



Student Affairs | *2011-2012 Annual Report*

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA

A photograph of the Marshall Student Center building, a modern structure with a facade of vertical wooden slats and large glass windows. The building is framed by two large palm trees in the foreground. In the lower foreground, a paved walkway leads towards the building, with a bronze sculpture of a bull and several people walking. A decorative graphic of green and yellow wavy lines is in the bottom left corner.

MARSHALL
STUDENT CENTER

Inspiring learning,
changing lives,
one student at a time.

On behalf of the USF Student Affairs executive team, I am pleased to present the 2011-2012 Annual Report. Student Affairs provides programs, services, and initiatives that facilitate student development, learning, and success. We work for and with students to ensure a comprehensive and holistic student-centered learning environment. In Student Affairs, we believe in an educational process that extends beyond the classroom, laboratory, and library to include all aspects of the student's life. As educational partners, we prepare students to become lifelong learners, friends, community leaders, and global citizens, as we change their lives in the most powerful and meaningful ways. Living by our motto, "Inspiring learning, changing lives, one student at a time," Student Affairs plays an important role in the overall academic success of our Bulls.

During this past academic year, Student Affairs has had great achievements and successes, but we have also encountered many changes to our departments, programs, and services. With the resignation of our previous Vice President in May 2012, the appointment of a transition team to analyze the future of Student Affairs, the continued economic decline resulting in further reduced budgets, and the streamlining of organizational departments and personnel, it was a year of transition. Even with the level of change and uncertainty, the members of the USF Student Affairs team worked together flawlessly for the benefit of our students.

I remain impressed with the volume of activities, diversity of programming, and the quality of the initiatives we host. I congratulate the staff in Student Affairs for their dedication, hard work, and passion for higher education. As we look toward the next fiscal year, I am enthusiastic about our continued ability to adapt and provide innovative approaches to student development, learning, and success.

The purpose of this Annual Report is to provide information regarding the programs and services within Student Affairs that stimulate and support the educational process. We hope this report will identify resources and opportunities from which partnerships can grow, as well as document our progress toward fulfilling objectives identified in the USF Strategic Plan.

Go Bulls!



Dr. Dee Siscoe
Interim Vice President
Student Affairs



Dee Siscoe
*Interim Vice President
Student Affairs*



Harold Bower
*Senior Director/CFO
Shared Services Center*



Guy Conway
*Assistant Vice President
Student Services & Facilities*



Carmen Goldsmith
*Special Assistant to the
Vice President for
Strategic Initiatives*



Ana Hernandez
*Dean for Housing &
Residential Education*



Danielle McDonald
*Interim Assistant
Vice President &
Dean for Students*



Diane Zanto
*Interim Assistant
Vice President for Wellness*

Student Affairs Strategic Plan

VISION

Student Affairs is a pre-eminent organization that inspires learning and transforms the lives of students for lifelong success.

MISSION

Student Affairs provides learning opportunities and environments for students to discover, integrate, and apply new knowledge that increases their capacity for personal growth, responsible citizenship, and ethical leadership.

VALUES

Student Affairs values a positive, holistic, student-centered learning environment characterized by integrity, excellence, diversity, engagement, community advocacy, and wellness.

STRATEGIC GOALS

Organizational Integrity: To be an accountable, credible, and sustainable organization where practices are aligned with our vision, mission, and values.

University Community: To develop optimal environments and experiences that foster students' development and life-long identification with and commitment to the university.

Globalization: To evolve world perspectives that encourage and facilitate scholarly engagement with local and global communities.

Learner-Centered: To provide students with intentional learning opportunities which are designed to develop the following:

- Critical thinking
- Effective communication
- Leadership development
- Personal responsibility
- Multicultural maturity and competency
- Social responsibility
- Well-being

through activities, programs, and services that increase students' likelihood for success and persistence to graduation.

USF Strategic Plan | 2007-2012

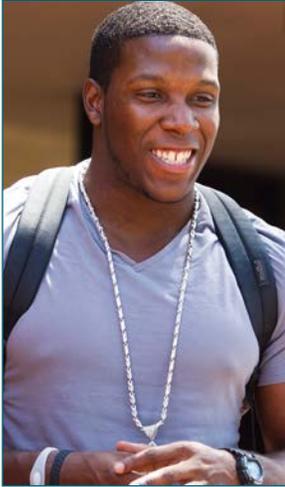
Transforming Higher Education for Global Innovation

Student Affairs departments provided a number of initiatives that helped the university to achieve its goals toward the Strategic Plan. The following offers examples of some of those value added initiatives.

USF GOAL I

Expanding world-class interdisciplinary research, creative, and scholarly endeavors.

- Housing & Residential Education enhanced academic engagement in the residential community by doubling the Faculty in Residence program; expanding the Faculty Fellows program to 12 faculty members across disciplines; and implemented, in collaboration with campus partners, three new Living Learning Communities in Pre-Nursing, Leadership, and ROTC.
- Student Affairs partnered with the College of Education by offering graduate assistantship, internship, and practicum opportunities for graduate students in the College of Student Affairs Program.
- Students with Disabilities Services was an active participant/advisor to graduate and undergraduate students conducting research projects or thesis/doctoral work that required data regarding students with disabilities.
- The Office of Veterans Services was awarded a \$40,000 research grant from the USF Veterans Reintegration Steering Committee to conduct the study “Elements of a Veteran Friendly Campus: Perceptions by Student Veterans, Faculty and Staff”.
- The Marshall Student Center facilitated a successful final exam review program as part of its Marshall Study Center program with more than 3,700 participants and 40 review sessions.
- Housing & Residential Education hosted its third annual Last Lecture series with Dr. Christian Wells as featured speaker with over 200 attendees who learned about the value of travel abroad, studying languages, and learning different cultures.
- Housing & Residential Education, the Counseling Center, and other campus partners collaborated to provide the Achieve-a-Bull program to build successful study skills and habits for students on academic probation, resulting in improved academic performance in the spring semester (increased GPA an average of .48).
- Sixty-four faculty and advisors teamed with Housing & Residential Education professional staff during the House Calls program to visit freshmen in the residence halls to answer their questions on student success strategies, registration, advising, and career paths.
- Student Health Services partnered with USF Health researchers as a study site to evaluate the effectiveness of text messaging as a smoking cessation strategy.
- New Student Connections and Housing & Residential Education worked with University Experience instructors to provide individual support to a group of first-year students who were identified as being at the greatest risk for leaving the university prior to the start of their second year (based on research conducted by a faculty member in the College of Education).



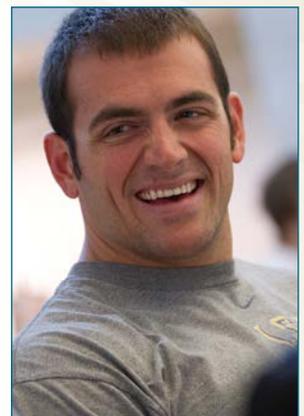
USF GOAL II

Promoting globally competitive undergraduate, graduate, and professional programs that support interdisciplinary inquiry, intellectual development, knowledge, and skill acquisition, and student success through a diverse, fully-engaged, learner-centered campus environment.



- Housing & Residential Education developed affiliation agreements with two off-campus facilities in order to advance the institution's strategic priority of achieving primarily residential Carnegie Foundation classification for this next academic year.
- Students with Disabilities Services partnered with the USF Student Success initiative to provide diagnostic disability screening to students demonstrating financial need who did not have access to the documentation necessary to start the accommodations process. Over 60% of the students utilizing the diagnostic disability screening resource qualified for and received academic accommodations.
- With collaboration from the Office of Veterans Services, USF St. Petersburg was awarded \$409,000 grant from GMAC® Management Education for Tomorrow (MET) Fund to provide special assistance to veterans who wish to pursue their MBA.
- Housing & Residential Education launched the “Roads Scholars Program” where Faculty in Residence hosted programs throughout the Tampa Bay area to expose residential students to cultural events and resources in the community.
- The Counseling Center initiated a Health Psychology Post Doctoral Internship program, enhancing coordination of psychological care for Student Health Services' patients while providing educational opportunities for psychologists.
- Student Health Services, Campus Recreation, and Wellness Education hosted a Master's level Athletic Training student, who was focused on enhancing musculoskeletal care for Intramural teams, patients at Student Health Services, and students visiting the Wellness Center.
- Student Health Services partnered with the College of Social Work and provided an internship for an undergraduate Social Work student. This synergy resulted in the creation of a community referral database and enhanced resources for uninsured students.
- Student Health Services provided clinical placement and experiential learning opportunities for nurse practitioner students, medical students, and medical residents.
- The Office of Multicultural Affairs launched the iBuddy program as an international buddy matching program designed to partner international and domestic students studying at USF for the purpose of a cultural exchange and building friendships.
- The Office of Multicultural Affairs launched the Cultural Competency Certificate Program for students to broaden cross-cultural relationships, cultivate knowledge and skills, and contribute to success within a global society.

- The Office of Multicultural Affairs sponsored the Intercultural Student Leadership Conference, which is an annual campus conference designed to strengthen the engagement and retention of underrepresented students.
- The Office of Multicultural Affairs sponsored 17 Safe Zone trainings for over 450 students which educates them on advocacy for lesbian, gay, bisexual, transgender, queer/questioning peers by certifying supportive allies and promoting understanding.
- New Student Connections hosted USF's Week of Welcome (WOW) program which provided social, informative, and academic programs that exposed students to the diversity present on campus, introduced them to academic and campus resources, and gave them opportunities to connect with fellow students. Spanning 11 days and 140+ events in the fall and 80+ events in five days during the spring, WOW helped new students feel at home in the USF community.
- In collaboration with the Alumni Association and USF Foundation, New Student Connections developed the core curriculum and marketing materials for the initial offering of CampU, an engaging off-campus overnight experience for first-year students to establish meaningful friendships, discover USF traditions, and explore their personal strengths.
- The Office of the Dean for Students and Student Government worked with other campus colleagues to implement a Commitment to Honor Campaign, which included installing Commitment to Honor plaques in classrooms across campus and assisting in the development of an on-line training module.
- The Office of the Dean for Students collaborated with Graduate Studies to implement a survey to gauge the experiences of graduate students at USF.
- Student Affairs coordinated and implemented a Focus on the Faculty program, which included presentations to assist faculty with dealing with disruptive and distressed students.
- The Center for Student Involvement hosted over 75 programs through the Campus Activities Board, University Lecture Series, and the Centre Gallery. Over 31,000 students participated in these programs/events, and over 17,000 attended Homecoming events. The expansion of the Bulls Night Out Program (weekend programming) resulted in hosting 23 events with over 7,000 students in attendance.
- The Office of Fraternity and Sorority Life facilitated growth in the greek community with a 27.1% increase in spring 2012 in membership participation from spring 2010.
- The Office of the Dean for Students created a cross-campus collaborative task force to address the prevention and response to hazing. This team created an educational website, conducted policy analysis, and developed recommendations for further education and prevention initiatives.



USF GOAL III

Expanding local and global engagement initiatives to strengthen and sustain healthy communities and to improve the quality of life.

- Students with Disabilities Services deployed accessible software across all public use computer labs and established the free availability of Read and Write Gold research software for anyone within the USF system with a NET ID. These efforts significantly enhanced accessibility.
- The Counseling Center effectively engaged, developed, promoted, and conducted outreach specific to the needs of international students through surveying international students' self-identified problems, needs, and barriers to access and requested services.
- Student Publications created an exchange of information and best practices in journalism education and multi-platform content delivery with college professors and professional journalists in Azerbaijan.
- The Office of Veterans Services helped USF rank fifth out of 4,000 colleges and universities in the nation as a "Top College for Vets," as reported by Military Times Edge Magazine.
- The Office of Veterans Services helped USF rank in the top 15% of all colleges and universities in the nation as reported by GI Jobs Magazine as a Veterans Friendly School.
- The Office of Veterans Services developed a Student Veterans Mentorship program, in collaboration with the Tampa Chamber of Commerce Military Affairs Committee, to connect veterans with mentors in their desired career field.
- Housing & Residential Education, in collaboration with Conferencing & Special Events, hosted over 1,200 participants from 19 countries for the 2012 FISAC-IRSF World Rope Skipping Championships.
- Housing & Residential Education saved over half a million water bottles from being put into landfills through the installation of hydration stations throughout residence halls.
- Wellness USF partnered with leaders from various academic departments to launch an "Exercise is Medicine" campaign to promote fitness and health within the campus community.
- Wellness USF partnered with student organizations to host Scott Fried, an internationally known speaker on STD and HIV prevention and sexual responsibility, attracting over 300 students.
- Student Health Services hosted a free STI testing campaign, providing over 300 free STI tests to students over a period of two days.
- Student Health Services provided travel health services to 90 students.

USF GOAL IV

Enhancing all sources of revenue, and maximizing effectiveness in business practices and financial management to establish a strong and sustainable economic base in support of USF's growth.

- Student Affairs consolidated programs and business operations to deliver more economically direct programs and services to students. The efficiency achieved preserved the existing scope of student programs and services while eliminating 14 full-time staff positions and related operating expenses to reduce the Student Affairs annual budget by about \$1.7 million.
- Student Health Services developed a new employee health acute care medical program that is available to all faculty and staff while at work on campus. 109 faculty and/or staff were treated.
- Communications & Marketing developed and implemented a Student Affairs marketing model/ infrastructure to support all marketing and communication needs while leveraging staff resources to minimize expense and enhance quality.
- The Marshall Student Center generated \$1.4 million in revenue to support its operating budget.
- Conferencing & Special Events generated over \$500,000 in income for various Student Affairs and university departments.
- The Office of Veterans Services assisted in USF receiving over \$10 million in tuition and fees from veterans and dependents using the Post 9/11 GI Bill. In addition, USF student veterans and dependents received over \$12 million in living stipends to be used to support the local economy during the 2011-12 academic year.
- The Office of Veterans Services facilitated Yellow Ribbon funding being provided to 26 out-of-state student veterans, totaling \$138,000.
- The Office of Veterans Services facilitated two USF students (one veteran and one dependent) in receiving \$60,000 in scholarship funding over a four-year period from the Pat Tillman Foundation.
- Housing & Residential Education collaborated with Southwest Florida Water Management District, City of Tampa, and USF Office for Sustainability to provide low flow shower heads and faucets for the residence halls, resulting in a gift-in-kind donation of over \$18,000 and contributing to USF's commitment to sustainability.
- The Student Affairs Development Office secured \$200,000 in scholarship support for the Bulls Business Living Learning Community residents from William H. Gregory Foundation.
- Housing & Residential Education was awarded over \$150,000 from the Student Green Energy Fund for the Energex occupancy sensor program in Juniper-Poplar Hall and an energy efficient lighting project at Cypress Hall.
- Student Health Services health insurance collections totaled \$1,280,100, a 67% increase over last fiscal year. This resulted from a 13% increase in patient visits and coding training for providers.

The seal of the University of South Florida is visible in the upper portion of the image. It features a central figure, likely a sun or a similar symbol, surrounded by the text "UNIVERSITY OF SOUTH FLORIDA" and the year "1956".

Involvement

Students who actively engage in campus life are more successful academically and personally. That's why we strive to create and foster opportunities to spark the interest of every student.



2011 University of South Florida
GOLDEN BULL AWARD
Erin Potter

Office of Fraternity & Sorority Life

Mission Statement

The Office of Fraternity and Sorority Life advocates for the American fraternal values movement by providing quality, education, advising, and outreach that empowers values-based decisions and fosters the betterment of the USF students, chapters, and councils.

Achievements & Accomplishments

- Increased the percentage of fraternity and sorority membership to nearly 7% of the undergraduate population (2,100 affiliated students).
- Initiated a fundraising campaign to support the Office of Fraternity and Sorority Life by engaging current students and young alumni in support of the activities of the office.
- Recognized by the USF Civic Association for advancing community initiatives by increasing the chapter and council philanthropic giving by nearly \$60,000 and by performing more than 24,000 hours of community service (nearly twice the amount performed in 2010-11).
- Implemented a community-wide expansion committee to study the feasibility of establishing new Greek organizations on campus to engage diverse population of students. After hosting presentations from the Unified Greek Council, the Interfraternity Council, and the National Panhellenic Conference, three Greek organizations were selected for expansion in 2012 with invitations for further expansion planned in subsequent academic years.
- Developed a comprehensive assessment program to support transparent sharing of information among internal and external entities and facilitate data-driven decision making through needs assessments and benchmarking.
- Eight USF students were selected to represent their national organizations as traveling leadership consultants.





Center for Leadership & Civic Engagement



Mission Statement

The Center for Leadership & Civic Engagement provides intentional learning opportunities in order to develop effective ethical leaders who serve as engaged citizens for the global community.

Accomplishments & Achievements



- Highlighted on the 2012 President's Higher Education Community Service Honor Roll as a university that plays a part in solving community problems and that places an emphasis in creating students who are civically engaged.
- Collaborated with the Dean of the USF Graduate School to develop and deliver the interdisciplinary Graduate Student Leadership Institute, a comprehensive, semester-long program piloted by a 12 student cohort.
- Collaborated with the Dean of the USF School of Pharmacy to develop and deliver leadership training for the School's students based on the Emotional Intelligence framework.
- Developed a model for effective advising and support for student leadership Honor Societies, such as Sigma Alpha Pi (National Society of Leadership and Success), Omicron Delta Kappa (The National Leadership Honor Society), and Alpha Phi Omega (National Service Fraternity).
- Conducted the Emerging Leaders Institute for 58 first-year students and 12 student facilitators, with on-going programming offered to ELI Advance participants on the social change model of leadership development.
- Coordinated 2,326 volunteers investing 9,304 hours of service amongst 42 community partners for the annual Stampede of Service. A similar program, Bulls Service Breaks, included twelve domestic trips during the year, an international experience in Nicaragua with the USF Honors College, and a summer trip to Belize.
- Reviewed relevant literature and best practices to invite university partners in the development of a programmatic model for civic engagement incorporating political engagement.
- Registered 517 participants who gave 8,789 hours of service and more than \$25,000 for St. Petersburg's All Children's Hospital in the Dance Marathon program. An additional program, Senior Prom, afforded 106 student volunteers the opportunity to support 51 senior citizen guests representing four assisted living communities with more than 200 hours of service.



Office of Multicultural Affairs

Mission Statement

The Office of Multicultural Affairs offers learning opportunities to students, faculty, and staff in order to develop multicultural competencies. Multiculturalism is a critical educational strategy that provides students with knowledge and skills to be successful in the global society. Multiculturalism builds students' capacity through diverse co-curricular experiences, enabling them to live and work with people of all backgrounds and build strong communities.

Accomplishments & Achievements

- Designed and delivered a Cultural Competency Certificate program to inculcate skills in students to live and work within diverse cultural communities after conducting a literature review and program review at peer universities, evaluating current curricular offerings, recruiting an initial cohort of participants, and assessing participant feedback concerning the effectiveness of the program.
- Expanded and strengthened collaborations with Academic Affairs departments, including a program, in conjunction with the Confucius Institute, to celebrate the Chinese New Year and culture as well as a panel discussion to celebrate Women's History Month in collaboration with the Women and Gender Studies Department.
- Planned and delivered the Intercultural Student Leadership Conference to 140 students, including the convening of a steering committee, developing the conference program, selecting a keynote speaker, training facilitators and mentors, promoting the conference, and assessing learning outcomes associated with the conference.
- Collaborated with various student organizations and offered programs for Hispanic Heritage Month, as well as MLK and Black Heritage Month. Organized the Multicultural Welcome Week programs and, along with the Multicultural Community organizations, offered 37 programs.
- Visited various classes, especially University Experience classes, to make presentations about multicultural competency.
- Launched the iBuddy program in which domestic students were paired with international students for the cultural exchange.
- Offered 17 Safe Zone trainings to over 450 faculty, staff, and students; offered LGBT education in classrooms; trained 14 trainers to facilitative Safe Zone trainings.
- Developing the "Diversity Tool Box" to offer ready resources for diversity education and training.
- Expanded the number of registered student organizations who have membership in the Multicultural Community to 40.





New Student Connections



Mission Statement

New Student Connections creates and supports shared USF experiences that connect students to the campus community and provide for a successful transition.



Accomplishments & Achievements

- Analyzed data over the last three academic years that indicated that students who participate in USF's UConnect Program are retained at a higher rate than those who opt out of the program. Additionally, UConnect participants are retained at a higher rate than other students, year to year, suggesting that the program has a long-term impact on students' connection, progression, and success.
- Developed, in collaboration with the Alumni Association and USF Advancement, the core curriculum and marketing materials for the initial offering of CampU, an engaging off-campus overnight experience for new students to establish meaningful friendships, discover USF traditions, and explore their personal strengths in August 2012.
- Reviewed and recast the annual Week of Welcome (WOW) kickoff celebration to strengthen a sense of school pride and integrate new students into the USF community. There were 150 WOW programs in the fall and 84 programs in the spring.
- Strengthened the relationship with Housing & Residential Education staff as it relates to the Transfer Living Learning Community partnership. Assessment instruments completed by Transfer LLC residents indicated that their participation has led to an intensive and positive experience as measured by their satisfaction with the transition and connection process into the USF community.
- Spearheaded by New Student Connections, the Council of Transfer Advocates hosted USF's first "Transfer Appreciation Day" to recognize transfer students and the programs and services developed to support their success.
- Conducted a review and subsequent development of a new departmental vision, mission, and core values statement to ensure organizational integrity. Aligned signature department initiatives, programs, and services to meet these new guidelines.



Student Government Advising, Training & Operations

Mission Statement

The mission of the Student Government Advising, Training and Operations office at the University of South Florida is to advise and assist Student Government members with the planning and implementation of programs, operations, and services as we strive to foster student support, community engagement, and leadership development to ensure both student and organizational success.

Accomplishments & Achievements

- Created, delivered, and evaluated a Student Government organization-wide workshop series geared toward students' personal and professional development.
- Enhanced the A&S annual funding process for Student Affairs departmental participants.
- Created, delivered, and evaluated a Bulls Radio training and developmental program.
- Created the Leadership in the Political Context LDF class, taught by the director and later officially accepted into the Leadership Minor curriculum.
- Coordinated, planned, and facilitated the SG Plunge Summer Leadership Retreat.
- Collaborated with student government leadership and Undergraduate Studies to help institute the Commitment to Honor plaques across campus, as well as establish a presidential committee to oversee the initiative.
- Collaborated and co-sponsored the SG USF Polytechnic leadership retreat with Polytechnic staff and students.
- Advised and assisted with the coordination of the GOP Republican Presidential Candidates Debate Watch Party.
- Coordinated and co-facilitated the SG Tampa Executive Branch Spring Leadership Retreat.
- Advised and assisted with the coordination of the BOG field trip to FAU in Boca Raton and subsequent trip to the Senate Budget hearings in Tallahassee.
- Advised and assisted with the reorganization of Mr. and Miss USF to be a part of the Miss Florida Scholarship Pageant, thus garnering potential state and national recognition for USF.
- Advised/guided the Election Rules Commission and coordinated the electronic voting system process for the student body elections that garnered a record-high 7,000+ votes with very little controversy.
- Advised and assisted student government members with hosting multiple opportunities for student constituents to engage with national, state, and local political leaders, such as Senator Bill Nelson, Herman Cain, Mayor Bob Buckhorn, and five city of Tampa and Hillsborough County commissioners.



Center for Student Involvement



Mission Statement

The Center for Student Involvement and its programmatic departments strive to provide a purposeful and positive out-of-class experience for USF students and student organizations. This is achieved through a variety of programs, services, and activities. The uniqueness and variety of these programs, services, and activities allows for all members of the campus community to interact with others and be involved in meaningful ways of their choosing.

Achievements & Accomplishments



- Advised and provided programmatic support for 615 registered student organizations.
- Collaborated with several university partners to deliver high-impact programs for students, including Black History Month and USF After Dark, a program which highlights student life on campus during summer orientation.
- Developed a new student employee structure which focuses on programming and collaboration, recruited a new cohort of student employees for 2012-13, and plan to conduct assessments at multiple points in the next academic year to determine response to the new structure.
- Hosted 18 exhibits throughout the academic year in the Centre Gallery to provide students an opportunity to appreciate the aesthetic and diverse perspectives of society.
- Produced a successful University Lecture Series with engaging speakers addressing critical issues for college students.
- Designed, promoted, and completed training for student organization presidents and advisors to improve awareness and stewardship of the financial resources entrusted to student organizations.
- Hosted over 75 programs through the Campus Activities Board, University Lecture Series, and the Centre Gallery. Over 31,000 students participated in these programs/events, and over 17,000 attended Homecoming events. The expansion of the Bulls Night Out program (weekend programming) resulted in hosting 23 events with over 7,000 students in attendance.



Services

Our services help create a supportive environment for students to feel at home on campus, confident in the classroom, and enabled to pursue their passions.





Office of the Dean for Students



Mission Statement

The mission of the Dean for Students and related entities at the University of South Florida is to support student learning and development through community building, advocacy, and student engagement.



Achievements & Accomplishments

- Identified, implemented, and utilized a systemic approach to manage student interventions, non-academic grievances, and emergency responses.
- Implemented the Commitment to Honor campaign by convening a campus-wide committee and the creation of Commitment to Honor plaques and training modules to support the initiative.
- Worked collaboratively with Student Government, the Office of Multicultural Affairs, Office of Veteran Services, the Center for Student Involvement, and other campus partners to institutionalize USF Day and the 9/11 Ceremony.
- Refocused efforts to assess and support the needs of commuter and graduate student populations through the collating of student resources in a handbook and the commissioning of a commuter lounge within the Marshall Student Center.
- Reviewed and developed an institutional plan for education, prevention, reporting, and responding to hazing within student groups and organizations.
- Conducted a thorough review of the emergency notification procedures with the Registrar's Office and the Students of Concern Assistance Team (SOCAT).
- Worked to unify the contributions of the Student Life and Experience Group (SLEG) around linked programming and student/staff assessments.



Housing & Residential Education

Mission Statement

The Department of Housing & Residential Education provides a safe community, innovative programs, and quality services that contribute to our residents' success by fostering learning, personal development, and citizenship.

Achievements & Accomplishments

- Doubled Faculty in Residence program by adding two new faculty members and families to the residential community.
- Grew the Faculty Fellows program to 12 faculty members across disciplines.
- Expanded Living Learning Communities to 800+ residents and launched the Leadership, ROTC, and Pre-Nursing communities.
- Increased faculty and academic advisors participating in the House Calls program to 64.
- Provided academic support for over 2,700 students through 23 final exam reviews.
- First Year Experience and Leadership classes taught by 15 Housing & Residential Education staff.
- Hosted third annual Last Lecture Series with over 200 students, faculty, and staff in attendance.
- Employed over 300 students throughout department.
- Launched master planning work for Andros redevelopment with Facilities Planning and Construction.
- Completed a comprehensive facilities audit with VFA, inclusive of an energy audit.
- Developed and implemented reorganization of department to align with strategic goals and priorities.
- Collaborated with DEO to deliver sexual harassment and disability awareness training for all Housing & Residential Education full-time staff.
- Collaborated with Development to secure \$200,000 in scholarship support for the Bulls Business Living Learning Community residents by William H. Gregory Foundation.
- Awarded over \$150,000 from the Student Green Energy Fund for the Energex occupancy sensor program in Juniper-Poplar Hall and an energy efficient lighting project at Cypress Hall.
- Hosted over 1,200 participants from 19 countries for the 2012 FISAC-IRSF World Rope Skipping Championships in Summer 2012.





Marshall Student Center



Mission Statement

The Marshall Student Center enriches the quality of student life, strengthens traditions, and enhances the learning experience by providing exceptional facilities and services for the USF community.

Achievements & Accomplishments



- Coordinated more than 10,000 reservations within the Marshall Student Center and a grand total of 17,699 reservations for all campus spaces.
- Developed and implemented four resume building and leadership workshops for student employees of the Marshall Student Center (MSC).
- Implemented cross-training for technical staff team members, including training as event support staff.
- Established a training program for the audio visual team and building managers to enhance their technical abilities with audiovisual and sound equipment.
- Implemented annual retreats, training sessions, student staff evaluations, end-of-the-year reception, and developmental programs based on data collected in past years through strategic and outcomes assessment planning.
- Implemented department-wide student workforce retreats to kick off the new academic year and set goals and customer standards for the coming year.
- Enhanced student input and participation in the department's annual customer service initiative.
- Constructed the Sky Pad student lounge.
- Completed major construction of the MSC Amphitheater Canopy structure costing approximately \$600,000.
- Replaced existing lighting in the Oval Theater to LED fixtures to reduce energy and labor costs.
- Outside vendors increased from 527 participants to 578 participants.
- Marketed a Student Organization Budget Menu to reduce the cost for student organization catering.
- Implemented a 10% outside catering fee to increase revenue.
- Partnered with Student Government and IT to relocate the SG Computer Lab and Bulls Radio servers from the MSC to the IT Data Center.
- Established a satellite office of Education Abroad in the MSC.
- Expanded safety classes previously offered to maintenance, custodial, and operations full-time staff to the operations student staff.
- Reviewed, revised, and disseminated the MSC Emergency Preparedness Plan to all tenants of the building.



Student Publications

(The Oracle)

Mission Statement

Student Publications provides students an opportunity to maximize their potential for communication and critical thinking through print media and online media, and to serve the university community as a source of campus information.

Accomplishments & Achievements

- Hosted local media professionals to engage students in brief workshops on investigative reporting and multimedia journalism among other topics.
- Engaged university partners in dialogue for future collaborations. Specifically, conversations with the School of Mass Communications were held to conduct community outreach programs into area high school journalism programs and plans were made for Oracle staff to begin providing periodic content for radio and television broadcast.
- Continued to serve as an educational site providing Oracle internships for students in the advertising sales and graphic arts departments.
- Sought new and strengthened existing revenue sources through the development of special sections for print editions, the promotion of video access to stories, and increased display advertising sales.
- Utilized advanced technologies to train student journalists on news content delivery and advertising sales through The Oracle's iPhone applications and other media platforms.





Office of Student Rights & Responsibilities



Mission Statement

The Office of Student Rights and Responsibilities' mission is to provide for the safety and well being of the university environment, to aid in the growth and development of a student as related to a student's behavior, and to serve as the management agency for the University Conduct System. The Office of Student Rights and Responsibilities utilizes fundamental fairness and strives to inspire trust and confidence in the University Conduct System. We strongly encourage individual responsibility and promote the incorporation of community standards for acceptable behavior via the Student Code of Conduct.



Accomplishments & Achievements

- Enhanced the marketing plan to expand understanding of the purpose of the Office of Student Rights and Responsibilities.
- Increased outreach to students by distributing new promotional materials and handouts distributed at Orientation and Week of Welcome and added new tabs and features to the website.
- Purchased and in process of implementing new database software to provide better service to students.
- Responded to over 780 incidents with over 1,200 individual conduct cases and 2,200 policy violation notices sent to students.
- Conducted 1,217 scheduled meetings, hearings, and interviews with students.
- Added over 20 new members to the Conduct Board and held over 890 board and administrative hearings. Established new protocols for scheduling Conduct Board hearings to increase efficiency.
- Enhanced training for Conduct Board members.
- Conducted a review of the Code of Conduct and made significant changes. This process included student groups such as students from the undergraduate leadership minor and student government Judicial Branch members.



Student Success & Mentoring

Mission Statement

The mission of the Mentoring Resource Center within the Office of Student Success and Mentoring is to provide education, support, and encouragement for mentoring programs targeted to USF students which enhance their connection to the university and contribute to their overall success.

Accomplishments & Achievements

- Developed mission and vision statements for the newly established office.
- Created and distributed an exit survey process to gather information regarding students who choose not to return to USF.
- Developed three new mentoring programs.
- Explored recommendations for an early alert/early warning system to intervene with students at risk of drop-out.
- Hosted the first successful Thank Your Mentor Day with over 150 students stopping by to write notes of appreciation to their mentors.
- Gathered and shared data from a survey of students who were not registered for classes in the spring semester.
- Gathered and shared data from a survey of students who had requested transcripts in order to determine if they had plans to transfer from the institution.
- Developed training and materials for new mentors.
- Formed and began regular meetings of the Project Success Workgroup.
- Met three times with the Mentoring Council, formed of people currently running mentoring programs or having an interest in starting programs.
- Revamped the mentoring@usf.edu website.
- Started a blog to provide information, best practices, and inspiration for mentoring across campus.
- Developed marketing materials to recruit both mentors and potential mentees.
- Developed a manual and resources for program coordinators of mentoring programs.
- Proposed a plan for a Student Success Coaching Program to intervene with students at risk of attrition.
- Worked with the Office of Student Success in both the fall and spring semesters to provide communication to students in support of the Take 15 campaign.



Students with Disabilities Services



Mission Statement

Students with Disabilities Services promotes effective self-advocacy and accessible academic learning for students with disabilities. By utilizing best practices in the field, and education and outreach to the USF community, SDS fosters access for students and attitudes that reflect both an awareness of disability issues and universal design principles.

Accomplishments & Achievements

- Expanded accessible technology resources and knowledge for students and faculty by implementing Read and Write Gold and was awarded funds by the Student Technology Fee to expanded licenses for Natural Reader and Dragon Naturally Speaking.
- Increased awareness of offerings amongst targeted student populations, including international students, University Experience students, INTO students, and student veterans through interactive activities, the production of a student guide, and conducting several awareness events throughout the academic year.
- Expanded training and opportunities that enhance the professional skills of student workers and interns in the areas of campus-based outreach events, presentations, and daily office operations.
- Approved 53 applicants for the Student Success funded partnership with Psychological Services. This partnership provided full learning disability assessments for students free of charge. 62% (33 of 53 applicants) completed the psycho-educational testing process and returned to SDS to register for academic accommodations.
- Administered 3,000 exams in an alternative testing environment in order to provide reasonable accommodations to students. Served a total of 2,100 students through the SDS testing services.



Office of Veterans Services

Mission Statement

The mission of the Office of Veterans Services at the University of South Florida is to provide a seamless transition for our nation's veterans from military life to campus life by enhancing personal development and academic success. We accomplish this through a one-stop resource center that provides veterans with the tools necessary to access education, health and financial benefits, navigate the university system, improve academic skills, and connect with campus resources, organizations and activities. Our office is designed to promote "success beyond service."

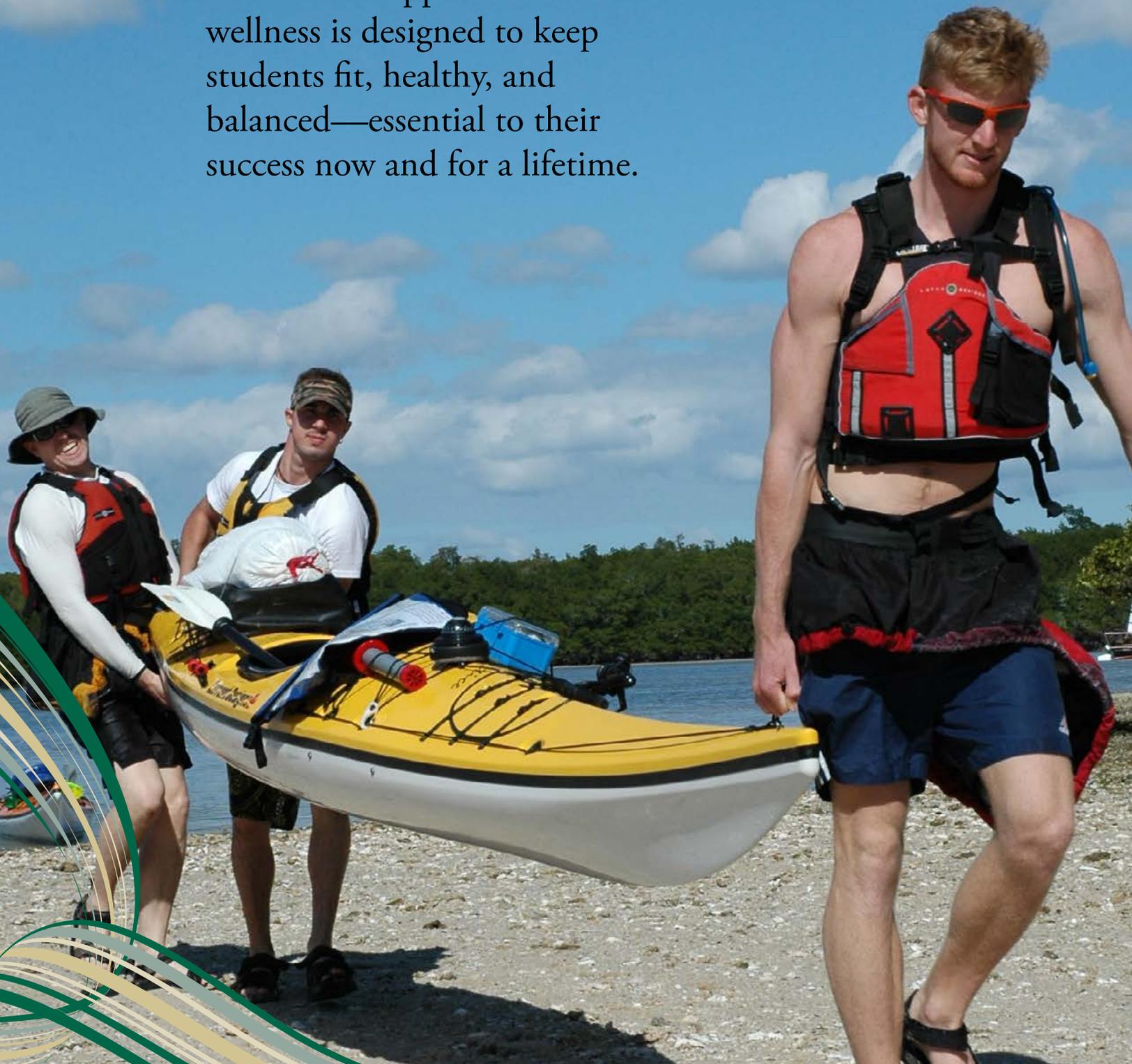
Accomplishments & Achievements

- Ranked fifth nationally by Military Times Edge Magazine as a "Top College for Veterans." Ranking criteria include academic support, cost per credit hour, cost under the GI Bill cap, graduation rates, programs and services for veterans, and relaxed residency requirements.
- Offered services to more than 2,100 veterans, eligible dependents, active duty servicepersons, and members of the Selected Reserve.
- Crafted several programs to support student veteran success including: the development of workshops focusing on academic planning, career planning (specifically focusing on transitioning military experience into civilian employment) and educational resources for Post-Traumatic Stress Disorder, Traumatic Brain Injury, and other combat related injuries; VetSuccess campus outreach efforts; and early intervention strategies for veteran students on or at risk of academic probation.
- Developed a Student Veterans Mentorship program in collaboration with the Tampa Chamber of Commerce Military Affairs Committee to connect veterans with mentors in their desired career field; recruiting student veterans to field initial cohort in the fall of 2012.
- Selected as one of only 14 schools nationally to be a Pat Tillman Military Scholarship Partner; USF Tillman Military Scholars have been awarded more than \$140,000 in scholarship funds by the Pat Tillman Foundation.
- Hosted the Pat Tillman Military Scholar Summit, joined the Chamber of Commerce's Military Affairs Committee, and created a fundraising partnership with the Student Veterans Association to support the programs and services of the Office.
- Coordinated Veteran Affairs GI Bill Education Benefits for more than 1,400 veterans and dependents; representing an approximate 40 percent increase since 2008.
- Maintained an active research program with a \$40,000 award to conduct a study entitled, "Elements of a Veteran Friendly Campus: Perceptions by Student Veterans" and an additional \$40,000 grant to study "Behavioral Health Screening for Student Veterans," in an attempt to identify the prevalence of substance use, mental disorders, and to explore strategies for referral services.



Wellness

Our holistic approach to wellness is designed to keep students fit, healthy, and balanced—essential to their success now and for a lifetime.



Campus Recreation

Mission Statement

Campus Recreation enriches the educational experience by empowering the university community to achieve holistic wellness. We contribute to lifelong learning by promoting diversity, personal growth, and exploration in safe, challenging, and supporting environments.

Accomplishments & Achievements

- Maintained strong program participation: 57 active sports clubs with over 2,400 participants, travelling over 90,000 miles for competition; 1,300 intramural teams with over 9,000 participants, logging more than 70,000 hours of competition; 3,600 ropes course participants (with a full schedule of programs over the summer); 23 different adventure trips administered by Outdoor Recreation; 3,552 bike checkouts through the Borrow Our Bike program; and 694 bicycles repaired on site throughout the year.
- Developed technological tools to enhance recreation services, including an online registration for Group Fitness classes, Fit-to-Go fitness series on iTunesU, and an exercise library accessible online.
- Increased membership revenue 10% beyond feasibility projections and recorded attendance of 700,704 visits (compared to previous year's attendance of 550,000).
- Increased recreational opportunities for students, faculty, staff, and visitors with disabilities by conducting a needs assessment with the students registered with the Students with Disabilities Services, educating Campus Recreation staff on accessible resources, hosting a Disability Etiquette Workshop for Campus Recreation student staff, and partnering with the USF School of Physical Therapy to develop individualized physical activity programs for those with physical limitations.
- Managed and delivered a \$14 million dollar renovation and expansion to the facilities
- Served as the host institution for the National Intramural Sports Association Annual Conference and Exposition.
- Trained student employees in first aid, automated external defibrillator (AED), and cardiopulmonary resuscitation (CPR), which resulted in the saving of a student life.
- Plotted nine walking routes for campus-based outdoor recreation. Students from USF's Exercise Science Program and representatives from Students with Disabilities Services traversed the routes and provided feedback to improve the functionality of the routes for various populations.





The Counseling Center



Mission Statement

The mission of the Counseling Center is to enhance the intellectual, social, and emotional functioning of students, faculty, and staff in ways that further develop student self-knowledge, enhance the capacity to learn, improve the quality of personal experience, and increase the potential for community and civic engagement. This is accomplished through the provision of the following programs: Psychological Services, Outreach, Consultation and Collaboration, Professional Development, and Training and Research.



Accomplishments & Achievements

- Conducted a comprehensive review of case management policies and procedures resulting in an enhanced triage process reducing wait times and diverting 17 percent of students to alternate resources. A similar review prompted the Center to develop and revise communication materials to increase student access and education.
- Conducted a needs assessment to determine the self-identified problems and requested services most frequently reported by international students and analyzed data to identify service recommendations. In the process of developing interventions, created promotional materials and means by which strategies might be evaluated with the aim of targeted support to international students.
- Developed and implemented a suicide prevention program by training “gatekeepers” across campus to identify and refer students at risk of suicide to appropriate services.
- Established a Post-Doctoral Psychology Residency program between the Counseling Center and Student Health Services in order to provide more comprehensive health services and to strengthen the interaction between the two departments.
- Identified the most commonly presenting student problems, recruited therapists to design and facilitate group counseling sessions, and scheduled group support sessions for four groups of students (Latina Support, Relationships, Sexual Orientation/Identity Support, and Stress Management). Increased the number of group psychotherapy offerings by 36% as compared to 2010-11.
- Implemented the “Stronger Than I Knew” Project which raised the visibility of the Counseling Center on campus and in the community. This initiative will be presented at a national conference.
- Joined a national practice-research network of universities and colleges to compare current practices against benchmarks of service excellence and to assess national trends in campus-based mental health service provision.
- Exploring the feasibility of establishing an additional satellite clinic on campus, as well as establishment of a social work graduate practicum.



Students of Concern Assistance Team (*SOCAT*)

Mission Statement

The mission of SOCAT is to work with students who may be troubled or whose behavior is of concern to others and to develop intervention plans which provide support to a student before more significant problems arise.

Accomplishments & Achievements

- Increased assistance to the USF community through a 170% increase in referrals and a 62% increase in total students served. This translates to 279 referrals in 2011-12, as compared to 103 in 2010-11, and total students receiving case management services increased from 194 to 314.
- Provided direct case management services to 74% of the students referred to SOCAT.
- USF's SOCAT system featured in *Student Affairs Today* newsletter article "Improve Student Retention, Success Rates with Case Management Model", C. McCarthy, March 2012.
- SOCAT Program Director awarded the 2012 Woodley-Powell Award at Higher Education Case Manager Association (HECMA)'s Annual Round Table for outstanding contribution and leadership to the field of higher education case management (May 2012).





Student Health Services



Mission Statement

Student Health Services provides University of South Florida students with high quality health care and education to strengthen student learning and promote lifelong success through health and wellness.

Achievements & Accomplishments



- Managed a total of 27,771 visits.
- Coordinated campus-wide sexual health program including screening and obtaining specimens from 306 patients over a two-day “Get Yourself Tested” promotion.
- Expanded acute care medical services to USF employees in the 2012 spring semester.
- Increased the clinic’s scope of services by offering Athletic Training services and hosting two Post-Doctoral Psychology Residents. This expansion will also soon include a medical Social Work intern program.
- Offered five off-site influenza clinics on campus, administering 1,084 vaccinations.
- Participated in the 2011-12 State University System Health Insurance Consortium while serving as the USF Student Medical Insurance Plan administrator.
- Researched, established, and promoted new services offered to USF faculty, staff, and students in the support of study/travel abroad programs.
- Strengthened the partnership with the USF Colleges of Medicine and Nursing by researching resident and intern training programs, by identifying credentialed and qualified preceptors, and by offering clinical rotations in the 2012 spring semester.
- Studied and automated the immunization compliance notification process.



Victim Advocacy & Violence Prevention

Mission Statement

The mission of the University of South Florida Center for Victim Advocacy and Violence Prevention is to empower survivors of crime, violence, and abuse by promoting the restoration of decision-making and control to survivors and advocating for their rights. Through education and collaboration, the victim advocacy reduces risk, prevents violence, and fosters a safer university community.

Achievements & Accomplishments

- Co-sponsored two successful awareness events (Take Back the Night and Walk a Mile in Her Shoes) with the student organization N.I.T.E., a social justice group united to helping women who have fallen victim to violence, domestic abuse, human trafficking and other related issues.
- Outperformed Department of Health grant deliverables for funding cycle ending October 31, 2011; awarded extramural support by way of a successful foundation grant proposal.
- Provided direct services to 383 individuals and educational presentations to 14,071 students throughout the academic year.
- Researched and developed comprehensive standards as a component of the Departmental Program Review in the absence of specific guidance offered from the Council for the Advancement of Standards in Higher Education (CAS).
- Successful on-site visit from the Department of Health grantor with a perfect score for the third consecutive year.
- Engaged more than 2,000 students in high impact programming through the Relationship Equality and Anti-violence League (REAL) project, in which students are provided leadership opportunities for men to become allies in sexual and relationship violence prevention.



Wellness Education



Mission Statement

The mission of Wellness Education is to promote health and academic success in the USF community through collaboration to provide wellness initiatives.

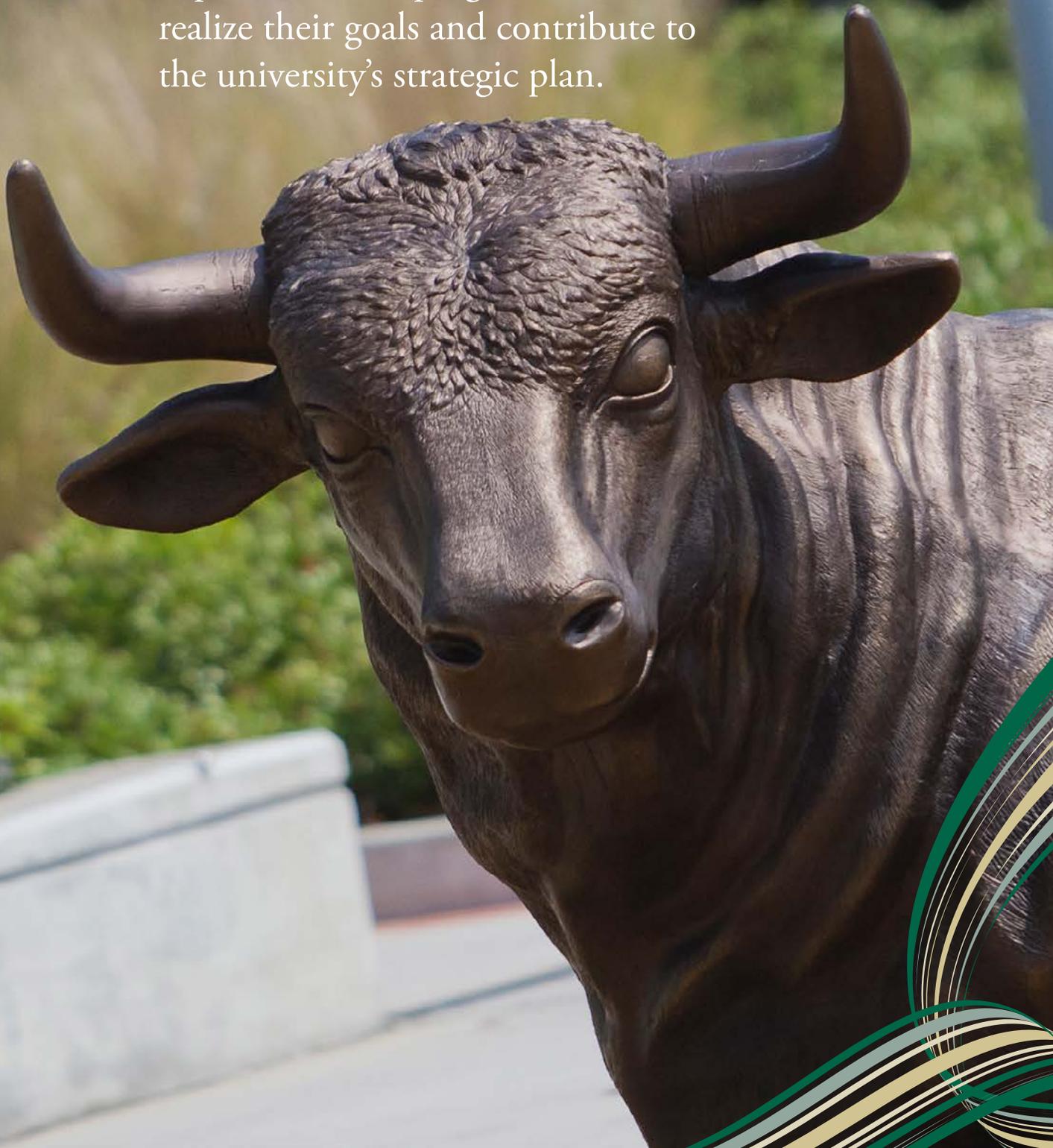
Achievements & Accomplishments

- Administered the Core National Survey to better understand the drinking and drug behaviors and norms of USF students on the Tampa campus.
- Worked with Campus Recreation to develop a comprehensive weight management program and a walking program for students.
- Increased the presence of Wellness Education within Housing and Residential Education, specifically focusing on activities related to the Wellness Living and Learning Community.
- Implemented an enhanced website including online workshop registration and “Ask the Dietitian” tab.
- Added a Certified Athletic Trainer to the services provided out of the Wellness Center.
- Redesigned the REACH peer education program to increase the number of male peer educators and upgraded the Bulls-I Health Hut to aid in visibility.
- Increased presence in Housing & Residential Education’s Resident Assistant training.



Administrative

Our administrative services units support Student Affairs departments, helping them to realize their goals and contribute to the university's strategic plan.



Communications & Marketing



Mission Statement

The Communication & Marketing department supports the Student Affairs' goals and strategies with strategic direction and effective execution of divisional communications and marketing initiatives.

Achievements & Accomplishments

- Developed and implemented a marketing and communications plan to increase awareness of the divisional mission.
- Continued efforts to evolve the Student Affairs brand through branding implementation and promotion across all departments in Student Affairs.
- Developed and implemented a marketing model/infrastructure to support all marketing and communications needs while leveraging resources to minimize expense and enhance quality.
- Developed and executed a communications program to raise awareness of the work of Student Affairs across campus and with external audiences that included weekly contributions to Inside USF, press releases for major events, and contributions to the university website and quarterly print magazine.
- Developed and launched the Student Affairs e-magazine "The Catalyst."
- Worked with the university's foundation to convert development collateral to a standardized piece to support fundraising initiatives.
- Designed and implemented a new Student Affairs website that launched in June of 2012.



Conferencing & Special Events

Mission Statement

The mission of the Conferencing & Special Events is to coordinate the efforts of various departments within Student Affairs which facilitate conferences and major campus events and to generate additional revenue for those departments within Student Affairs.

Achievements & Accomplishments

- Generated \$437,900 in gross revenue to cover operating expenses for the department.
- Hosted the Meeting Professionals International Academy for local meeting planners.
- Conducted tours to showcase facilities to meeting planners and other potential customers in the Tampa Bay Area.
- Hosted a meeting in February 2012 with Meeting Planner International with 150 members in attendance.
- Continued active membership in the Tampa Bay Chamber of Commerce and Tampa Bay & Company.
- Hosted a customer event with USF Dining at the Marshall Student Center in September 2011 with 125 in attendance.
- Created and published an on-line wedding coordination package for prospective clients.
- Collaborated with Student Affairs departments to create a leadership program for non-university clients.
- Developed plans to adopt enhanced registration and conferencing serving software for the university.



Development Office



Mission Statement

The Development Office in the Student Affairs at the University of South Florida seeks and secures philanthropic support from students, families, alumni, faculty, staff, corporations, and foundations for Student Affairs programs and priorities.

This office also is responsible for **Parent & Family Programs**, which serves as the resource for parents and families of USF students. Our goal is to assist parents and families in supporting their student's growth and development while at USF. This mission is accomplished by providing a communications link between parents and families and the institution, offering resources for parents and families that assist the growth and development of the students, and creating opportunities for parents and families to be involved in the lives of their students and USF.

Achievements and Accomplishments

- Developed databases of donor prospects, including affinity group prospective donors such as Parent and Family Association members, former Student Government presidents, former Resident Assistants, and Greek Alumni Association members. The database is confidentially managed by the USF Foundation Advancement Services Office.
- Increased the number of major gift prospects from five in 2010-11 to 40 in 2011-12.
- Developed a new case statement for Student Affairs that outlines divisional priorities for funding.
- Developed a database of all individuals and corporations that have made annual and major gift commitments to Student Affairs.
- Solicited 17 major gifts.
- Continued efforts to recruit for the Student Affairs Development Advisory Board.
- Conducted two off-campus events for constituents, including a holiday reception and football game party.
- Organized the 2011 Fall Family Weekend with more than 1,000 student and family member participants.
- Created a parent and family database to enhance communications.
- Distributed the e-BULLETin, a parent and family e-newsletter, to over 8,000 e-mail addresses of family members.



Planning, Evaluation & Assessment

Mission Statement

The mission of Student Affairs Planning, Evaluation & Assessment at the University of South Florida is to enhance the division's ability to provide an outstanding learning experience for USF students. This is accomplished by managing the division's strategic planning and assessment processes, providing information and research for use in data-driven decision-making, and offering general assistance in design, data collection, statistical analysis, and report preparation to Student Affairs offices.

Achievements & Accomplishments

- Completed development and implementation of the Student Affairs Dashboard to demonstrate and track progress toward strategic goals.
- Conducted a Student Affairs Assessment Workshop to offer assistance in developing diverse assessment techniques in support of the evaluation of Student Affairs activities, programs, and services.
- Developed and implemented a Student Affairs Staff Credentials process to document staff credentials and to demonstrate compliance to accrediting agencies after surveying other leading Student Affairs divisions. Efforts were submitted and accepted as a group discussion presentation for the December 2012 SACS Commission on Colleges Annual Meeting.
- Directed the comprehensive Student Affairs Departmental Review Program, including internal and external reviews, for the Center for Leadership & Civic Engagement and Student Publications.
- Enhanced the departmental strategic planning and outcomes assessment processes by strengthening training and consultation for the directors and increased the involvement by the associate/assistant vice presidents in both processes.



Shared Services Center (SASSC)



Mission Statement

The Student Affairs Shared Services Center at the University of South Florida provides high quality, cost-effective financial and administrative support services to all departments and offices in Student Affairs.

Accomplishments & Achievements

- Created a Student Affairs Shared Services Center (SAASC) Advisory Committee to provide strategic direction and client feedback, ensuring high quality, professional services that meet client expectations and contribute to the effectiveness and success of Student Affairs.
- Negotiated Service Level Agreements between SAASC and each client to specify what services will be provided, how those services will be measured, in what timeframe services will be delivered, and a method of monitoring and reporting performance and dealing with exceptions and changes. Designed, populated, and published Service Level Agreement dashboards to provide clients with simple visual representations of SASSC's performance relative to monitoring and reporting criteria.
- Redesigned existing large teams into smaller Client Support Teams to strengthen the partnership between SASSC service providers and clients and to foster the development of specific expertise to meet client needs.





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