



Student Affairs | *2012-2013 Annual Report*

USF STUDENT AFFAIRS
UNIVERSITY OF SOUTH FLORIDA



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

On behalf of the University of South Florida Student Affairs Executive Team, I am proud to present the 2012-2013 Annual Report. As we wrap-up another academic year, it is fitting for us to share the vast array of our accomplishments and successes. Student Affairs has provided quality programs, services, and initiatives that facilitated student development, learning, and success. We worked for and with students to ensure a comprehensive and holistic student-centered learning environment. Collectively, the work done through the 23 units in Student Affairs supported and aligned strategically with the USF mission, vision, and values.

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 laid the foundation for future success. I remain impressed with the volume of activities, diversity of programming, and the quality of the initiatives we have created, built, supported and/or generated. I congratulate the staff in Student Affairs for their dedication, hard work, and passion for higher education. As the staff look toward to the next fiscal year, they should be enthusiastic about their ability to continue the positive partnerships and 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 continue to thrive, 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
*Director of Finance
& Business for
Shared Services Center*



Guy Conway
*Assistant Vice President for
Student Services & Facilities*



Dr. Michael Freeman
*Assistant Vice President &
Dean for Students*



Carmen Goldsmith
*Special Assistant to the
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Ana Hernandez
*Dean for Housing &
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Dr. Stacey Pearson-Wharton
*Assistant Vice President
for Wellness USF*

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 2013-2018

A Global Research University Dedicated to Student Success

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

Well-educated and highly skilled global citizens through our continuing commitment to student success

- New Student Connections partnered with the USF Alumni Association, the Office of Admissions, and the USF Foundation to host *CampuU*, the inaugural two-day, overnight, extended orientation program.
- New Student Connections launched a pilot interest-based, community building program with seventeen networks (170 events) lead by USF students. The small network communities enabled over 200 students to develop meaningful connections, explore their identity, and receive peer mentor support needed to successfully manage their transition to college.
- The Office of Fraternity & Sorority Life continued to grow the Greek community, reaching 7.8% of the population (approximately 2,300 affiliated students), adding three new chapters, and increased opportunities for student involvement.
- Housing & Residential Education enhanced academic engagement in the residential community by involving four Faculty in Residence and 16 Faculty Fellows, of which two received the Outstanding Undergraduate Teaching Awards.
- Housing & Residential Education recruited, scheduled, and coordinated the largest Final Study Review to date with over 3,000 participants (on and off-campus), 40 courses/reviews, with over 25 faculty members.
- The Office of Multicultural Affairs sponsored the annual Intercultural Student Leadership Conference, designed to strengthen the engagement and retention of underrepresented students by providing inspiration, co-curricular connections, and campus resources to support their path to success.
- The Office of Multicultural Affairs continued the Cultural Competency Certificate Program, which broadens cross-cultural relationships, cultivates knowledge and skills to engage with people from diverse backgrounds, and contributes to success within a global society.
- The Office of Multicultural Affairs implemented the iBuddy program to partner international and domestic students for the purpose of a cultural exchange and building friendships.
- The Office of Multicultural Affairs also hosted more than 2,500 students at iFest, the campus international festival celebrating cultures from around the world.
- The Center for Leadership & Civic Engagement and the Center for Student Involvement planned and executed the first *Leadership Challenge Student Organization Leader Conference*, which impacted over 100 students and student leaders.

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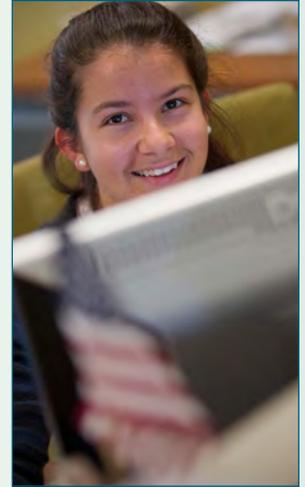


- As a result of work done through the Center for Leadership & Civic Engagement and throughout the university, USF was highlighted on the 2012-13 *President's Higher Education Community Service Honor Roll* and was recognized as a university that plays a part in solving community problems and places an emphasis on creating students who are civically engaged.
- Our student newspaper, *The Oracle*, was named the #2 college daily in the Southeast by the Society of Professional Journalists.
- Student Government Advising, Training & Operations coordinated and hosted a successful PLUNGE leadership retreat for the new Student Government leadership.
- Student Government Advising, Training & Operations advised, supported, and participated in the inaugural *USF Day at the Capitol*, where students, faculty, staff, and alumni lobbied legislators to promote the University of South Florida's strategic initiatives.
- The Center for Student Involvement increased attendance at events by more than 10%, resulting in over 70,000 students engaged in campus events. In addition to regularly scheduled programming, the events included new initiatives such as Splash-a-Bull, Homecoming fireworks, and an expanded Winter Wonderland.
- The Center for Student involvement hosted Bulls Nite Out weekend programming, which realized an increase of attendance by 15.5% over the last academic year.
- The University Lecture Series contributed to student knowledge and critical thinking through six speakers who focused on political and social issues. With total attendance of 4,555 students, this equates to an 11.78% increase over the previous academic year.
- Campus Recreation administered the inaugural UnBULLievable Race, which generated 200 participants and sponsorships from various businesses in the community.
- The Campus Recreation Center was open for student usage a total of 5,135 hours, had 306,451 participants on the fitness floor, and 27,606 participants in group fitness classes.
- Campus Recreation hosted over 6,000 intramural games for 15 team sports, representing over 16,000 participant hours and 2,066 intramural teams.
- Campus Recreation and the Center for Student Involvement's Bulls Nite Out program team collaborated to create a new event, the Zombie Apocalypse at the Riverfront Park. 200 people participated in the fun run, 289 canoed, and more than 300 people went through the zombie haunted house.
- Campus Recreation had more than 2,300 students participate in 43 active sports clubs, including Cricket (ranked 2nd in nation) and Racquetball (ranked 10th in nation).
- The Marshall Student Center co-sponsored the first learning partnership event with the College of Hospitality and Technology Leadership.
- Parent & Family Programs, in collaboration with universityparent.com, provided the first Bull Family Connect for families. This publication provides in-depth resources including contact information, important dates and articles to enhance the family members experience and engagement with USF.

USF GOAL II

High-impact research and innovation to change lives, improve health, and foster sustainable development and positive societal change

- The Student Health Clinic established a regulation and process for ensuring that international students are screened for tuberculosis prior to class registration.
- Housing & Residential Education organized a campus wide “Choose a Better Word” campaign to educate students on micro-aggression and the impact on the campus community.
- Housing & Residential Education engaged the campus community in critical dialogue around oppression through vignettes and facilitated dialogue as part of the *10th Annual Tunnel of Oppression* with more than 1,000 participants.
- Housing & Residential Education and Campus Recreation worked together to open the Magnolia Fitness Center, providing easy access to fitness equipment for the south side of campus.
- The Office of Fraternity & Sorority Life implemented a new member education model focused on the social change model of leadership to empower students to be agents of change for their chapters, councils, and communities.
- Victim Advocacy & Violence Prevention provided direct services to nearly 500 individuals, 33 violence prevention educational presentations through the REAL program, and 129 other educational presentations, which addressed over 6,000 students.
- Victim Advocacy & Violence Prevention co-sponsored two awareness events with the student organization N.I.T.E.: *Take Back the Night* and *Walk a Mile in Her Shoes*, with approximately 400 and 300 participants, respectively.
- Students with Disabilities Services provided service to 900 students and administered 3,150 student exams through accommodated testing environments.
- Wellness Education successfully added new services to the Wellness Center, including two electronic massage chairs, Kinect for Xbox, and the InBody body composition assessment tool.
- The Center for Leadership & Civic Engagement supported 880 volunteers, who served 29 community partners at 57 unique sites for a total of 11,520 hours of service.
- The Center for Leadership & Civic Engagement oversaw Federal Work-Study students who served a total of 8,560 hours in the Tampa community at four local non-profit organizations.
- The Marshall Student Center was recognized as a 2012 Honorable Mention in the Education Design Showcase, sponsored by *School Planning & Management* and *College Planning & Management* magazines.
- The Counseling Center partnered with Student Health Services to provide psychiatry services under medical supervision for greater coordination of client care.



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- The Counseling Center completed a self-study and site visit process for re-accreditation of the APA approved doctoral internship program.
- The Counseling Center achieved the status of Continuing Education Provider for the American Psychological Association (APA), which increases USF's ability to provide continuing education to internal staff and other campus and community agencies.
- Student Rights & Responsibilities handled over 938 incidents, which resulted in more than 1,760 individual conduct cases.
- Student Rights & Responsibilities vetted more than 1,500 prospective students through the Admissions Prior Conduct process, in which approximately 898 students were admitted to USF with restrictions or conditions.
- As a result of the work of the Office of Veterans Services, USF has been ranked #4 in the nation by *Military Times Edge Magazine* as a "Best College for Veterans".
- The Students of Concern Assistance Team (SOCAT) collaborated with the Counseling Center in the development and provision of a briefing on Mental Health Awareness as part of the Faculty Pre-Departure Orientation session coordinated by USF World's Education Abroad Office for their trip leaders.
- Students of Concern Assistance Team (SOCAT) outreach services developed and implemented a skills group called *Accepting Common Threads*, a psycho-education group designed to provide students with effective coping skills to reduce distress and manage intense emotions.
- Student Health Services increased access to free testing for sexually transmitted infections by hosting a *Get Yourself Tested* event with 344 student participants, and by hosting a local free biweekly service in the clinic.
- Through the Student Health Services, women's health providers were trained and credentialed in providing additional methods of contraception, including IUDs and contraceptive implants.

USF GOAL III

A highly effective, major economic engine, creating new partnerships to build a strong and sustainable future for Florida in the global economy

- Housing & Residential Education advanced USF's strategic priority to achieve primarily residential Carnegie Foundation classification by securing four affiliated partners with local apartment complexes (40 Fifty Lofts, Campus Club, Avalon Heights, and The Province).
- Housing & Residential Education expanded the hydration stations throughout the residential community, saving over 1.3 million water bottles this year alone.
- Student Affairs employed over 1,000 students throughout 21 departments with intentional learning outcomes identified for each student position.
- The Office of Fraternity & Sorority Life supported student contributions for philanthropy and community service with \$239,644 in raised contributions and nearly 32,398 hours served.
- Students with Disabilities Services coordinated with IT Support Services to develop an imaged network solution which enables the departments to turn any campus classroom computer into a fully functioning ADA computer upon request.

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- Students with Disabilities Services worked with the Mathematics department to make the SMART lab testing accessible to students with disabilities.
- *Service Pro*, the online volunteer service matching program had 4,565 students, 114 student organizations, and 145 Community Partners registered and trained in the system under the management of the Center for Leadership & Civic Engagement.
- The Center for Leadership & Civic Engagement's *Dance Marathon* had 616 participants who raised \$16,420 during the 17 hour event to benefit All Children's Hospital in St. Petersburg. The event yielded 10,472 hours of service by the students.
- Through *2012-2013 AmeriCorps VISTA*, Ted Rivera worked full-time in the Center for Leadership & Civic Engagement and Housing & Residential Education where he dedicated 40 hours each week administering partnerships/projects to work towards the eradication of poverty in the Tampa Bay area.
- Student Government Advising, Training & Operations advised/hosted the Student Government Apartment Business Expos with a larger pool of participating businesses. SG held two expos this year—a new mini-expo in the fall and the traditional expo in the spring—increasing partnerships within the local community.
- The Marshall Student Center coordinated approximately 11,000 reservations within the building and surrounding outdoor spaces.
- The Marshall Student Center worked with Student Government and University Communications & Marketing to host the Presidential Election Night Watch Party, and the *Kathie Lee and Hoda Go Back to College! TODAY Show* event.
- Campus Recreation partnered with TechnoGym Fitness Equipment Corporation on MyWellness Cloud, a free online activity tracking program linked to its TechnoGym equipment which has apps available for iPhone/iPad.
- The Office of Veterans Services partnered with the national *Got Your Six* campaign to launch the *Got Your Six Student Veterans Success Network*, which is designed to educate university faculty, staff, and administrators about the unique needs of veterans returning to college.
- The Office of Veterans Services partnered with the Tampa Chamber of Commerce as well as local business and community leaders to launch the Student Veterans Mentorship Program. This program pairs student veterans with mentors from the local community who are employed in the student veteran's desired career field.
- The Office of Veterans Services collaborated with Chase Bank, Edward Jones, and Morgan Stanley to provide direct access to hiring managers, guaranteeing that every veteran who applies for a job receives an interview. Chase Bank hired 13 of the 50 veterans interviewed in 2012-2013.
- Student Health Services established a contract with Sweet Bay for provision of collaborative pharmacy services, ensuring continuation of convenient, low cost, pharmacy services for students and maintaining a continued revenue stream for Student Affairs.



USF GOAL IV

Sound financial management to establish a strong and sustainable economic base in support of USF's continued academic advancement .

- Student Affairs staff successfully advocated for and received A&S funding for Students with Disabilities Services for the first time since 2009-10. Additionally, staff members were able to successfully secure funding for the Dean for Students office out of the Student Activity fee budget.
- Student Affairs Shared Services Center developed a student-worker purchase requisition interface in FAST, enabling students to enter Student Government and student organizations' purchasing activity directly into the university's purchasing system. The new interface retires an antiquated, home-grown requisition system and eliminates the duplication of work resulting from using both a shadow system and FAST.
- Student Affairs Shared Services Center created and led training workshops for Student Government and student organizations at Tampa, USF Health, and Lakeland. These modules prepare students for working successfully with the university's budget, purchasing, and travel processes, thereby reducing incidents of noncompliance.
- Student Affairs Shared Services Center transitioned its system for budgeting, reporting, reconciliations, and daily monitoring of financial activity from multiple Microsoft Access databases to one consolidated Microsoft SQL Server database. This change increases efficiency by permitting all Student Affairs Shared Services Center staff in various locations to work concurrently in one multi-year system with strong controls over access and data integrity in place.
- Housing & Residential Education generated over \$730,000 in housing revenue from summer conference business, which serves as an excellent recruitment tool for the institution and offsets academic year operational costs.
- Housing & Residential Education installed a pilot energy management system to reduce energy costs by 40%.
- Housing & Residential Education completed over \$3.6 million in safety, security, accessibility, infrastructure, deferred maintenance, and aesthetic improvement projects to its facilities.
- Victim Advocacy & Violence Prevention was awarded a \$5,000 competitive grant from the Avon Foundation to assist with the REAL Program expenses.
- Student Health Services facilitated a campus-wide task force in an evaluation and recommendation for the Graduate Assistant's health insurance plan, resulting in an estimated potential \$101,556 cost savings for USF in fiscal year 2014.
- Revenue for Student Health Services totaled \$1,178,765, an 11% increase over last fiscal year. This revenue offsets increases in the health fee and provides funding for various Student Affairs departments.

Involvement

There are various aspects of student success and they all center on engagement. A student who is involved in campus life in and out of the classroom will find great satisfaction in the college experience. We will continue to create opportunities that allow for continued growth and development.





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.



Accomplishments & Achievements

- Added three new chapters to the fraternity and sorority community, allowing for increased student involvement and engagement.
- Collaborated with a USF system wide committee to rewrite the hazing prevention regulation, employing new prevention model approaches to the issue of hazing on college campuses.
- Planned and implemented the inaugural Values Celebration Week, with a major speaker, several programs, and opportunities for students to talk about their values and principled leadership.
- Initiated more than 30 students into the Fraternal Values Society, a student led organization designed to encourage responsibility and accountability in accordance with the founding principles of fraternity and sorority life.
- Through the Honors College, directed two Honors theses for students in the fraternity community. These theses explored the relationship of faculty with affiliated students, strategies to help students be more successful through intentional relationships, and time allocation of fraternity and sorority members.
- Began implementations for 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.
- Adopted a facilitator model of advising for the fraternity and sorority chapters in order to build stronger collaborative relationships led by genuine partnerships, informed student decision making, and open communication.
- Collaborated with Parent and Family Programs to determine ways to better engage fraternity and sorority parents and families with the USF experience.
- Created a partnership with the USF Alumni Association to determine ways to better engage fraternity and sorority alumni.



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

- Assisted the university in gaining recognition on the 2013 President's Higher Education Community Service Honor Roll as a university that plays a part in solving community problems and places an emphasis in creating students who are civically engaged.
- Organized and presented the inaugural TEDxUSF event for the campus, bringing together faculty, staff, students, alumni, and community leaders to present and discuss "Ideas Worth Sharing." Eight USF-affiliated speakers were selected from a pool of 64 applicants, and 140 participants were selected to attend from a pool of 700 applicants.
- The Stampede of Service, USF's annual largest day of service event, involved 2,880 volunteers, who served 29 community partners at 57 host sites for a total of 11,520 hours of service.
- Organized the Bulls Service Breaks in which 138 students traveled during the fall, winter, spring, and summer to provide service to organizations across the United States and in Belize.
- Increased participation on the online volunteer service matching program Service Pro with a total of 4,565 students, 114 student organizations, and 145 community partners registered in the system; conducted 17 orientation/Service Pro training sessions for our new and returning community partners.
- Supported the enrollment of 238 students in the Certified Student Leader Program. For the second year, a leadership class alternative was offered and 22 students successfully completed the course. Offered three new workshop series to assist students in gaining leadership training credit, including the Lunchtime Leadership Series, which was hosted 14 times throughout the school year. There were 32 students that successfully completed the certification this year, a 540% increase from previous years.
- Provided leadership development for non-traditional students offering 14 Leadership Lunches to 421 students who each gained one hour of leadership development training on a variety of topics.
- Received the University of South Florida's Diversity Award from the Office of Diversity and Equal Opportunity for the Step-Up Male Leadership Development Program, which provides USF men the opportunity to explore who they are and what they expect a man to be in the twenty first century. There were 12 participants that completed the program.





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

- Collaborated with several university entities to sponsor the annual Intercultural Student Leadership Conference with more than 140 USF students in attendance.
- Enhanced the Cultural Competency Certificate Program through three primary areas including the broadening of knowledge skills and dispositions that will assist students as they prepare to be successful in a global society.
- Offered customized presentations or trainings as requested by instructors on specific topics.
- Conducted 17 Safe Zone training sessions to over 450 faculty, staff, and students, including those in Housing & Residential Education and the College of Public Health.
- Sponsored the iBuddy program, designed to partner international and domestic students studying at USF for the purpose of a cultural exchange.
- Hosted the Unity Festival, an event designed to bring together diverse groups of students and organizations to celebrate cultures, while learning about the importance of community building.
- Facilitated the celebration of the world's cultures at iFest (International Festival) with more than 2,500 students in attendance.
- Successfully generated revenues from local businesses and corporations, to support programming initiatives.



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

- Coordinated the *Week of Welcome* during which USF hosted 167 events in the fall semester and 75 events in the spring semester to support students in the start of and transition to college.
- Launched the inaugural *USF Class Photo* to foster a sense of community among more than 1,000 new first-year students and student leaders.
- Initiated the *Launch Yourself* workshop series that enabled 300 students to easily identify engagement experiences that matched their passion, interests, and hobbies.
- Established a tiered student leader model which increased positions by 300% by adding a senior student leader position to the office. The staff strengthened student leader training by framing the curriculum in the Social Change Model and requiring a capstone exit experience.
- More than 70% of USF's first-year students registered for UConnect, an online community that lays the foundation for a students' social and academic development.
- Developed an integrated transition curriculum for UConnect.
- Student leaders from New Student Connections were invited to present on engagement, diversity, and/or values exploration to 33% of the University Experience courses.
- Implemented the *First 50 Days* initiative, which was composed of 52 events in the fall semester and 45 events in the spring semester, encouraging the active engagement of USF students by highlighting campus programs that support their transition and success.
- Engaged over 3,800 first-year students during undergraduate Orientation in conversations that normalize the emotional response to transition and challenge them to consider the choices they will face during college.
- Collaborated with Housing & Residential Education to strengthen the transition experience of 100 residents living in the Transfer Living Learning Community.
- Offered more than 20 intentional connection events to residents during the year to support their success inside and outside the classroom.





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 and implemented a new vision, motto, and mission statement with four defining values for the advising work in SGATO as recommended in our CAS Departmental Program Review from 2011.
- Supported the Presidential Election Watch Party hosted by Student Government that had participation from approximately 1,000 attendees from the campus and broader community.
- Advised and assisted the Tampa Student Government Association and the Lakeland Student Council with the teach-out in Lakeland.
- Hosted a successful PLUNGE leadership retreat for 45 new Student Government leaders where participants were asked to identify the main ten components of integrity and how to apply it to their work to gain an integrity advantage.
- Oversaw the installation of the *Commitment to Honor* plaques across campus in collaboration with the President's Ethics and Integrity Council, the Vice President for Student Affairs, and other campus departments and colleges.
- Facilitated the Student Government hosted Apartment Business Expos—a new mini expo in the fall and the traditional expo in the spring —increasing new partnerships within the local community. Multiple off-campus housing options were exhibited to our students thus promoting the AAU vision of the university administration.
- Assisted USF System Student Government Associations (Tampa, St. Petersburg, and Sarasota-Manatee) to renegotiate their Student Government student Board of Trustee seat selection agreement due to the loss of the USF Polytechnic Campus at Lakeland, which negated the current selection agreement.
- Coordinated the Bulls Radio FCC public files successfully to be in first-time compliance with mandated FCC Rules and Regulations.

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

- Enhanced student knowledge and critical thinking through six University Lecture Series speakers, who focused on political and social issues, with a total attendance of 4,555 student and community members, an increase of 11.78% over last year's attendance.
- Created two new student leadership roles within the department that focused on the leadership development of the programming boards.
- Implemented the new Centre Gallery *After Hours Series*, offering students a different format of programming that connected them to the University and each other.
- Created a new collaborative program called *The Leadership Challenge*, a one day training summit focusing on student organization leadership.
- Facilitated the addition of 85 new student organizations this year.
- Secured additional funding for Homecoming and USF Week through Student Government partnership and sponsorship.
- Implemented the new USF Week programming structure resulting in two new programs with a more coordinated, intentional approach.
- Increased Homecoming attendance significantly by expanding outreach with new marketing and promotional strategies, increased level of talent, and enhancements in traditional programs.
- Collaborated with Wellness Education, Fraternity & Sorority Life, and other Student Affairs departments to produce a new Bulls Nite Out program called *Lollanoboosa*, which focused on alcohol and other drug awareness through educational and fun activities.
- Jenna Kelly, a coordinator in the Center for Student Involvement, was awarded a USF Outstanding Staff Award.



Services

We provide an array of services to help ensure that students are able to participate in all aspects of campus. We create an inclusive environment where students are able to thrive.



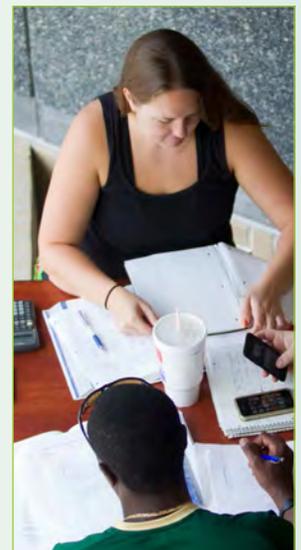
Office of the Dean for Students

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

- Successfully on-boarded the new assistant vice president and dean for students who has oversight of seven departments that comprise the Community Development and Student Engagement cluster, including Center for Leadership & Civic Engagement; New Student Connections; Office of Multicultural Affairs; Student Government Advising, Training & Operations; Office of Student Rights & Responsibilities; Center for Student Involvement; and Office of Fraternity & Sorority Life.
- Coordinated delegation to Florida Anti-Hazing Summit at University of Florida where approximately 100 university officials and faculty members from college campuses across the state were in attendance to focus on ending the cycle of hazing.
- Coordinated President Genshaft's monthly Lunch and Learn Series that allow students to meet with the president and discuss the various aspects of campus life and the university experience.
- Secured funding successfully from Student Government to support the initiatives of the Dean for Students Office.
- Completed an on-line Graduate Student Life Guide to educate current and new graduate students on processes, programs, campus life, involvement, and student and research support services offered throughout the university.
- Supported the installation of the *Commitment to Honor* plaques across campus in collaboration with the President's Ethics and Integrity Council, the Vice President for Student Affairs, and other campus departments and colleges.
- Oversaw the Respect-a-Bull Student Sportsmanship Program that is designed to promote a high level of pride, sportsmanship, and honor among our students so that the players, coaches, and fans of our opponent feel welcome and respected.
- Enhanced and streamlined the student emergencies point of contact process to ensure appropriate protocol and greater efficiencies.
- Collaborated with various Student Affairs departments to create the new Medical Amnesty policy for the Tampa campus that encourages students to make responsible decisions in seeking medical attention in serious or life-threatening situations.
- Danielle McDonald, associate dean for students, was awarded the USF Outstanding Staff Student Success Award.





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

- Sponsored the 10th Annual Tunnel of Oppression where more than 1,000 participants from the campus community engaged in vignettes and facilitated dialogue on the topic of oppression.
- Advanced the university's strategic priority to achieve primarily residential Carnegie Foundation classification by securing four affiliation partnerships with local apartment complexes. Built strong relationships with management companies to support high quality residential experiences.
- Collaborated with the Counseling Center, Tutoring and Learning Center, and other campus partners to provide the Achieve-a-Bull program to build successful study skills and habits for students on academic probation.
- Teamed Housing & Residential Education professional staff with more than 60 faculty and academic advisors during the annual House Calls program to visit first time in college students in the residence halls to answer their questions on student success strategies, registration, advising, and career paths.
- Developed a Residential Curriculum Model to be launched in fall 2013, which identifies learning outcomes sequentially over the course of a student's residential experience. Partnered with subject matter experts to develop and deliver high quality content for residents.
- Collaborated on attrition research conducted by College of Education faculty member by providing outreach and 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.
- Implemented new feedback protocol with Auxiliary and Business services to provide for continuous improvement of the on-campus dining experience.
- Employed over 300 students with intentional learning outcomes identified for each student position.
- Developed an integrated reporting system with Admissions, Orientation, and Student Health Immunization to enhance tracking of first time in college student yield and to aid in effective planning and outreach.
- Collaborated with Student Government and the Residence Hall Association to support various voting initiatives, attendance at watch parties for national elections, and engagement opportunities with the Republican National Convention.



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

- Maximized business effectiveness by coordinating approximately 11,000 reservations within the Marshall Student Center and an additional 5,000 in the surrounding outdoor spaces.
- Employed one of the largest student employee populations on campus with a student payroll budget of approximately \$1,126,50 for the fiscal year.
- Established a Marshall Student Center Advisory Board to advise the administration on suggested improvements, ensure that students are being provided a functional and student-oriented center, and provide feedback on center initiatives.
- Collaborated with Student Government and University Communications & Marketing to host the Presidential Election Night Watch Party and the *Kathie Lee and Hoda Go Back to College! TODAY* Show event.
- Facilitated access for all students, faculty, and staff, completing the renovations for accessibility to all entrance doors into the Student Life Tower.
- Completed enhancements to the Mothering Room, where a quiet and comfortable space is provided for mothers to nurture their baby.
- Continued retrofitting lighting to LED lamps, resulting in a decrease from usage of 6,900 watts to 828 watts, which will result in a significant cost savings to the university.



Parent *and* Family Programs



Mission Statement

Parent and Family Programs & Services at the University of South Florida 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.

Achievements and Accomplishments



- Organized the 2012 Fall Family Weekend with more than 1,100 student and family participants
- Distributed the Parent & Family BULLETIN, the parent & family e-newsletter, to more than 11,000 email addresses of family members
- Hosted the first Family Day at the Sun Dome in January 2013. More than 150 families participated.
- Hosted the first Grandparents Day at the Ball Field in conjunction with USF Week.
- Enhanced the parent & family database to provide increased communications with family members.
- Increased the number of “likes” on the USF Parents Facebook page, using the page as another means of communication.
- Worked with departments across the USF campus to form partnerships to provide parents and families the information they need and want in a timely manner. Some of these departments include ROTC, College of Arts and Sciences and the Office of Undergraduate Studies.
- Created a USF Parents Twitter feed to offer another means of communication and engagement.
- Worked with the USF Week Advisory Board to provide a USF time capsule for students to offer their sense of what USF is to the student. Students dropped off hats, t-shirts, pictures, notes and much more during USF Week.
- Worked with the USF Week Advisory Board to host a Bull Market for Parents and Families to showcase their businesses to the USF student body.
- Provided opportunities for USF Students to volunteer with the Office of Parent & Family Programs. These included volunteering for Fall Family Weekend. Ten student organizations volunteered their time in the weeks leading up to Fall Family Weekend and during Fall Family Weekend.



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

- Convened The Oracle workgroup—composed of students, faculty, staff, and members of the local professional media—during the fall and spring semesters to formulate a sustainable business plan for the paper.
- Began work on a partnership with the School of Mass Communications to create a graduate assistantship for a Mass Communications student in Student Publications.
- Supported students in the advertising and graphics art departments who earned classroom practicum credit for their work at the Oracle.
- Reduced printing expenses by about 10% as an intentional cost-saving measure.
- Completed a cyclical review that included written feedback from an external team that assessed the newspaper's practices in comparison to other college papers around the country.
- Hosted local media professionals, including Pulitzer Prize winner Lane DeGregory of the Tampa Bay Times, to engage students in discussions on reporting and writing.
- Continued to offer reporting and writing workshops to students interested in working at the newspaper.
- The Oracle was named the No. 2 College daily in the Southeast by the Society of Professional Journalists.





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

- Implemented a Civility Training Workshop to address students who have violated the USF community standards.
- Created a separate Sexual Assault Training for the University Conduct Board to address Title IX issues and best practice requirements.
- Completed successfully the Student Code of Conduct Review, involving a committee comprised of faculty, staff, and students throughout the university.
- Completed a Council for the Advancement of Standards in Higher Education (CAS) Review for the Tampa campus Office of Student Rights and Responsibilities.
- Managed 938 incidents (as of May 17, 2013), which resulted in more than 1,760 individual conduct cases, generating over 1,563 individual sanctions.
- Collaborated with various Student Affairs departments to create the new Tampa Campus Medical Amnesty policy which encourages students to make responsible decisions in seeking medical attention in serious or life-threatening situations.
- Vetted more than 1,500 prospective students through the Admissions Prior Conduct process in which approximately 898 students were admitted to USF with restrictions or conditions (as of May 17, 2013).
- Winston Jones, director of Student Rights & Responsibilities, was given interim responsibilities as the USF System Title IX Coordinator.
- Cara Chernoff, assistant director, was appointed to the Association of Student Conduct Administrators (ASCA) conference core committee.
- Maria Zale, associate director, was appointed to the Faculty at ASCA Gehring Academy for Student Conduct Administrators.



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

- Trained, supervised and mentored six graduate student coaches from the College Student Affairs Program.
- Coached 32 students during the fall semester who were identified at risk of leaving the institution.
- Coached 40 students during the spring semester who were at risk of losing their Bright Futures scholarships.
- Developed an infographic for both faculty and staff to communicate data regarding USF students.
- Assisted with Ombudsman responsibilities during time of reorganization.
- Coordinated the use of the CIRP survey for incoming students.
- Presented two staff development programs for Student Affairs staff on student success.
- Coordinated a staff development program for Student Affairs staff on student development theory.
- Provided training for Migrant Education HEP staff on mentoring.
- Served as liaison from Student Affairs to the College Student Affairs Program.
- Researched information regarding first-year/sophomore programs across the country and submitted report to the vice president of Student Affairs.
- Consulted with representatives in College of Arts and Sciences and College of Business on mentoring initiatives.



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

- Offered 300+ hours of disability training, education, and outreach to the USF campus community.
- Assisted 30 USF students with disability related course substitutions, thus contributing to the efforts of the university's mission of retention by allowing those students to progress to graduation.
- Conducted more than 300 intakes with new students seeking accommodations throughout the year, ultimately contributing to their success as a USF student.
- Facilitated the creation of the USF policy on Service Animals in collaboration with departments, colleges, offices, and colleagues across the university.
- Facilitated development of the policy *USF System Minimum Electronic and Web Accessibility Standards (MEWAS)* regarding accessible electronic communications and course materials to ensure accessibility and compliance.
- Provided assistance to students with disabilities in completing the voter registration process and offered these services to more than 500 university students.
- Collaborated with VSA of Florida to host a rotating display of art work created by individuals with disabilities.
- Employed numerous student employees and offered an average of 150 hours of student employment per week.
- Deb McCarthy, the director of Students with Disabilities Services, participated as guest speaker in USF's first conference on Disability and Citizenship.



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

- Recognized for its efforts with veterans, USF was ranked #4 in the nation by *Military Times Edge Magazine* as a "Best College for Veterans".
- Ranked in the top 15% of all colleges and universities for three consecutive years by *GI Jobs Magazine* as a "Veteran Friendly" university.
- Hosted the VetSuccess on Campus program in collaboration with the Department of Veterans Affairs, a longstanding supporter and partner of Veterans Services.
- Selected as one of only 16 universities in the nation as a Tillman Partnership University. In three years as a Tillman Partnership University, nine USF students have been awarded the Tillman Military Scholarship totaling \$220,000 in renewable scholarship funds.
- Partnered with the national *Got Your Six* campaign to launch the *Got Your Six Student Veterans Success Network* which is designed to educate university faculty, staff, and administrators about the unique needs of veterans returning to college.
- Partnered with the Tampa Chamber of Commerce, as well as local business and community leaders, to launch the Student Veterans Mentorship Program. This program pairs student veterans with mentors from the local community who are employed in the student veteran's desired career field.
- Opened the 3,000 square foot Veterans Achievement Center to provide better customer service to the veterans on campus. The center allows veterans to come together on a daily basis to meet with other veterans, share transition strategies, study, network, hold SVA meetings, and reintegrate into civilian life.
- Created a permanent upper-level elective (SLS 3407) for veterans only to assist with the unique struggles veterans face as they transition from military to campus life.
- Collaborated with Chase Bank, Edward Jones, and Morgan Stanley to provide direct access to hiring managers, guaranteeing that every veteran who applies for a job receives an interview. Chase Bank hired 13 of the 50 veterans interviews in 2012-2013.
- Participated in the VA Yellow Ribbon Program in which USF and the VA each pay ½ of the difference between in-state and out-of-state tuition for out-of-state veterans. USF currently provides 24 undergraduate, 10 graduate and four MD/DPT Yellow Ribbons for USF veterans.

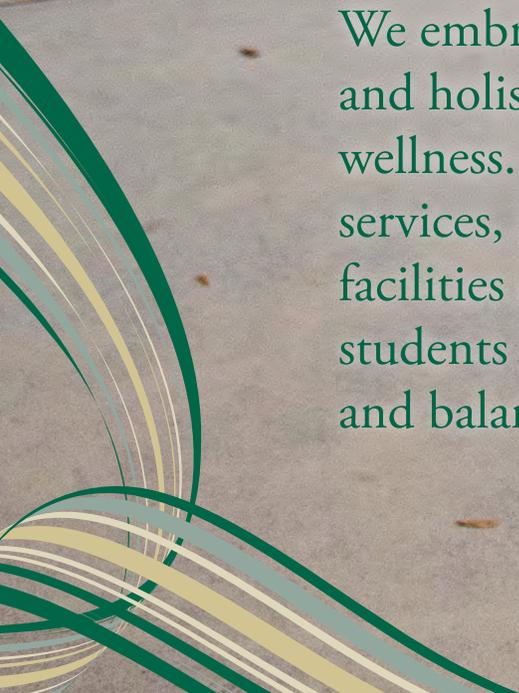




YOU ARE
A STRONG
WOMAN.
It's Alright
to TELL
SOMEONE
YOU ARE
LOVED!!
NO MORE
PAIN
NOT YOUR
FAULT

Wellness

We embrace a comprehensive and holistic approach to wellness. The programs, services, initiatives, and facilities are critical in helping students maintain a healthy and balanced life.



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

- Named the #11 Most Amazing College Recreation Center in *Best College Reviews: A Guide to the Best Colleges in America* (only one recognized in the Southeast).
- Experienced an increase in all program areas and facilities with over 550,000 participants and 2,066 registered intramural teams, resulting in over 16,000 participant hours.
- Assisted USF Human Resource's *Student Employment Certificate* initiative where Fitness and Facility student employees and professional staff discussed on video what to look for in student employees in the areas of Problem Solving, Work Ethic, Professionalism, Work/Academic Balance, and Communication Skills.
- Collaborated with the Exercise Science undergraduate program, Counseling Center, Wellness Education, and Campus Recreation, where all student participants who completed the program had significant improvements in all components of the fitness assessment (blood pressure, body composition, flexibility, cardio endurance, muscular strength/endurance).
- Collaborated with other Wellness USF cluster departments to facilitate the *Exercise Is Medicine* promotional video, featuring President Genshaft demonstrating ways to stay active on campus.
- Opened a second satellite fitness facility, Magnolia Fitness Center, which serves the west side of campus.
- Collaborated with USF Health and the S.M.A.R.T. Institute / Department of Orthopedics and Sports Medicine to add a certified Athletic Trainer Graduate Assistant to staff who handled all types of Campus Recreation injuries and provided multiple educational sessions.
- Partnered with National Wellness Institute to host two workshops and certifications for Certified Worksite Wellness Specialist and Program Manager in an effort to foster more USF workplace wellness.
- Aaron Craig, assistant director, was invited to represent USF's *Exercise Is Medicine On-Campus Initiative* at the 17th Annual American College of Sports Medicine Health & Fitness Summit.
- Mark Comer, intramural graduate assistant, received the NIRSA National Service Award at the organization's national conference.



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

- Achieved the status of Continuing Education provider for the American Psychological Association (APA), increasing the center's ability to provide continuing education not only to its own staff but to partner with other campus and community agencies.
- Employed the first psychiatry resident on staff. Due to the great success of this hire, the Department of Psychiatry will provide two psychiatry residents next year, expanding students' access to psychiatry services and providing a new training setting for psychiatry residents.
- Completed self-study and site visits process for re-accreditation of the APA approved doctoral internship program.
- Successfully filled the director position in April 2013.
- Increased the unique number of students provided clinical services throughout the year.
- Partnered with the Center for International Studies and the Students of Concern Assistance Team to provide educational sessions for staff on mental health issues that both international students as well as domestic students studying abroad may experience.
- Partnered with Student Health Services to provide psychiatry services at the campus health clinic and under medical supervision in order to bill for and generate funds for psychiatry visits as a specialty service.



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

- Provided outreach and assistance services to 337 students, a 32% increase over the previous year and a total increase of 153% from the establishment of the office.
- Reviewed approximately 300 referrals, an increase of 11% from the prior academic year (as of May 30, 2013).
- Surveyed students served through the office and 90% of the respondents indicated they would contact SOCAT again if they needed help in the future.
- Provided a graduate practicum and internship to students in the USF Counselor Education Program (Tampa & Lakeland campuses) with 240 hours each. SOCAT Outreach Services Interns provided direct services to 60 students for a total of 212 individual appointments. Both students reported that their experience working at SOCAT has further developed their skill sets in the field of mental health counseling and case management services.
- Helped to facilitate the first full day workshop on the Emerging field of Higher Education Case Management at NASPA 2013 in Orlando.
- Highlighted in the April 2013 *Research Briefing*, compiled by the Education Advisory Board (EAB) for its Student Affairs Forum “Responding to Students of Concern: Best Practices for Behavioral Intervention Teams.”
- Participated in the Counselor Education graduate program “Learning from You” Elluminate session in March 2013.
- Surveyed service referral sources on campus believe in and support the work of SOCAT; 88% of respondents indicated their confidence in students being served and well taken care of by this office.
- Conducted surveys of students who had received service through the office and discovered 64% indicated that their academic success had improved and 73% indicated they felt more empowered concerning the issues they were dealing with (fall 2012).
- JJ Larson, program director, presented a session on Case Studies for the inaugural Florida Drive-In Conference for Higher Education Case Managers held at UCF in May 2013.



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



- Generated revenue totaled \$1,178,765, an 11% increase over last fiscal year collections (as of April 30, 2013). This revenue offsets increases in the health fee and provides funding for various Student Affairs departments.
- Welcomed 25,573 students for clinic visits, a 5% increase over the last fiscal (as of April 30, 2013).
- Offered new dermatology services to students with a total of 364 visits (as of April 30, 2013).
- Awarded a contract to provide Student Health Services on the USF St. Petersburg campus, providing 1,028 visits (as of April 30, 2013), while cost sharing administrative staff.
- Secured lower cost pricing for radiology and allergy services for uninsured students.
- Expanded the clinic services of the Athletic Trainer, providing 401 visits, a 208% increase from last fiscal year.
- Provided employee health visits with 164 total (as of April 30, 2013), a 173% increase in utilization over the last fiscal year.
- Guided a campus-wide task force in an evaluation and recommendation for the Graduate Assistant health insurance plan, resulting in an estimated potential \$101,556 cost savings for USF in fiscal year 2014.
- Established a contract with Sweet Bay for the provision of collaborative pharmacy services, ensuring continuation of convenient, low cost, pharmacy services for students and maintaining a continued revenue stream for Student Affairs
- Established regulation and process for ensuring that international students are screened for tuberculosis prior to class registration
- Improved the efficiency and customer service of the Immunization Compliance Office with the elimination of duplicative forms and scanning procedures and by implementing a phone tree.
- Conducted a satisfaction survey in which 94% of Student Health Services users were satisfied with the services they received at Student Health Services.



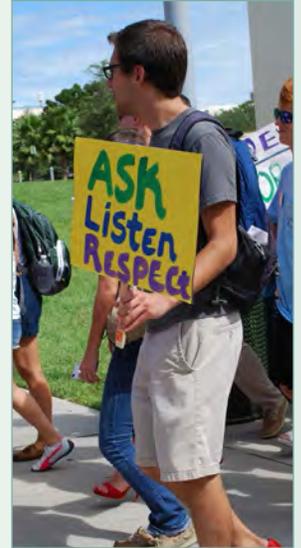
Victim Advocacy & Violence Prevention

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

- Provided direct services to nearly 500 individuals throughout the year.
- Provided 33 violence prevention educational presentations to 1,207 campus participants through the REAL program, which is designed to provide leadership opportunities for USF men to become allies in sexual and relationship violence prevention. Also provided 129 other educational presentations to 4,274 additional university students.
- Co-sponsored two awareness events with N.I.T.E., a student organization which promotes non-violence and healthy choices and fights violence against women: *Take Back the Night* and *Walk a Mile in Her Shoes*, with approximately 400 and 300 participants, respectively.
- Completed a CAS-based departmental comprehensive program review and evaluation process successfully by both internal review and external review teams.
- Awarded a \$5,000 competitive grant from the Avon Foundation to assist with the expenses of the REAL Program.
- Increased interdepartmental collaboration through the development and delivery of multiple workshops for Student Affairs personnel on Title IX Sexual Harassment/Sexual Misconduct training in collaboration with the Office of Student Rights & Responsibilities.
- Assisted with the development of a fall 2013 Week of Welcome event, featuring a national speaker with a sexual violence prevention campaign to follow, in collaboration with Wellness Education and other Student Affairs and university departments.
- Assigned two advocates to serve as liaisons to INTO and International Services, with advocates providing staff training and increased visibility.
- Enhanced community collaboration by serving on the Executive Board of the Hillsborough Domestic Violence Task Force, Human Trafficking Task Force, Hillsborough County Sexual Assault Response Team, and the Sexual Violence Task Force of Tampa Bay.
- Joni Bernbaum, assistant director, was selected as a USF Department of Criminology Distinguished Alumni Award Recipient.



Wellness Education



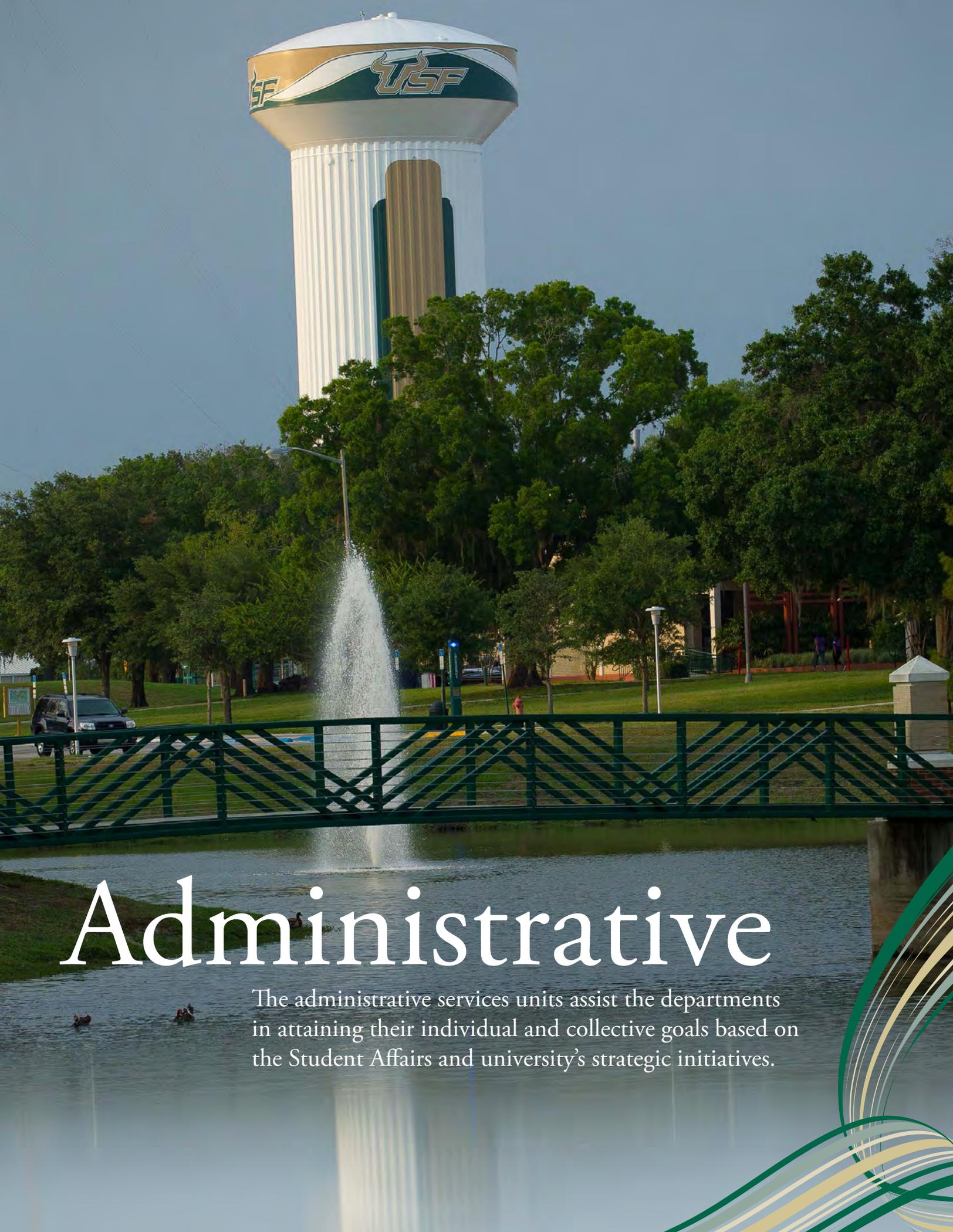
Mission Statement

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 and oversaw the Council for the Advancement of Standards (CAS) review for the department.
- Co-designed and co-taught the 3-credit Healthy Campus Course, which was offered through the College of Public Health, and focused on an environmental approach to behavior change. Class was filled to capacity and will remain on the course offerings for the fall of 2013.
- Distributed the Core Survey, which measures substance use behaviors of our students and allows for a better understanding of students' behaviors around substance use. Survey results will be utilized to tailor programming, educational services, and marketing efforts.
- Promoted the health and academic success of students through various wellness initiatives and successfully added new services to the Wellness Center, including two electronic massage chairs, Kinect for XBox, and the InBody body composition assessment tool.





Administrative

The administrative services units assist the departments in attaining their individual and collective goals based on the Student Affairs and university's strategic initiatives.

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 the first Student Affairs Annual Report to enhance communications with administration, faculty and staff to showcase the work body of the Student Affairs.
- Developed two issues of the *Catalyst* e-magazine to enhance communications with administration, faculty, staff, and other stakeholders to showcase the work body of Student Affairs.
- Supported the planning, photography, and/or graphic design needs on more than 200 projects for Student Affairs departments, as well as some design projects for the Office of the Provost.
- Developed and conducted professional development workshops for staff and students involved in communications and marketing on topics including copyright infringement, social media, graphic design, and events marketing.



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 \$402,906 in gross revenue.
- Worked with the Office of Multicultural Affairs to plan and execute the 2012 International Festival with more than 1,000 students and staff in attendance.
- Collaborated with the Marshall Student Center to sell and service the meeting space for all non-university clients.
- Established a relationship with the USF Pre-College Program to offer summer programs for high school age students.
- Organized a summer camp and conferencing workgroup to improve summer programs hosted at the University of South Florida utilizing multiple departments within Student Affairs.
- Conducted tours to showcase facilities to local meeting planners and other potential customers in the Tampa Bay Area.
- Continued active membership in the Tampa Meeting Planner's International, Tampa Bay Chamber of Commerce and Tampa Bay & Company.
- Hosted a customer reception event with USF Dining at the Marshall Student Center in October 2012 with 250 people in attendance.





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

- Reorganized SASSC within the context of the Student Affairs Transition process. The reorganization coupled with process improvements resulted in maintaining pre-transition service levels at a substantially lower cost.
- Developed in FAST a student-worker purchase requisition interface enabling students to enter student government and student organizations purchasing activity directly into the university's purchasing system. The new interface retires an antiquated, home-grown requisition system and eliminates the duplication of work resulting from using both a shadow system and FAST.
- Designed and implemented automated e-mail notices to staff traveling on official university business informing them of milestones and next steps along the travel approval and reconciliation process.
- Created and led training workshops for Student Government and student organizations at Tampa, USF Health, and Lakeland. These modules prepare students for working successfully with the university's budget, purchasing and travel processes, thereby reducing incidents of noncompliance.
- Transitioned SASSC's system for budgeting, reporting, reconciliations, and daily monitoring of financial activity from multiple Microsoft Access databases to one consolidated Microsoft SQL Server database. This change increases efficiency by permitting all SASSC staff in various locations to work concurrently in one multi-year system having strong controls over access and data integrity.







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