affairs also contribute to the academic experience of students by teaching the following undergraduate and graduate courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Instructor(s)</th>
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<tr>
<td>CIS 3949</td>
<td>Cooperative Education</td>
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<td>American College Student: Trends &amp; Issues</td>
<td>Michael Jasek</td>
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<td>EDH5070</td>
<td>Assessment Issues in Student Affairs</td>
<td>Jenni Brian</td>
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<td>EDH 6405</td>
<td>Legal Issues in Higher Education</td>
<td>Ruth Davison</td>
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<td>Sports Media</td>
<td>John Bergen</td>
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<tr>
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<td>Functional Kinesiology</td>
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<td>Sport Nutrition and Weight Control</td>
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<td>Modalities Lab</td>
<td>Chris Dale</td>
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<td>PET 4632L</td>
<td>Rehabilitation Lab</td>
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<td>Bob Alston</td>
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<td>SLS 3990</td>
<td>Applied Leadership Development</td>
<td>Christine Haley, Robin Zimmer</td>
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<td>SOP 3730</td>
<td>Psychology, Culture, and Society</td>
<td>Vannee Cao-Nguyen</td>
</tr>
<tr>
<td>TAX 3991</td>
<td>Volunteer Income Tax Assistance</td>
<td>Tiffany Jurey</td>
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</tbody>
</table>
**Departmental Accomplishments**

**Career Services**
- Hosted 13 employer Meet and Greets; offered networking opportunities to approximately 90 students and alumni.
- Co-Op student conversion to full time employment was 98%.
- Developed job shadowing and mentoring program in collaboration with the College of Business (Pilot taking place Fall 2011).
- Don’t Cancel Class and presentation requests increased by 145% and presented to 1904 students and 361 community members through this program.
- Individual students’ community service hours increased by 118% from the previous year, which is largely attributed to students increased involvement in service activities in the community.

**Counseling, Health & Wellness**
- Student Health Services ended contract for services with Baptist Healthcare System and became UWF operated on August 1, 2010 resulting in significant effort to retain and/or hire staff, acquire and/or renew required state licenses, secure new lab, pharmaceutical and medical suppliers, and other contracts for related services.
- Expanded group therapy offerings including a support group for students who are gay, lesbian, bisexual, transgender or questioning; a General Process Group; and a Social Anxiety Group. A group therapy expansion plan was developed for implementation 2011-12.
- Developed a suicide prevention social marketing campaign, for implementation in the Fall 2011 semester.
- Partnered with Lakeview’s SHAPE program and Positive Healthcare to provide free 20 minute rapid response HIV testing to UWF students twice a month.

**Student Government Association**
- Registered 100 students to vote during a Rock the Vote event on the Cannon Greens.
- SGA Finance Committee allocated $3,271,535 to student organizations and university departments through the annual Activity and Service Fee budget process.
- Senator Greg Evers spoke in Senate about proposed state legislation dealing with carrying firearms on campus.
- Hosted the CSPAN Digital Bus tour at UWF in conjunction with the Department of Government.
- Awarded Dr. Jocelyn Evans, Dr. Greg Tomso, Dr. Scott Kellar and Captain Stephanie Emery-Hoffman with the Distinguished Teaching Award.
- Awarded Dr. Jocelyn Evans, Dr. Greg Tomso, Dr. Scott Kellar and Captain Stephanie Emery-Hoffman with the Distinguished Teaching Award.
- Created and awarded first SGA Distinguished Staff Award to Anna Shipplee.

**Dean of Students**
- Processed 683 admission clearances.
- First Maviant (student discipline tracking software company) Users Conference was hosted by UWF.

**ERCCD**
- Enrolled 90 children both Fall and Spring semester, up from Fall 2009 enrollment of 88.
- Collaborated with Escambia County Early Learning Coalition’s training department to receive 10 in-service hours of Conscious Discipline Training.

**Housing and Resident Life**
- Southside Village laundry rooms received new wiring and lighting, as well as new paint and tile.
- Opened Heritage Hall on time and within budget.

**Intercollegiate Athletics**
- Five GSC titles won in the following sports: Men’s Soccer, Women’s Soccer, Women’s Volleyball, Men’s Golf, and Women’s Tennis.
- All-Americans: 26 student-athletes.
- Coaches of the Year: GSC
  - Steve Fell—Men’s Golf; Derrick Racine—Women’s Tennis; Joe Bartinski—Women’s Soccer; Melissa Walter—Women’s Volleyball; Mike Jeffcoat—Baseball – National Collegiate Baseball Writers Association and American Baseball Coaches Association.
- Pep Band was developed through a partnership with the Music Department.

**Recreation and Sports Services**
- Grand Re-opening of Aquatic Center ($4.3M renovation).
- Hosted the National Intramural-Recreational Sports Association Region II Soccer Championships.
- Hosted the 31st Annual Regional Flag Football Tournament.
- Developed an Online Alumni database.

**Student Disability Recourse Center**
- Implemented an online Volunteer Note Taking Tutorial in the fall of 2010. This online tutorial provides guidance to volunteers with the SDRC office on expectations and procedures for note takers.
- Proctored 400 exams for students registered with the SDRC office; provided direct training to sight impaired student on assistive technology (approximately 25 hours).
- Provided training, in collaboration with the Assistive Technology Center, on universal inclusion in co-curricular activities.
- Developed an Online Alumni database.

**Student Transition Programs**
- Coordinated the first Family Weekend for UWF in September 2010.
- Established a family association and provided members with a monthly newsletter.
- Launched the Online Orientation program for transfer students in June 2011.

**Testing, Technology and Assessment**
- Purchased and implemented the CollegiateLink (Argo Pulse) software platform that centralizes, organizes, and increases student involvement opportunities by providing the tools for managing student organizations and encouraging growth and development as students engage in co-curricular activities.
- Purchased three activity card swipers for departments to pilot-test the use in tracking attendance at their programs.

**University Commons and Student Activities**
- Completed Argo Galley renovations and hosted Grand Opening, August 26, 2010.
- Sponsored a successful Homecoming concert featuring the Grammy Award winning artist, Ludacris.
- Chartered the first UWF multi-cultural social Greek organization, Delta Phi Lambda Sorority.
- Hosted 13 employer Meet and Greets; offered networking opportunities to approximately 90 students and alumni.
- Collaborated with Escambia County Early Learning Coalition’s training department to receive 10 in-service hours of Conscious Discipline Training.
- Opened Heritage Hall on time and within budget.

- Sponsored a successful Homecoming concert featuring the Grammy Award winning artist, Ludacris.
- Chartered the first UWF multi-cultural social Greek organization, Delta Phi Lambda Sorority.
Anna Covington
Major: Management
Classification: Graduate Student
Hometown: Destin, FL

With the help of Career Services, students have an opportunity to distinguish themselves among hundreds of applicants when searching for a job. Career Services is there to help students in creating resume and cover letters, in preparing for interviews, and in negotiating for a salary and benefits. Volunteer UWF! is one of the best tools I have discovered on campus. I started by volunteering for the Gulf Coast Energy Network, then I worked for them through Community Work Study and after only eight months they offered me a job. I suggest everyone to visit Career Services and take advantage of the tools and techniques they provide. Thank you, Career Services!

Amber Padilla
Major: Public Health
Classification: Graduate Student
Hometown: Pensacola, FL

As a new Group Fitness participant I fell in love with the university’s Group Fitness incentive programs. My second semester taking classes at the university, I participated and was the top winner in the Fit50 program, and was also the top winner in the Yoga Across the World program. I began building personal relationships with the Group Fitness instructors. They gave me advice on a variety of things from fitness related issues, to professors they enjoyed, and everything in between.

After completing a UWF Group Fitness Instructor Training (GFIT) Course I decided to audition as a Group Fitness Instructor. I was super excited to hear that I passed my audition and would be able to instruct a Trim and Tone class. A few weeks later, I was contacted about a new Group Fitness supervisor position. I was honored that the staff personally contacted me to express how much potential they saw in me. I never dreamed I would become a supervisor.

After my first semester as a supervisor learning the ins and outs of the department, I was promoted into the first ever Group Fitness Program Assistant. I learned even more leadership skills and was able to work one-on-one with professional staff members. It was interesting to learn how professional staff meetings are run and it was also nice to get to know the Recreation administrative team. When I was done with my first degree, I accepted an even higher position as the first ever Group Fitness Graduate Assistant! I am still in the position, collaborating with program areas on campus and expanding programs offered within our department.

I have been honored to work with this department. The people in Recreation have taken the time out to know me personally, as well as taken time to develop me as a professional. From doing resume critiques every semester, to allowing me to lead staff meetings, and giving me opportunities to develop programs, my experiences in Recreation continue to help me grow.

Zach North
Major: Communication Arts and Advertising
Classification: Senior
Hometown: Miami, FL

During the 2010-11 year, the Department of Intercollegiate Athletics had many student-athletes that were recipients of various awards, but the one that stands out the most is Zach North. Zach was a senior relief pitcher on the Baseball team who transferred to UWF in 2009. Due to the success of the team and his outstanding performance in the classroom, he was awarded the Elite BB award for the NCAA Division II Baseball Championships. The Elite BB is presented to the student-athlete with the highest cumulative GPA participating at the finals site for each of the NCAA’s BB championships. Zach received this prestigious award at the national championship in Cary, NC. Zach is a Communication Arts and Advertising major with a 3.97 cumulative GPA who appeared in 46 games in his two years at UWF.

The Elite BB, an award founded by the NCAA, recognizes the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in his or her sport, while also achieving the highest academic standard among his or her peers.

Raven Samec
Major: Anthropology and Biology
Classification: Senior
Hometown: Satsuma, FL

Raven was assigned to live in Martin Hall. She plans on majoring in Anthropology and Biology. She was able to engage in the special Delphi programming offered to Martin residents. Raven got very involved in the building through the Delphi Senate and other activities on campus in addition to remaining academically successful. She has a 3.23 GPA beginning the Fall 2011 semester. Raven applied for the RA job at the end of last year and is now one of our Delphi RAs this year, giving back to the program and helping others to succeed like she did with the help of the Delphi Program.
Goals for 2010-2011

Following is a list of goals for the Division of Student Affairs for the year, and a look at how we did.

1. Develop an online orientation program for transfer students.
   • An online module was developed and pilot-tested Summer 2011. The module consisted of 16 and needs to be more technologically advanced. With the Banner conversion in the offing, this will become a priority in FY13 once we know the extent and scope of the project.

2. Provide more attention to and programming for students of color.
   • A first-year students of color reception was held in September in partnership with Student Success Programs and the Office of Diversity Education and International Programs. It was held outside in front of the Rec Center with music and cookout. The first-time event had meager attendance from students yet a good showing by faculty and staff of color. The event will be revamped for next year.

3. Create dashboard metrics for the division.
   • The division of student affairs developed 119 metrics across 12 departments. In this first time effort, a high number of metrics is to be expected. As we get more savvy and sophisticated with our metrics and decide what is important to track and why, the number of metrics is likely to decrease.

4. Identify recurring funds for two positions currently funded by stimulus money.
   • Two positions were funded on stimulus money - Coordinator of Testing and Assessment and Coordinator of Orientation. Both positions have found permanent funding through summer enrollment funds.

5. Create procedure or protocol manuals for processes such as admissions clearances, student death notifications, voluntary & involuntary withdrawals, hurricane preparedness and student conduct.
   • The development of protocol manuals has met with mixed success. Protocols for student death and admissions clearances were rewritten. Hurricane preparedness documents exist but are written from a departmental and decentralized perspective. A comprehensive manual for all hurricane protocols within the division of student affairs was not written. The student conduct protocol manual was not written either. Involuntary and voluntary withdrawals protocols have been elusive to write given the changing landscape with Title II and ADA. The Dean of Students has been asked to place the unwritten protocols and manuals on her goal list for FY12.

Goals for 2011-2012

The Division of Student Affairs developed the following priorities for the 2011-2012 year:

1. Focus on Retention
   • Develop a plan to increase the University’s retention rate by 1% December 31, 2011.

2. Increased Attention to Career Services
   • Focus more on experiential learning through partnerships with the academic colleges.
   • Increase outreach efforts to graduating seniors, faculty and undecided students.

3. Assessment
   • Each department will engage in at least one project utilizing StudentVoice
   • Refine metrics and set appropriate five-year targets.
   • Participate in NSSE Study (we were selected to participate because of our pattern of improved results).

4. Facilities
   • Determine type and financing options for housing expansion in 2013 and 2014.
   • Identify sources of funds to enhance existing athletic facilities and expand the athletic program including the implementation of football.
   • Continue to advocate for a new Student Union as a mechanism to enhance the student experience.

5. Give focused attention to space and staffing needs given our projected enrollment growth
   • Submitted a Student Affairs space needs report to the Campus Master Planning Committee in August 2011.
   • Retained a portion of space vacated by Counseling and Wellness to move the SDRC and restore space to Career Services.

6. Implement a representative governance model for the SGA senate
   • Senators are currently elected into one of three committees and do not represent a constituency (i.e., residential students, a college, graduate students, commuters).
   • A new model will be in place for the Spring 2012 student government elections.