**Administrative Unit: Campus Life**

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**Mission Statement:** The mission of Campus Life is to provide activities, programs and facilities to help cultivate a positive outside of classroom environment that promotes student involvement, learning, and personal development.

**Goals:**
1. To promote engagement in student leadership activities and to provide on-going opportunities for students to explore and enhance their leadership styles/skills to better both the campus and larger community.
2. To promote student well-being through providing an on-going student activities program to help foster student connections with peers while creating a fun and dynamic campus atmosphere.
3. To ensure student life facilities are well maintained, equipped and staffed to support the out of classroom experience.

**Student Learning Outcomes:** As a result of Campus Life programs and initiatives, students will:
1. Report an awareness of involvement opportunities on campus. (SPW, Student Activities, Student Organizations/Greek Life, Leadership Conferences)
2. Develop a range of leadership skills. (Student Organizations/Greek Life, Leadership Conferences, Leadership Workshops, Emerging Leaders)
3. Express a feeling of connectedness on campus. (Student Activities, Student Organizations/Greek Life, Emerging Leaders, Leadership Conferences)

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| SUNY Potsdam Weekly (SPW): Provide accurate event information to students in a variety of formats to encourage awareness of and engagement in campus events. | 1. Students will be able to recognize SPW as a source to receive accurate event information.  
2. Students will be able to locate where to find at least one version of SPW.  
3. Students will be aware of campus events through SPW. | 1. A minimum of 75% of students will state that they are aware of SPW.  
2. A minimum of 75% of students will be able to identify at least one version of SPW.  
3. A minimum of 50% of students will be able to list at least 1 event that they have learned about through SPW. | N/A—survey was not administered this year (only administered in the Fall semester of odd numbered years) |
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<th>Fall Student Leader Conference: Offered annually prior to the start of classes in the Fall semester.</th>
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| 1. The Fall Student Leader Conference will be attended by at least 100 students representing 35 organizations.  
2. Students who participate in Fall Student Leader Conference will be able to:  
   a. Identify campus resources that are available to help them and/or their organizations be successful (e.g. offices, faculty, staff, alumni, other student leaders, etc).  
   b. Name their own leadership style as assessed through inventories such as StrengthsQuest, Myers Briggs, True Colors, etc.  
   c. Discuss ways in which their leadership style is a strength and a challenge when working with others.  
   d. Develop skills to effectively run a student organization (e.g. recruitment, conflict management, effective meetings, etc).  
| Note: The goals listed in section 2 are the long term goals for the Leadership Conference. Elements representing these goals may not be present in Fall 2018 respondents. |
| Survey tool: SPW Survey distributed in the Fall semester of odd numbered years (early Nov) |
| 1. This will be assessed through the conference sign up process.  
2. This will be assessed through a pre-test/post-test at the leadership conference. Our goal is a positive increase in a minimum of 60% of the assessed areas.  
Survey tool: Conference Attendance Statistics & Conference Pre & Post Test Survey |
| FALL 2018 RESPONDENTS=93 |
| 1. The Fall 2018 conference had an attendance of 119 students, representing 55 student organizations.  
2. The Fall 2018 conference had a 96% increase on 26 of the 27 stated learning outcomes. The average increase was .58 (on a 10 point scale), ranging from 0.10-1.29. |
| Continue as planned and connect components with the Summit Leadership Program as appropriate. |
| Women, Gender, and Leadership: Offer an opportunity for students to explore, discuss and reflect on issues related to women, gender, and leadership. Program includes workshops and Mentoring by a SUNY Potsdam alum. | 1. Students will report satisfaction with the program.  
2. Students who participate in the Women, Gender, and Leadership Program will:  
a. Become more aware of issues related to women and gender in today’s society.  
b. Be able to relate the issues discussed above to their own experiences.  
c. Develop professional communication and networking skills. | 1. At least 75% of participants will indicate that the program was beneficial to them.  
2. a. At least 75% of participants will indicate that the program made them more aware of issues related to women and gender in today’s society.  
b. At least 75% of participants will indicate that they can relate the issues discussed above to their own experiences.  
c. At least 75% of participants will indicate that they have developed professional communication and networking skills. | 1. 100% of participants found the workshops beneficial.  
100% of participants found the mentoring beneficial.  
2.a. 100% of participants agreed that the program made them more aware of issues related to women and gender in today’s society.  
2.b. 93% of participants agreed that issues discussed related to their current experiences and 98% agree that the issues will relate to their future experiences.  
2.c. 81% of participants agreed that they developed their networking skills. 82% of participants agreed that they developed their professional communication skills. | Continue as planned. Work to increase program participation numbers through linking with the Summit Leadership Program. |
| Greek Life | Students involved with Greek Life will be able to  
1. Express the espoused values of their chapter and the community at large. | 1 & 2  
A minimum of 75% of new members will complete all three sessions of the New Member Education Series. | 1 & 2  
50% of new members in the Fall semester and 50% of new members in the Spring semester attended the New Member Education Series. | We will reflect on NME scheduling to ensure higher participation. All other items will continue as |
2. Demonstrate the espoused values of their chapter and the community at large.
3. Identify the common areas of risk associated with Greek Life.

| 3. | a. Each chapter will have at least 1 active member who has successfully completed the Greek Risk Management Course.  
    b. 100% of Greek Members will sign their understanding of and adherence to the College’s policies regarding FIPG and hazing. |
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<td>Survey tool: Attendance sheets at New Member Education Series, Chapter and Class Roster Comparisons, Collection of signed policies</td>
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### Emerging Leaders: Engage students in leadership development as well as philanthropy work for SUNY Potsdam to enhance student giving and Potsdam Pride among students

Students involved with the Emerging Leaders program will:

1. Develop skills in the areas of:
   a. Event Planning – Identify components that lead to a successful event  
   b. Fundraising – Be able to explain why student giving to the college is important  
   c. Public Speaking – Be able to explain EL goals and mission
2. Express a feeling of connectedness to SUNY Potsdam
3. Be able to identify their personal leadership style

1a. At least 70% of students will agree that they understand the components needed to execute a successful event and be able to list at least one component.
1b. At least 70% of students will agree that they can explain why student giving is important to the college.
1c. At least 70% of students will agree that they have improved their public speaking skills.
2. At least 70% of students will agree that they feel connected to SUNY Potsdam.
3. At least 70% of students will agree that they can identify their personal leadership style.

Survey tool: Annual EL Member Survey (March)

1a. 95% of members agreed to this statement and 80% were able to list one component.
1b. 95% of members agreed that they can explain why giving is important to the College.
1c. 100% of members agreed that they had improved their public speaking skills.
2. 100% of members feel connected to SUNY Potsdam.
3. 100% of members agreed that they can identify their personal leadership style.

Continue as planned.
**Friday Night Entertainment:** Offer approximately 12 programs in the Fall semester and 4 in the Spring semester.

1. Students will report satisfaction with the program.
2. Each semester will average 45 students attending weekly events.
3. Students will express a feeling of connectedness to SUNY Potsdam.

**Survey tool:** FNE Evaluation (3 events per semester)

**2 EVALUATIONS WERE COMPLETED EACH SEMESTER; 309 EVALUATIONS WERE COLLECTED.**

1. At least 75% of students will report satisfaction with the events offered.
2. Campus Life staff will take attendance counts at every event.
3. At least 75% of students will report they feel connectedness to SUNY Potsdam.
   - Met new or developed closer relationships with friends

**Note:** Several programs were not designed to help students develop new friendships (Ex: watching an entertainer), so these results were anticipated.

Due to funding constraints, the FNE program is being largely discontinued. Welcome Month and Winterfest activities will be offered.

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**Glow Late Night Activities:**
- Offer at least 2 programs per semester
- Welcome Month – offer 2 programs
- Winterfest – offer 2-4 programs pending budget

1. Students will report satisfaction with the program.
2. Students will express a feeling of connectedness to SUNY Potsdam.

**Survey tool:** Late Night Event Evaluation (2 events per semester)

**EVALUATIONS WERE ADMINISTERED AT 5 EVENTS IN THE FALL AND 1 EVENT IN THE SPRING AND**

1. At least 75% of students will report satisfaction with the events offered.
2. At least 70% of students will report they have:
   - Met new or developed closer relationships with friends

1. 95% of students reported satisfaction with the movies offered. 98% of students reported satisfaction with the activities offered.
2. Both Fall 2018 and Spring 2019 saw an average of 64 attendees.
3. 96% of participants indicated that they feel connectedness to SUNY Potsdam. 98% of participants indicated they met new or developed closer relationships with friends.

Continue as planned pending budget.
Welcome Weekend/First Saturday: Offer Welcome Weekend and activities and First Saturday

| 1. | Students will report satisfaction with the programs offered. |
| 2. | Students will express a feeling of connectedness to SUNY Potsdam. |
| 3. | Students will report an awareness of clubs/organizations in which to become involved |

1. 70% of students will report satisfaction with events offered.
2. 70% of students will report that they have:
   - met students they believe they will develop friendships with
   - feel more welcomed at Potsdam
3. 70% of students will report an awareness of clubs/organizations in which to become involved.

Survey tools: WW student and club eval and FS eval

114 STUDENTS COMPLETED THE WELCOME WEEKEND EVALUATION, 94 SUNY POTSDAM STUDENTS COMPELTED THE FIRST SATURDAY EVALUATION.

1. Welcome Weekend: Students were asked satisfaction on 11 events that were held during Welcome Weekend, all of these events had a satisfaction rating that was over 90%.
   Of these events, 4 of them were primarily coordinated by the Campus Life office. They had a satisfaction percentage of 96%, 97%, 92%, and 99%.

First Saturday: 100% of students reported enjoying having attended the event. 100% of students had satisfaction with the number and variety of businesses. 100% were also pleased with the specials/events at the businesses.

2. 93% of students felt that by participating in Welcome Weekend they met students that they believed they would develop friendships with and 98% felt more welcomed at Potsdam.

87% of students felt that by participating in First Saturday they met students that they believed they would develop friendships with. 97% of students felt more welcomed at Potsdam through their participation in First Saturday.

3. 95% of students who attended

Continue as planned.
Welcome Weekend and 97% of students who attend First Saturday felt they that were more aware of clubs/organizations in which to become involved.

| Facilities | Users will report satisfaction with facilities usage 1. Users will report satisfaction with the following aspects of reserving space through Campus Life: a. Reservation process b. Equipment within room c. Requested equipment present d. Staff support e. Cleanliness f. Appropriate Set Up g. Technology | 1. 70% of the users will report satisfaction when asked about the services provided when signing out a Campus Life space (items a-g). (late March) Survey tool: SPW Survey distributed in the Fall semester of odd numbered years (early Nov) | N/A—survey was not administered this year (only administered in the Fall semester of odd numbered years) |