DELTA STATE UNIVERSITY

Unit Strategic Plan and Annual Report -- Academic Year 2010-11

\_\_\_\_Academic Unit \_\_X\_\_ Administrative/Support Unit

1. **Unit Title:** Student Activities Office

**School/College or University Division:** Division of Student Affairs

**Unit Administrator**: Linda Ross

**Program Mission**: The Office of Student Activities is designed to enhance the co-curricular education of the student body, in conjunction with the Union Program Council, Student Government Association, and University Pageant Board.

Through diverse programs and services the Student Activities Office affords students opportunities to develop organizational skills, leadership skills, responsibility, and cooperation, as well as, experiences in social, recreational, and cultural activities.

**II.** **Student Learning Outcomes Assessment Plan** **/ User Outcomes Assessment Plan**

**Table I:**Learner Outcomes identified for the major and for student services and support.

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| **TABLE I – Student Learning Outcomes** | | | |
| A. Learner Outcome  *What should a graduate in the*  *\_\_\_\_\_\_\_\_\_\_\_\_\_*  *major know, value, or be able to do at graduation and beyond?* | B. Data Collection & Analysis  *1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected.*  *3.Explain the procedure to analyze the data.* | C. Results of Evaluation  *What were the findings of the analysis?* | D. Use of Evaluation Results  *1.List any specific recommendations.*  *2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.* |
| **Not Applicable** | **N/A** | **N/A** | **N/A** |
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| A. Learner Outcome  *What should a graduate in the*  *\_\_\_\_\_\_\_\_\_\_\_*  *major know, value, or be able to do at graduation and beyond?* | B. Data Collection & Analysis  *1. What assessment tools and/or methods will you use to determine achievement of the learning outcome? 2. Describe how the data from these tools and/or methods will be/have been collected.*  *3.Explain the procedure to analyze the data.* | C. Results of Evaluation  *What were the findings of the analysis?* | D. Use of Evaluation Results  *1.List any specific recommendations.*  *2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.* |
| **N/A** | **N/A** | **N/A** | **N/A** |
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**Table II:** User Outcomes (primarily non-academic units):

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| **TABLE II – User Outcomes** | | | |
| A. User Outcomes  *What outcomes does the unit measure to demonstrate unit achievements and improvements (what does a user gain or learn from the unit’s services?)* | B. Data Collection & Analysis  *1. What assessment tools and/or methods will you use to determine if user outcomes are met? 2. Describe how the data from these tools and/or methods will be/have been collected.*  *3.Explain the procedure to analyze the data.* | C. Results of Evaluation  *What were the findings of the analysis?* | D. Use of Evaluation Results  *1.List any specific recommendations.*  *2. Describe changes or procedures that are proposed or were made/ are being made as a result of the user outcome assessment process.* |
| The diverse population of  students will be provided with entertainment/activities which are of interest and service to them.  SP 2 & SP 4 | An attendance/participation count is/will be taken at activities. An annual report is given indicating number of events and attendance/participation. | Approximately 44 events were provided with approximately 11,157 people attending. | Events will continue to be evaluated by participates and sponsoring organizations. Publicity for events will be increased. Events with attendance/participation will continue to be collected annually. |
| Students will be provided with avenues for personal growth, campus involvement and leadership opportunities.  SP 2 | The number of students participating in SGA, UPC, and University Pageant Board will be collected. | 411 students actively participated in the SGA, UPC and University Pageant Board. | Encouragement of students to participate in extra-curricular  activities will continue. |
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**III. Goals**

**-- For the Current Year**

A. Goal # 1: Through the Union Program Council (UPC), Student Government Association (SGA), and the University Pageant Board provide entertainment and/or activities which are of interest and service to our diverse population of students, faculty, and staff members, while offering avenues for student involvement in programming and leadership

opportunities.

1. Institutional Goal which was supported by this goal:

SP Goal # 2 & #5

2. Evaluation Procedure(s):

* The Union Program Council, Student Government Association, and University Pageant Board served as evaluators of

activities/programs.

* Informal feedback was sought from constituents participating in the activities.

3. Actual Results of Evaluation:

* The Student Government Association (SGA), Union Program Council (UPC) and the University Pageant Board planned

and expedited activities, entertainment events, and pageants while providing leadership opportunities for students.

* Regular activities were planned based on the interest and needs of students.
* Approximately 44 activities were planned by the SGA and UPC with approximately 11,000 students in attendance.
* The SGA Cabinet, Student Director of the Union, Student Director of Pageants, SGA Committees, SGA Student Senate, SGA Student Court Justices, Union Program Council, and Pageant Board were elected and appointed providing leadership opportunities for students.
* Miss Delta State University participated in the Miss Mississippi Pageant.

4. Use of Evaluation Results:

* Through the use of surveys, continuing efforts will be made to evaluate student interest and needs in activities/entertainment.
* Selection of the programming board (UPC) and University Pageant Board through an application process will continue.
* The SGA Officers will continue to be elected and the Student Director of the Union, Student Director of Pageants, SGA

Cabinet Committee Directors, SGA Student Court Justices, and SGA Senate will continue to be selected through an application process.

* DSU pageant will continue to be produced and Miss Delta State University will continue to represent Delta State in the Miss Mississippi Pageant.

**-- For Coming Year(s)**

A. Goal # 1: Through the Student Government Association, Union Program Council and the University Pageant Board provide

activities and/or entertainment which are of interest and service to our diverse population of students.

1. Institutional Goal(s) supported by this goal:

SP Goal # 2 & # 5

2. Evaluation Procedure(s):

* Random groups of students will complete surveys on the programming/activities/entertainment experience.
* Informal feedback will be sought from constituents participating in the activities.
* The Union Program Council, Student Government Association, and University Pageant Board will serve as evaluators

of activities/services.

* Event attendance reports will be maintained.

3. Expected Results: (i.e. improvement percentages, increase/decrease in numbers, measurable data. )

* Attendance and/or participation of activities/programming events will increase by 5%.
* Survey will show that the students’ extra-curricular needs will be met.

4. Anticipated/Intended Uses of Evaluation Results:

* Efforts will be made to increase events attendance through additional publicity.
* Results from survey of student’s extra-curricular needs, along with informal feedback and evaluations from the Union Program Council, Student Government Association and University Pageant Board will be considered when selecting

activities/entertainment for the students.

B. Goal #2: Provide students with leadership opportunities and avenues for campus involvement.

1. Institutional Goal(s) supported by this goal:

SP Goal # 2

2. Evaluation Procedure(s):

* Elections will be held of Student Government Association Officers.
* An application and interview process will be held to select of SGA appointed cabinet members (Committee Directors),

SGA Student Court Justices, SGA Student Senate, Student Director of the Union, Student Director of University Pageants, the Union Program Council, and the University Pageant Board.

* A count of the number of individuals choosing to participate in SGA, UPC, and University Pageants/Pageant Board elections or application processes will be maintained.

3. Expected Results:

* The SGA, UPC, and University Pageant Board election and application process will continue.
* The number of students participating in the election and application processes for leadership positions and campus involvement will increase by 5%.

4. Anticipated/Intended Uses of Evaluation Results:

* Efforts will be made through publicity to increase student participation in elections and applications for leadership

positions and opportunities for campus involvement.

**IV. Data and information for department:**

**A. Brief Description and/or Narrative of programmatic scope:**

Student Activities are designed to enhance the co-curricular education of the student body. The Student Government Association, Union Program Council and the University Pageant Board provide diverse programs and services to the university community. Programs and services provided promotes cultural, intellectual and social development, while enhancing understanding and fellowship among students, faculty, and staff by providing informal association outside

the classroom.

**B. Comparative Data:**

The Student Government Association, under the direction of the SGA Cabinet and advisement of the Coordinator of Student

Activities, sponsored over 20 events with approximately 4,500 students participating. In addition to three campus wide elections, the SGA also sponsored homecoming activities, voter registrations, campus clean-ups, International student dinners, cook-outs for athletic events, multicultural events and Hall of Fame Banquet, to name a few. The SGA was active in legislative affairs, sponsoring the Annual Brown Bag Legislative Luncheon in Jackson. Forty-three students made the trip to the Capital and had the opportunity to meet with fifty plus legislatures to lobby for Delta State. In addition to the 6 elected officer position on the SGA, 57 students served in leadership positions on the SGA.

The Union Program Council, under the direction of the Student Director of the Union and advisement of the Coordinator of

Student Activities, programmed approximately 23 events including Welcome Week and Springfest. A total of over 5,500 students attended/participated in these events. Twenty-eight students served on the Union Program Council.

The University Pageant Board produced the Most Beautiful Pageant and the Miss Delta State University Pageant under the direction of the Student Director of University Pageants and advisement of the Coordinator of Student Activities who serves as Executive Director. Nineteen students served on the University Pageant Board and twenty-three students performed in the productions. There were thirty-five contestants in the Most Beautiful Pageant and six contestants in the Miss Delta State University Pageant. The winner of the Miss Delta State University Pageant represented Delta State in the Miss Mississippi Pageant.

**C. Diversity Compliance Initiatives and Progress:**

All activities sponsored by Delta State University organizations are open to every student regardless of race, creed, color, or national origin. Many of these activities are under the jurisdiction of the Union Program Council or the Student Government

Association, which functions under the auspices of the Vice President of Student Affairs. Any student who meets the qualifications is eligible to hold an office or membership within these organizations. During the 2010-2011 academic year there were two minorities on the SGA President’s Cabinet, twelve minorities on the Student Senate, four minorities on the Student Court, ten minorities on the Union Program Council. There were two minorities on the University Pageant Board.

Of the six contestants in the Miss Delta State University Pageant two contestants were minorities and five of the thirty-five contestants in the Most Beautiful Pageant were minorities.

**D. Economic Development Initiatives and/or Impact:**

Not Applicable

**E. Grants, Contracts, Partnerships, Other Accomplishments:**

Over 25 contracts were negotiated between artists/agents and the Union Program Council or Student Government Association.

**F. Service Learning Data (list of projects, number of students involved, total service learning hours, accomplishments, etc.):**

Not Applicable

**G. Committees Reporting To Unit:**

Union Board – Records are archived in the Union Office.

**V.** **Personnel:**

**A. Noteworthy activities and accomplishments**:

* Coordinator of Student Activities, Linda Ross and the Student Director of the Union, Claire Stephenson attended the South Regional Conference for the National Association for Campus Activities in Chattanooga, TN.
* Linda Ross served on the National Association of Campus Activities South Regional Conference Committee.
* SGA President, Emily Hearn, receive the HEADWAE Award from the Mississippi Legislature.
* Linda Ross was named Local Director of the Year by the Miss Mississippi Pageant Corporation and recognized at the 2011 Miss Mississippi Pageant.

**B. New position(s) requested, with justification:**

Not Applicable

**C. Status Change/Recommended change(s) of status:**

Linda Ross returned to work in the Student Life Union Office on a part-time basis July 1, 2010 as Coordinator of Student Activities. The Coordinator of Student Activities serves as advisor to the Student Government Association, Union Program

Council and the University Pageant Board.

**VI. Degree Program Addition/Deletions and/or Major Curriculum Changes:**

Changes made in the past year: Not Applicable

Recommended changes for the coming year(s): Not Applicable