

Annual Goals for Student Engagement

2010-2011

Title:	Multicultural Advisory Committee
Description:	Develop a multicultural student advisory committee.
Budget:	0.00
University Goals:	2,3
Strategic Goals:	201
Responsibility:	Director of Student Engagement
Participation:	
Results:	Created a Student Multicultural Advisory Committee made up of about twenty students. Planned, organized, and implemented the Martin Luther King March. Planned, organized, and implemented the annual Global Culture Night. Planned, organized, and implemented a Civil Rights Tour to Birmingham. Students visited the Civil Rights Museum and the 16th Avenue Baptist Church where the 1963 Bombing occurred killing four little girls. Sent a Student Multicultural Advisory Committee representative to a Social Justice Retreat being held at the University of Arizona to bring back education and training for UNA.
Actions:	No formal assessment has been done yet. The plan is to work with Student Affairs Assessment representative to do a diversity climate survey for students so the Student Multicultural Advisory Committee will frame future programming. The purpose is to ascertain the level of openness to diversity and if UNA students understand what diversity means.
Improvements:	The organization plans on doing programming around disabilities awareness and GLBT issues in the future.

Title:	Greek Judicial Board
Description:	Develop a comprehensive Greek Judicial Board for the three governing bodies: National Panhellenic (NPHC), Panhellenic (NPC), and Interfraternity Council (IFC).
Budget:	0.00

University Goals: 2

Strategic Goals: 202

Responsibility: Assistant Director of Student Engagement for Greek Affairs

Participation: Director of Student Engagement

Results: Emails were sent out to all Greek chapters encouraging students to submit an application for interviewing to serve on the board. Multiple students were interviewed from each council to serve on the board. A primary and an alternate student were selected from every council to serve on the board. Emails were also sent out to faculty/staff members willing to volunteer to serve on the board whenever there is a case sent to judicial. The Greek Judicial board consists of 5 representatives: 3 students, 1 from each council (IFC, NPHC, NPC) and 2 Faculty/Staff members. Only one case went through Greek Judicial for the 2010-2011 academic year.

Actions: No action has been taken as this is a new program. See below.

Improvements: Training will be coordinated with the student representatives through the Office of Student Code of Conduct. Need to outline the Greek Judicial Board process in each Council's constitution. Need to see how to have the Chief justice of every council be represented on the board.

Title: OrgSync

Description: Purchase the OrgSync program to maintain RSO database, communication, web pages, and student allocation funding on-line. The program also serves as an assessment tool to determine the percentage of students involved in co-curricular activities and in volunteerism.

Budget: 12000.00

University Goals: 2

Strategic Goals: 204

Responsibility: Director of Student Engagement

Participation:

Results: The OrgSync software has been purchased. The first three out of four training/set up meetings have been implemented with the Office of Student Engagement. The last meeting will occur June 2011. The plan is to launch the software program starting Fall 2011 with the student organizations through the

RSO Retreat and with an OrgSync representative who will come to UNA's campus to assist with the launching of the program. We will also begin to develop a marketing campaign for the UNA students.

Actions: No assessment has been completed as of yet since the implementation is still in progress.

Improvements: No assessment has been completed as of yet since the implementation is still in progress.

Title: Student Publications Training

Description: Responsibility - Empower students to facilitate all parts of their duties to become autonomous and self-sufficient with Student Publications (*Flor-Ala* & Diorama).

Budget: 0.00

University Goals: 1,2

Strategic Goals: 203

Responsibility: Coordinator of Student Publications

Participation: Director of Student Engagement

Results: The advertising manager now creates all page files from scratch each week, rather than the adviser creating them for the editors. He is currently developing a new rate card for the *Flor-Ala*. He alone also now communicates with national advertisers. Executive editors have been made aware of the basics of the budgets and costs of their work. As the new budget year approaches, incoming executive editors will be taught about the budget and will participate in making fiscally responsible decisions for student publications. This year, the Student Publications Board considered more than 35 applicants for 16 positions on the staff. The board parsed the pool down to 2-3 applicants per position to interview. Scholarship applicants also received long-form job descriptions which explained the expectations of each position. An interest meeting was held at the Student Publications office on Feb. 15 at 4 p.m. for any students who wanted to learn more about the scholarship positions available on staff. This was held 10 days before applications were due, and 17 days before interviews were conducted by members of the student publications board. Executive editors were selected on Feb. 25, and incoming executive editors participated in interviewing their potential staff members. The Diorama staff handed out yearbooks to all faculty and most staff on campus this year. They held a release party in the GUC to increase student awareness of the yearbook. On the first day, the staff handed out 800+ books

to students. As of May 6, 2011, 660 books remain with the staff. Editors plan to begin distributing these books at graduation. They also plan to distribute within the community to help market UNA. Students, faculty and staff received the yearbooks this year with praise and positive comments. The editors have taken several criticisms into consideration to improve next year's yearbook. In November 2010, the *Flor-Ala* launched a new website, which has a more professional presence, and allows for more multimedia, which is a major staff goal for the future. The *Flor-Ala* staff partnered with the Communications Department in 2011 to celebrate the inaugural first amendment month at UNA. The observance was possible through a grant from the Liberty Tree Initiative. We have made connections with other student newspapers and advisers many times throughout the year for advice on issues facing the staffs. During boot camp, students learned from working professionals from the *Times Daily* and the *Decatur Daily*, and also met with the Alabama Press Association Executive Director Felicia Mason. The *Flor-Ala* staff is also planning a trip this summer to Tuscaloosa to meet with the Crimson White staff, which has been covering the tornado destruction in their city and how it's affected students. We plan to use this as a learning tool to plan our own disaster plan for the staff. In October 2010, eight students from the *Flor-Ala* and Diorama staffs attended the Associated Collegiate Press conference in Louisville, KY. In March 2011, eight students from the *Flor-Ala* staff attended the College Media Advisers conference in New York City. In the past 5-6 students attended each fall and spring conference. In June 2011, the diorama staff (three students) will attend the college media consultants' yearbook workshop in New Orleans, Louisiana. At the Associated Collegiate Press Conference, held in October 2010 in Louisville, KY, students received critiques of the *Flor-Ala* from advisers around the country. They were told there was no better way to cover news on UNA's campus, and that the photography in the *Flor-Ala* was the most professional they'd seen in a student newspaper. Staff recruitment has increased this year. In the 2010-2011 school year, 69 student wrote for the *Flor-Ala* staff. 693 stories or editorials were published in the *Flor-Ala* in the past school year, and each was written by a UNA student. This does not include content that was published online only. In addition to three paid editors for the Diorama staff, 15 students wrote original stories for the yearbook.

Actions:

A significant amount of education was built into the August Boot Camp training and throughout the academic year utilizing professionals in the field of journalism. The students were also sent to some strategic conferences to get additional training. There was a need to have more photographers, thus while hiring for the 2011-2012 school year, the Student Publications Board split two 100% scholarships for photographers in four scholarships. This way, we have four paid photographers on staff. The Student Publications Board decided May 5, 2011, to do away with the graphic artist position once it is vacated by the student who currently holds it. That scholarship money will go to fund a multimedia editor position in the future.

Improvements: