SA - Student Activities, Involvement and Leadership

**Mission:** The Office of Student Activities and Integrative Learning, through campus and community partnerships and collaborative efforts, provides programming opportunities and services that enhance the knowledge, understanding and skills necessary for personal development.

**Chair/Director:** Jill Moffitt  
**Assessment Liaison:** Nancy Yeager

### Outcome: Student Participation

Serve the student body through programs, services, and initiatives of SAIL.

**Outcome Type:** Operational  
**Start Date:** 08/01/2014  
**End Date:** 05/31/2015  
**Outcome Status:** Active

**Strategy:** Continue to build a varied and aggressive calendar of quality programs for students, by students to increase our engagement numbers annually.

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<tbody>
<tr>
<td>Raw data from participation records throughout the year</td>
<td>50%</td>
<td>Pull data in May after a year of activity to see if we have made progress from the 42% mark we achieved in 2012-2013. In 2013-2014 our overall participation rate among student body was 48% which is a 6% increase. In 2014-2015, we hope to hit the goal of 50%</td>
<td>Yes</td>
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**Assessment Method Category:** Participation Data

### Outcome: Highsmith Union

Highsmith Union will be the primary source of student life activities on campus through necessary digital, media, and technological updates that serve the needs of an eclectic student body by 2016.

**Outcome Type:** Operational  
**Start Date:** 08/01/2014  
**End Date:** 05/31/2016  
**Outcome Status:** Active

**Strategy:** Implement the following updates over the next 2 years: LCD program screens throughout the building, install a new media digital display on the back of the food court wall downstairs, upgrade, replace and purchase necessary equipment for Event Tech teams that allow us to service the Union needs efficiently and relevantly. Train all staff to be technologically competent with the new equipment and to practice technological stewardship on campus and with students. Migrate the rest of EMS reservation system and master calendar features to the online capability so that patrons can access and request from any location or mobile device. Successfully implement a mobile app for programs and events on campus.

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### Means of Assessment

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<td>Raw data pulled from EMS regarding how many events the Union and Event Tech staff serviced that required the use of the various technology available for events on campus. Additionally, all programs and event data collection will be compiled from IPAD one card swipes to further establish the number of events serviced.</td>
<td>90% of campus events served by the Union OR Event Tech Staff of the Union</td>
<td>Data compiled from EMS and Banner at the end of the fall semester and at the end of the spring semester to determine the annual data.</td>
<td>Yes</td>
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**Assessment Method Category:** Participation Data

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**Outcome: Greek Life Expansion**

Successfully establish a multi-cultural or Divine Nine Sorority on campus by May 2015.

**Outcome Type:** Operational  
**Start Date:** 08/01/2014  
**End Date:** 05/31/2015  
**Outcome Status:** Active

**Strategy:** Court with Mars Hill University A.K.A, INC. to establish this sorority on our campus by Spring 2015 as a city chapter that functions as an individual chapter on our campus.

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<td>Chapter Established with 12 students engaged in the work, learning, and service that A.K.A, Inc., values and prescribes.</td>
<td>12 students become full members Greek Life students help this sorority transition to the university successfully The sorority is involved in civic engagement, life on campus, and the Greek council to begin establishing themselves on campus and in the community.</td>
<td>Spring 2015</td>
<td>Yes</td>
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**Assessment Method Category:** Review of Inst. Records

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**Outcome: DEEP**

As a result of participating in DEEP (Developing Excellent Employees Program), student employees will acquire and construct knowledge on cultures other than their own.

**Outcome Type:** Learning  
**Start Date:** 08/01/2014  
**End Date:** 05/31/2016  
**Outcome Status:** Active

**Strategy:** Introduce DEEP to student employees where they can select for themselves what kind, type, and scope of professional and cultural development they wish to participate in over the next two academic years.

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<td>Employee Performance Rubric -- Acquiring new knowledge about cultures other than their own.</td>
<td>100% of student employees will be exposed to new cultural concepts as a result of participating in DEEP as measured by observation required on their bi-annual performance evaluations.</td>
<td>2014-2015 -- 100% of student employees will be exposed to new cultural concepts as a result of participating in DEEP as measured by observation required on their bi-annual performance evaluations.</td>
<td>Yes</td>
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<tr>
<td>Self Reflection Papers -- Constructing new knowledge about cultures other than their own.</td>
<td>60% of the student employees will report through self reflection that they have constructed new knowledge regarding a culture other than their own based on participating in a DEEP cultural activity of their choosing.</td>
<td>2015-2016 -- 60% of the student employees will report through self reflection that they have constructed new knowledge regarding a culture other than their own based on participating in a DEEP cultural activity of their choosing.</td>
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### Outcome: Communication Skill Development

As a result of participating in Leadership Programs, students will improve interpersonal competence in verbal and written communication to develop successful skills that are essential for 21st century leaders.

**Outcome Type:** Learning  
**Start Date:** 08/01/2014  
**End Date:** 05/31/2016  
**Outcome Status:** Active

**Strategy:** Students will go through the leadership 101 series throughout the year and improve communication skills from start to finish of the program.
Leadership 101 series has goals and checklist evaluations at each session. Students will be given tools to improve their skill sets in verbal and written communication throughout the series and will be "graded" through their performance of completing leadership tasks the series requires for successful completion.

**Assessment Method Category:**
Performance Evaluation

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<td>Leadership 101 series</td>
<td>75% of participants in Leadership 101 series will demonstrate effective written communication skills by crafting a professional letter expressing a concern to a mock company; by crafting an email communication to a faculty member without text language, poor grammar, or slang; and by crafting social media posting that is professional and engaging for a mock event.</td>
<td>2014-2015 - Written Communication Skills</td>
<td>Yes</td>
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<td>2015-2016 - Verbal Communication Skills</td>
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### Outcome: Student Organizations

As a result of participating in student organizations, student leaders will demonstrate an improved sense of social responsibility by actively engaging in the community and critically reflecting on decisions they will make as student leaders that consider the welfare of others.

**Outcome Type:** Learning

**Start Date:** 08/01/2014

**End Date:** 05/31/2016

**Outcome Status:** Active

**Strategy:** Student leaders will engage in community service successfully.

- Student leaders will successfully encourage their members to engage in community service.
- Student leaders will articulate for themselves and to others why social responsibility is essential to organizational growth.
- Student Leaders will self-reflect on how the decisions they make include the consideration of the welfare for others.

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<td>Leadership 101 series</td>
<td>75% of participants in Leadership 101 series will demonstrate effective verbal communication skills by practicing face-to-face communication with an older adult over a topic of their choice (eye contact, handshakes, language choice will all be highlighted); by practicing in person communication required when resolving a conflict with a peer (students will be encouraged not to address peer issues on facebook but in person); and by practicing skills necessary in an interview through engaging in a mock interview (not interrupting, language choice, and sentence structure will be reviewed).</td>
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<td>Number of community hours served by student leaders of organizations. Number of organizational members student leaders inspired to serve the community.</td>
<td>65% of student leaders will engage in 35 (15 hours more than required of their organization) hours of community service with a community partner.</td>
<td>2014-2015 -- Student leaders will engage in community service successfully. Student leaders will successfully encourage their members to engage in community service</td>
<td>Yes</td>
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<td>Assessment Method Category: Review of Inst. Records</td>
<td>70% of student leaders will successfully engage half of their members (unique members) to pursue community service hours with a community partner on behalf of the student organization.</td>
<td>2015-2016 -- Student leaders will articulate for themselves and to others why social responsibility is essential to organizational growth. Student Leaders will self-reflect on how the decisions they make include the consideration of the welfare for others.</td>
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