

2013-2014 ANNUAL REPORT

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

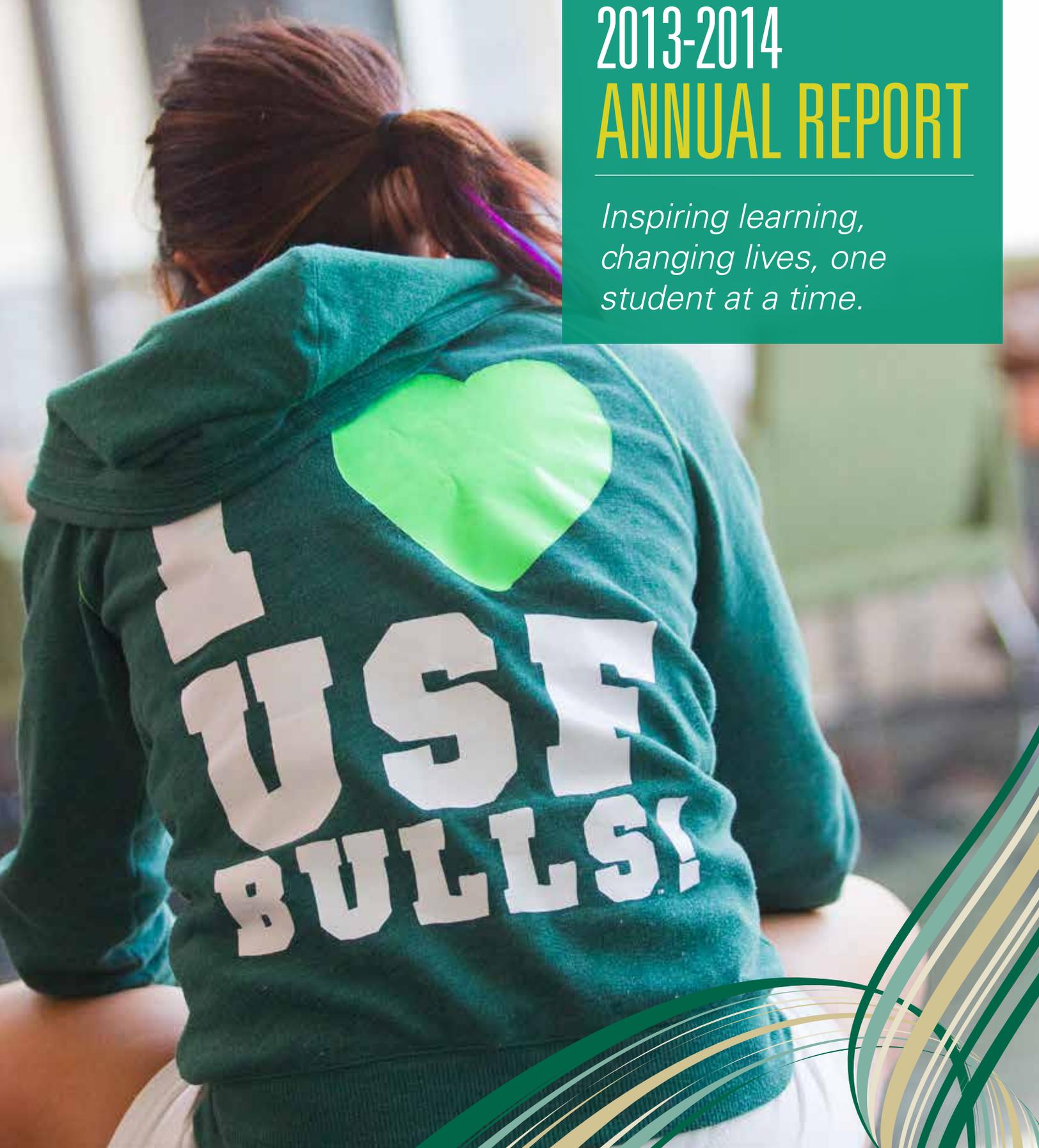


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MESSAGE FROM THE VICE PRESIDENT

Dear Faculty, Staff, Students, and Friends:

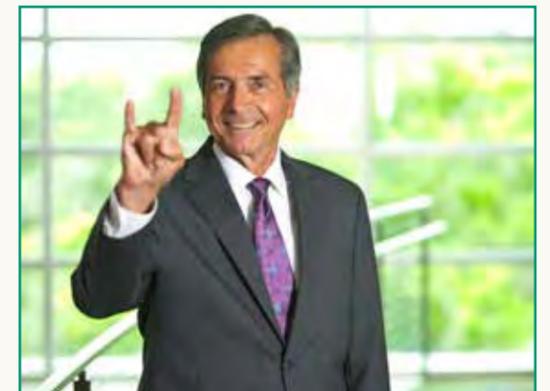
The Executive Team in Student Affairs at the University of South Florida is proud to present the 2013-2014 Annual Report. We are excited to take this opportunity to introduce you to our departments, programs, services, and facilities; provide highlights of the excellent work done throughout Student Affairs to provide the best out-of-classroom learning experience for our students; share our strategic goals and the contributions we have made to the University's strategic initiatives; and celebrate our USF students.

The Mission of Student Affairs is to cultivate student engagement, development, learning, and success through meaningful experiences and inclusive environments. Student Affairs provides quality programming and services to enhance student success at the University of South Florida. As a matter of fact, the National Survey of Student Engagement shows that student involvement is directly correlated to student success. We strongly believe that engagement in activities prepares students to become dynamic contributors in a continuous growing global and technological society. Therefore, Student Affairs partners with Student Success, Undergraduate Studies, academic colleges and other university stakeholders to ensure students are successful throughout their college careers and beyond.

The variety of experiences provided through Student Affairs is paramount to the progression of the students' learning and holistic development in and outside the classroom. We invite you to share in the contributions and accomplishments of Student Affairs, and we look forward to the continued partnerships and collaborations as we make USF the best university experience for our students.

Regards,

Thomas E. Miller, Ed.D.
Vice President of Student Affairs



STUDENT AFFAIRS STRATEGIC PLAN

VISION

Student Affairs empowers USF students for lifelong success.

MISSION

Student Affairs cultivates student engagement, development, learning, and success through meaningful experiences and inclusive environments.

VALUES

Student Affairs is intentional in the development of learning opportunities for our students and university community. We are committed to holistic development through a set of core values that support our mission and provide the underlying structure for our work, including: Collaboration, Community, Inclusiveness, Integrity, Learning, and Wellness.

STRATEGIC GOALS

GOAL 1: Advance student success by fostering experiential learning environments which prepare students to become responsible ethical citizens in a global society.

GOAL 2: Equip and empower students to become impactful and innovative societal leaders.

GOAL 3: Promote a healthy and safe campus environment and university community.

GOAL 4: Enhance and sustain a robust campus life.

GOAL 5: Use best practices in business services and programs that maximize the strategic productivity of human, financial, physical and technological resources.

MARSHALL
STUDENT CENTER

USF STRATEGIC GOALS

GOAL ONE

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

GOAL TWO

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

GOAL THREE

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

GOAL FOUR

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

Student Affairs departments provided numerous programs, services, and initiatives that contribute to the achievement of the goals established in university's 2013-2018 Strategic Plan. We invite you to explore some of these key accomplishments in this annual report.





COMMUNITY DEVELOPMENT & STUDENT ENGAGEMENT



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

OFFICE OF THE DEAN OF STUDENTS

Mission Statement

The mission of the Dean of 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

- Created Off-Campus Safety Group & Partnership with Hillsborough County officials
- Created community safety and responsibility workshop for Orientation Co-Chaired First-year Experience Council
- Completed a White Paper defining Community Development and Student Engagement
- Created graduate assistant training program to ensure greater departmental efficiency and effectiveness.
- Collaborated with Student Affairs and University departments to create a new medical amnesty policy
- Served as a member of the OEP Steering Committee and Co-curricular workgroup
- Participated in AAC&U Global Learning Conference
- Served on Hi-Tech Pathways workgroup of the Florida Consortium initiative

Worked with over 300 students to resolve academic, financial and personal situations that were inhibiting academic success
[Contributes to USF Strategic Goal One]

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

- Welcomed 1,012 new members into the fraternity and sorority community,
- Added one new Interfraternity Council chapter, Sigma Pi.
- Established the first fraternity and sorority Bulls Service Break in partnership with the Center for Leadership and Civic Engagement, with 19 students volunteering for service work in Memphis, TN with a focus on values-based leadership. They packed 672 food boxes at the Mid-South Food Bank, yielding more than 5,000 meals, and visited St. Jude Children's Hospital.
- Launched a new program titled *Convocation*, which focused on orienting students interested in joining Multicultural Greek Council and National Pan-Hellenic Conference fraternities and sororities. More than 700 students attended.
- Reported higher GPAs in the Greek community as compared to the GPAs of all USF students
 - Fall: all-Greek GPA 3.01 vs. all-USF GPA 2.96
 - Spring: all-Greek 3.02 vs. all-USF GPA 2.97
- The Panhellenic Association at USF was one of only 14 in the nation (and the only one in Florida) to receive a College Panhellenic Excellence Award from the National Panhellenic Conference.

All fraternities and sororities raised \$177,932.50, which was an increase of 16 percent over the amount raised by all chapters in 2012-2013.

[Contributes to USF Strategic Goals One & Four]



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

- Increased attendance by 105% to the Annual Oxfam Hunger Banquet.
- Registered over 2,600 student participants for the annual Stampede of Service, with a 59% retention rate from sign up to show up on the day of service.
- Completed more than 5,280 hours of service during Bulls Service Break trips, addressing 11 social issues in nine states and abroad, including four international two-week service programs for 1,280 hours in Cape Coast, Ghana.
- Provided intensive leadership development programs (Emerging Leaders Institute, Rising Leaders Summit, Senior Leaders Academy, and the Business Ethics Retreat) to 217 students who learned valuable skills to help prepare them for social change.
- Recognized for the service work done at USF with the 2013 President's Higher Education Community Service Honor Roll by the Corporation for National and Community Service as a university that plays a part in solving community problems and places emphasis on creating students who are civically engaged.
- Collaborated with five USF Residence Halls and five nonprofit community partners to establish the Adopt-A-Partner Initiative to encourage service by our on-campus students.
- Dance Marathon registered 752 dancers and raised \$41,265.00 for All Children's Hospital in St. Pete (the most ever raised in the history of the event at USF!)

Coordinated **4,182** individual volunteers as participants in civic engagement events for a total of **28,146** volunteer hours.

[Contributes to USF Strategic Goal One]



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

- Hosted the Intercultural Student Leadership Conference (ISLC) in partnership with more than 15 campus offices and departments to execute a successful conference targeting the retention and success of underrepresented students.
- Certified 474 allies for the LGBT community within the Safe Zone Ally Training Program, resulting in a 44.95% increase in allies from last year. Twenty-four sessions were held, which was a 20% increase in the number of sessions offered in the previous year.
- Provided advisement, support, and coordinated programs with more than 32 multicultural student organizations, which make up the Multicultural Community, a coalition of organizations that foster cross-cultural relationships, facilitate intentional programs, and develop diverse student leaders.

The Office of Multicultural Affairs partnered **251** international and domestic students for the seven week International Buddy (iBuddy) Program in order to increase cultural awareness and build global friendships.
[Contributes to USF Strategic Goals One & Three]

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

- Determined that the 2012 CampU cohort had a higher first year retention rate (92%) compared to non-participants (89%) who entered in the summer/fall semesters.
- Organized Week of Welcome to aid students to have a successful start of their collegiate experience, with 149 events offered by 80 departments, academic units, and student organizations in the fall. More than 20,000 student touch points occurred during the week with 8,000 printed program booklets distributed. In the spring, 77 events were offered by 51 departments, academic units, and student organizations with more than 5,000 student touch points occurring and 3,000+ printed programs distributed.
- Hosted the Week of Welcome Kickoff Celebration, which drew over 2,500 students and generated “buzz” across national social media outlets after WUSF posted an event photo on Facebook, which quickly received nearly 10,000 likes, making it their most popular picture ever.
- Secured eight community and university advertising partners and received over \$15,000 of donated items for students.

Organized the *First Fifty Days*, an initiative to support new students’ connection and transition into the USF community, with 89 events advertised, five USF celebrations highlighted, and 21 departments and academic units contributing in the fall. Eighty-four events were advertised, five USF celebrations highlighted, and 13 departments and academic units contributed to the spring series.

[Contributes to USF Strategic Goal One]

PARENT & 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

- Hosted the largest Fall Family Weekend with 1,098 family members registered, representing a 30% increase in family engagement. Families traveled from 25 states and Puerto Rico and represented 126 Florida cities. Twenty-five events were held (14 of them new) with volunteers from 20 offices making the weekend successful.
- Hosted the second Spring Family Day with the USF Alumni Association. 398 basketball tickets were sold through the Family Day ticket link and 125 family members connected with university staff in the Sund Dome Student Lounge prior to the game.
- Secured six community partners to support program initiatives and provide donated items for USF families.
- Expanded USF’s Parent and Family BULLETin database to over 13,000 members, a 20% increase over the previous year.

The USF Parent Fund collected \$51,262 in donations through USF’s Annual Giving channels.
[Contributes to USF Strategic Goal Four]



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

- Hosted the Sam Gibbons Leadership Series Commemoration & Kick-off Event that promoted unity between academic, administrative, alumni and civic partnerships across the USF system.
- Coordinated the Tampa Student Government funded Fallen Bull Memorial/Student Memorial and the Lakeland Student Council funded Lakeland Campus Memorial projects on the Tampa campus with university administration representatives. Both groundbreaking ceremonies were held in April.

Facilitated USF Day @ the Capitol with 60 Tampa campus students attending.

[Contributes to USF Strategic Goals One & Three]



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

- Hosted The Leadership Challenge, in collaboration with the Center for Civic and Leadership Engagement, for student organization leaders, resulting in increased capacity to lead and developed leadership skills.
- Hosted a Bulls Nite Out service event, *Bulls Give Back*, in partnership with the non-profit Feeding Children Everywhere, where the 125 participants packaged more than 10,000 meals for families in need.
- Focused on political and social issues, University Lecture Series had a total attendance of 4,355.
- Partnered with the Common Read Experience to host an exhibit related to Henrietta Lacks in the Centre Gallery.
- Hosted 106 programs with more than 42,000 students in attendance throughout the year.
- Facilitated the formation of 69 new student organizations.
- Expanded collaborative partnerships across system campuses, resulting in record-setting attendance at Homecoming and USF Week programming.
- Found that 86% of students attending a Center for Student Involvement event said they had a greater connection to the university as a result of attending CSI events.
- Researched, identified, and secured a new student organization online management system, Org Sync, which will be implemented in the 2014-2015 academic year.

Employed six graduate and 41 undergraduate students, providing career field experience and valuable personal and professional development in advising, program development, and leadership.

[Contributes to USF Strategic Goal One]

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

- Developed and implemented a new Title IX investigation model, which included training eight Title IX investigators in the ORC model of investigation.
- Implemented the New Conduct Management System for the entire USF System.
- Developed a new Admission Prior Conduct database using Advocate Simplicity.
- Provided Code of Conduct and Hazing Prohibition training in collaboration with the Office of Fraternity and Sorority Life Panhellenic Councils.
- Collaborated with Computer Information Services to create "Cyber Awareness".
- Developed new protocol with Computer Information Services to be more responsive to students who violate the RIAA rules about data piracy.
- Created and implemented a new review team for reviewing Admission Prior Conduct application.
- Created and implemented a new training program for the University Conduct Board that include online modules for new hearing board members, mock hearings and on-going brown bag lunch discussions around ethical decisions, learning outcomes, and sanctioning guidelines.





HEALTH & WELLNESS



Dr. Stacey Pearson-Wharton
*Assistant Vice President
for Health & Wellness*

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

- Recorded 10,984 Intramural participants, making up 1,929 teams and playing for 372,241 hours.
- Hosted 99 special events in the Recreation Center.
- Provided 69 swim lessons.
- Increased the number of bikes available by 30% in the Borrow Our Bikes program.
- 41% of adventure trip participants identified themselves as international students.
- Installed fire sprinklers in the north half of the Recreation Center building.
- Renovated the student locker rooms.
- Renovated the natatorium.
- Sports Clubs teams won the American College Cricket (ACC) Nationals and placed fifth for men's and third for women's at the National Collegiate Wrestling Association's (NCWA) National Tournament.
- Partnered with other campus entities for the planning of Share- A-Bull Bike share program to be implemented in 2015.

Hosted 1,050,543 visitors/participants.
[Contributes to USF Strategic Goals One & Two]

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

- Coordinated National Eating Disorder Awareness Week with other Health & Wellness departments, providing interactive activities/lectures and administering 65 eating disorder screenings.
- Participated in LoLaNoBooza (hosted by the Health & Wellness departments), an alcohol-free fun informational event providing national alcohol screening to 85 participants.
- Offered cultural adjustment presentations to all new incoming international and INTO students.
- Implemented contract with ProCall services to provide after-hours crisis phone response by trained master's level clinicians for the campus community.
- Offered professional development on helping students transition from mental health hospitalizations to the Residential Life and Education staff.



Partnered with the Department of Psychology, Office of Student Outreach and Support (formerly Students of Concern Assistance Team), and other campus entities to secure a three year, \$300,000 SAMHSA grant for **Suicide Prevention** on the Tampa campus.
[Contributes to USF Strategic Goal Four]

STUDENT HEALTH SERVICES

Mission Statement

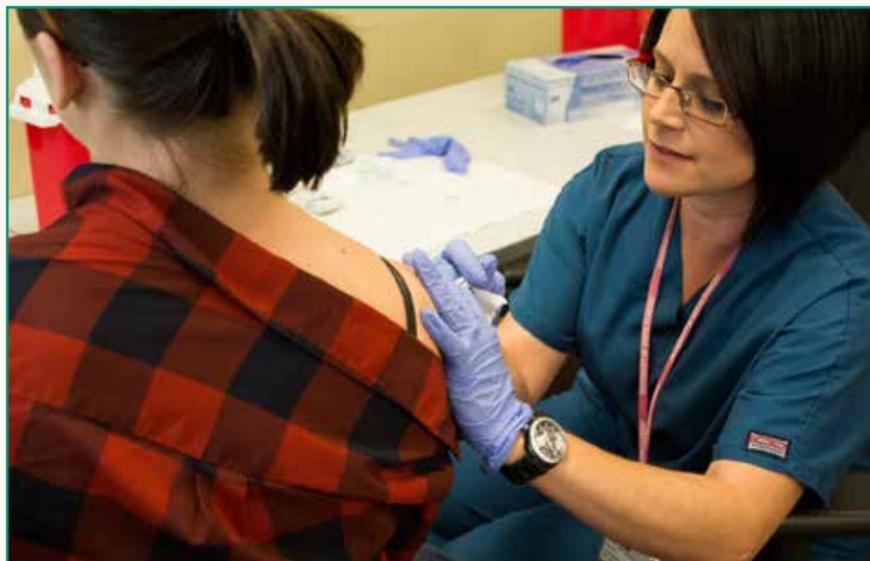
Student Health Services provides University of South Florida students with high quality health care and education to strengthen student learning and promote lifelong success through health and wellness.

Accomplishments & Achievements

- Precepted medical residents, medical students and nurse practitioner students. Served as a training site for Post-doc psychologists. Provided internship site for Pharmacy student and athletic training students.
- Negotiated reduced pricing for uninsured students that required physical therapy.
- Established an agreement between Bull's Country Pharmacy and Athletics to provide prescription medication for Athletes.
- Operationalized the use of a patient portal, "Follow My Health," for patients to access their medical records and make their own appointments in collaboration with USF Health.
- Implemented the "Access to Patient Care" model for continuity of care for patients.
- Completed successfully the AAAHC reaccreditation survey with zero deficiencies.

Negotiated a high quality, affordable health insurance product for graduate students and other students required to have health insurance.

[Contributes to USF Strategic Goal Three & Four]



STUDENT OUTREACH & SUPPORT (FORMERLY SOCAT)

Mission Statement

The mission of Student Outreach & Support 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.

Achievements & Accomplishments

- Named as partners in the USF SAMHSA "Campus Suicide Grant" awarded to the College of Arts and Sciences, Department of Psychology, which includes \$10,000 annually for SOS/SOCAT over next three years.
- Collaborated with a team of professionals from the Health & Wellness departments to develop and provide comprehensive wellness training to Housing & Residential Education's Resident Assistant Staff.
- Partnered with the Counseling Center's Outreach Coordinator to educate Housing's live-in staff regarding how to respond to crisis and behavioral health hospitalizations.
- Reviewed and processed 416 referrals via the Students of Concern Assistance Team (SOCAT), which serves as USF Tampa's behavior intervention team.

Expanded training program from Practicum and Internship placements from the USF graduate program in Counselor Education to include mentorship for a weekly shadowing program.

[Contributes to USF Strategic Goal One]

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

- Engaged in an empirical research partnership with faculty in the Criminology Department to evaluate the effectiveness of the REAL (Relationship Equality and Anti-violence League) Program's *REAL Deal* curriculum by examining the retention of learning and utilization of active bystander intervention techniques by students receiving the training.
- Increased REAL Facebook page following by nearly 22% (including a 34% increase in following by men, the program's targeted audience) as we engaged the community in discussions centered around gender-based violence. Immediately preceding the annual Walk a Mile in Her Shoes event, the REAL page received 16,300 views.
- Collaborated with Wellness Education and Housing & Residential Education to bring Jackson Katz, reknown lecturer on gender-based violence prevention, to campus to speak to 600 FTIC students.
- Developed a formal partnership with ROTC to enhance access to victim services, prevention education, and to gain ROTC presence and support for the annual Walk a Mile in Her Shoes and Take Back the Night campus events.

Collaborated with the Crisis Center of Tampa Bay on strategic approaches resulting in an enhanced level of inter-agency cooperation. **[Contributes to USF Strategic Goal Three]**



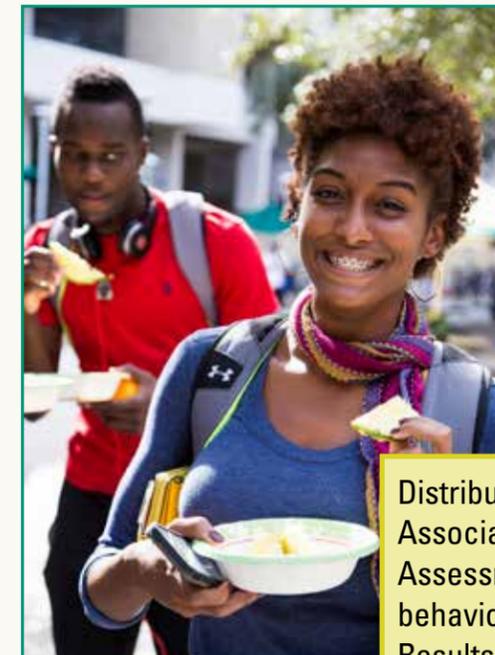
WELLNESS EDUCATION

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

- Created a survey to measure effectiveness of electronic massage chairs (in the Wellness Center) on managing stress. Data will be used to determine the correlation of the use of electronic massage chairs with stress management and academic success.
- Conducted a survey of our InBody body composition analysis tool to determine student diversity among users. Results showed that 58% of students utilizing the InBody tool were non-Caucasian, helping us to develop messaging and tips supporting healthy eating and physical activity to a diverse student population.
- Implemented *Cooking with the Dietitians* monthly program in collaboration with Dining Services. 92% of students who attended indicated they felt confident in their ability to prepare the meal that was demonstrated.
- Implemented a Healthy Monday campaign to motivate students to start the week off right with healthy habits based on research that shows that individuals are more likely to re-commit to a healthy lifestyle on Monday than any other day of the week.



Distributed the American College Health Association's National College Health Assessment Survey, which measures health behaviors and trends in college health. Results are used to produce evidence-based programming, campaigns, and initiatives. **[Contributes to USF Strategic Goals One & Two]**

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

- Initiated a third annual campus-wide Social Justice Program, *Bulls Taking Action*. (other two are *Choose a Better Word* and *Tunnel of Oppression*).
- Welcomed a new Graduate Assistant to Residential Life and Education focused on leadership. This GA worked to co-advise the Residence Hall Association and the National Residence Hall Honorary, providing professional development in the area of advising.
- Experienced significant growth across all social media channels and added Snapchat to our mix. Touch points (likes/subscribers/members/followers) increased from approximately 12,000 last year to over 20,000 this year and have proven more effective than costly print materials to generate student action.
- Optimized Housing website for high resolution devices so that visitors on newer smartphones, tablets, and computers see our content with the highest level of clarity, demonstrating USF's commitment to innovation.
- Increased the availability of online forms to reduce paper and create a workflow system to enhance tracking and communication with the residents.
- Improved our USF Class of 2018 Facebook group to better prepare incoming freshmen by including expert partners from across campus, such as Dining Services, Orientation, Undergraduate Student Admissions, International Student Admissions, Student Health Services, Wellness USF, Campus Recreation, and New Student Connections.
- Introduced *USF Housing LIVE!*, a 60-minute, live web-casted talk show where we engaged prospective and incoming students with USF guests and answered real-time questions submitted through YouTube. Stakeholders in 13 countries have viewed the five shows (live & recorded versions) with a total of 4,704 accounts viewing thus far.
- Launched the *Kiara Lives at USF* series on our YouTube channel which shows the welcoming atmosphere of our diverse campus, as students discuss "coming out" to a roommate in a residence hall setting.

Implemented a Residential Curriculum in the fall. This is an approach to interactions and education in the residence halls focusing on four learning outcomes: Academic Engagement, Global Citizenship, Wellness and Interpersonal Skills.

[Contributes to USF Strategic Goals One, Two, Three & Four]

RESIDENTIAL EXPERIENCE & LEARNING



Ana Hernandez
Dean

STUDENT SERVICES & FACILITIES



Guy Conway
Assistant Vice President
for Student Services
& Facilities

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

- Supported the planning, content, photography, and/or graphic design needs for more than 250 projects for Student Affairs departments and other campus units to communicate events, programs, and other opportunities to students.
- Developed the Student Affairs Student Experience video to highlight to students the services offered and benefits of engaging with our units.
- Completed 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.
- Coordinated media interactions for more than two dozen requests through University Communications & 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 & Accomplishment

- Organized a summer camp and conferencing workgroup to improve summer programs that are hosted at the University of South Florida utilizing multiple departments within Student Affairs.
- Coordinated 16 summer camps, including establishing relationships with two new summer camps.
- Coordinated and executed the OACAC Conference for 1,110 people in July. Managed the conference budget of \$750,000 and coordinated logistical details with the Marshall Student Center, Campus Recreation Center, Housing & Residential Education, Dining Services, University Police, Parking & Transportation Services, and Physical Plant.
- Generated \$420,754 in gross revenue, which due to sales revenue and low operating expenses, covered the operating expense for the department.
- Collaborated with the Marshall Student Center to sell and service the meeting space for all non-university clients.



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 13,000 reservations within the Marshall Student Center and an additional 5,000 in the surrounding outdoor spaces.
- Collaborated with the College of Hospitality and Technology Leadership to teach Food, Culture & Society (HFT 4930).
- Completed construction/renovation of food court introducing Papa John's Pizza and Panda Express.
- Installed a digital touch screen in the atrium, which displays USF sustainability efforts across campus.
- Completed an elevator service improvement evaluation.
- Completed a Marshall Student Center warranty process to address deficiencies in HVAC and construction concerns.

Employed one of the largest student employee populations on campus with a student payroll budget of approximately \$1.3 million for the fiscal year.

[Contributes to USF Strategic Goal One]



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

- Voted the No. 2 college daily in the Southeast by the Society of Professional Journalists. The Oracle was the only finalist behind the top-rated paper, the Crimson White, at the University of Alabama.
- Named in the top three in the Breaking News category by the Society of Professional Journalists for coverage of the man who eventually was shot and killed by police after committing a string of break-ins and sexual assaults near campus in the fall.
- Collaborated with the College of Engineering in developing an iPad app for the newspaper, which is in development.
- Re-bid our printing contract successfully with a 1% price reduction with the Lakeland Ledger.

Student Publications marketing interns implemented the Bulls Eye campaign on social media and in print to increase visibility of The Oracle.

[Contributes to USF Strategic Goal One]

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

- Administered nearly 4,000 accommodated exams – an increase of 11.5% over the previous year.
- Procured equipment and process to produce tactile graphs and tables (for STEM courses) for blind students.
- Facilitated 60 hours per week of unpaid internship/scholarship hours for graduate and undergraduate students seeking academic credit for work.
- Established internship partnership with the USF department of Rehabilitation and Mental Health Counseling and preliminary internship partnership with the School of Social Work.
- Provided more than 250 hours of education/campus programming related to disability issues, including the first wheelchair basketball tournament between USF teams and the Tampa Bay Strong Dogs.

Increased the number of students receiving accommodations by 13% over the previous year.
[Contributes to USF Strategic Goal One]



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

- Developed program frameworks for three comprehensive student support/success programs: Student Veteran Academic Enhancement Program, designed to support and retain at-risk student veterans and increase veteran retention and graduation rates; Student Veteran Mentorship Program, pairs student veterans with a personal mentor within the student veteran's prospective career field; and the Student Veteran Employment Project, which provides student veterans with employment preparation and job placement.
- Partnered with the Tampa Bay Technology Forum to provide an internship/job fair with 20 local employers specifically for student veterans. At least 12 student veterans received internship/employment opportunities as a result.
- Provided administrative and student support to the College of Nursing to support the V-Care Grant Proposal, which resulted in their receipt of approximately \$1.2 million in grant funds.
- Added three new Tillman Military Scholars as a Pat Tillman Foundation University Partner. These students were awarded \$85,000 in renewable scholarship funds.

Collaborated with the USF Foundation to secure a \$235,750 grant to fund the new student veteran support/success programs.
[Contributes to USF Strategic Goal One & Four]





CAREER SERVICES



Dr. Drema Howard
Director of Career Services

CAREER SERVICES

Mission Statement

The mission of Career Services is to empower and educate students to be prepared for a global workforce. We strive to provide innovative employer-focused programming to facilitate successful connections between students and our campus and community partners.

Accomplishments & Achievements

- Realigned under Student Affairs in January of 2014.
- Coordinated an external review process, which was the impetus of a transformational new direction for our organizational structure and our delivery of services.
- Rebranded the database that lists employment opportunities and connects employers with students to Employ-A-Bull.
- Rolled out the *Major Possibilities* program that introduced the concept of the importance of career planning through the career assessment processes and impacted 3,400 freshman (approximately 75% of the incoming class).
- Increased the response rate dramatically on our Student Satisfaction Surveys regarding career counseling appointments by utilizing iPads.
- Hosted fall and spring Career Networking Fairs (All Majors Fair, Science, Engineering, & Technology Fair; and Accounting Fair), which were attended by 3,846 students.
- Delivered 98 presentations impacting 1,731 students.

Served **6,616** students with career preparation services and activities.

[Contributes to USF Strategic Goals One & Two]





ADMINISTRATION

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 Recruitment Guide Book for Student Affairs to ensure efficiency and compliance pertaining to established policies and procedures.
- Developed an internal audit/control system within SASSC HR to audit all actions sent in to Central HR to ensure accurate and timely entry into the GEMS system.
- Created and implemented a multi-part exit process for staff who leave USF to ensure the collection of all USF property, perform leave audits, and to ensure the employee selects the best departure date based on leave and benefits.
- Developed a Medical Leave Process to close the gap between FMLA and additional leave resulting in a more efficient, effective way of requesting, approving and tracking.
- Automated the forms for the "On Call" process, resulting in more efficient and accurate reporting.
- Hired and trained a new Payroll/Attendance & Leave Coordinator in SASSC HR.



Jennifer Carter
Co-Director of Shared Services Center



Melody Rainey
Co-Director of Shared Services Center



STUDENT AFFAIRS
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