

REORGANIZATION  
STUDENT LIFE  
EAST CAROLINA UNIVERSITY

The following provides a description of the reorganization of the Division of Student Life at East Carolina University.

OBJECTIVES

There were basically five (5) primary objectives for the reorganization of the Division:

(1) To provide an impetus for collaboration among the departments within Student Life. While there is cooperation between the departments within the Division, a long history of independent responsibility and operation hinders collaborative interaction. Reorganization aligning departments providing similar services should provide greater collaboration and improve service to students.

(2) To limit the number of staff directly reporting to the Vice Chancellor for Student Life. Presently fourteen (14) people report to the Vice Chancellor. This is too many to effectively supervise, especially considering the many new directions being taken by the Division and within the University; i.e. developing a comprehensive food service, renovation of University Residence Halls and the development of a Student Recreation Center.

(3) To concentrate efforts to assist students in their transition and progression within the University, thereby effecting the retention of students and assisting in their individual development. Many of the departments within the Division have a responsibility for student development, for the orientation of students to the University and for assisting students in their progression to graduation; but a concentrated, coordinated effort is lacking.

(4) To develop a program for student leadership development. Presently, the University does not offer a comprehensive, intentional program for leadership development. This is needed for students, it would be beneficial for the University and is a national trend.

(5) To define the counseling and therapy parameters of the Counseling Center. The Counseling Center offers counseling services; the Student Health Services provides psychiatric consultation. There is a need to define the scope and parameters of these services not only to prevent duplication, but to also improve the quality of these services.

In addition to the primary objectives there are six (6) secondary objectives:

- (1) To coordinate the supervision and services of the Hearing Impaired Program and Disabled Student Services.
- (2) To provide more student developmental services for special populations--non-traditional students, commuter students, international students, minority students and disabled students.
- (3) To coordinate and to eliminate the duplication of career planning services being offered by the Counseling Center and the Office of Career Planning and Placement.
- (4) To strengthen general student activity programming.
- (5) To centralize departmental programs of marketing, assessment, research and publication.
- (6) To redirect health education efforts toward holistic wellness.

#### PROCEDURE

This proposal was developed from an analysis of the needs of the University and its students as well as input from the professional staff of the Division. During the latter part of the fall semester, the need for reorganization was discussed with the twelve (12) Directors in the Student Life Division. From that discussion a committee of three (3) Directors were appointed to coordinate staff input and all staff members were given the opportunity to present written observations and/or recommendations. The Committee solicited information from other universities and coordinated a two day staff retreat. The first day of the retreat involved the entire professional staff of the Division. The focus was on the mission and goals of each of the departments and the discussion of commonalities. This was followed by the development of models for the delivery of programs and services. The first day was followed by two half day meetings of the Directors of the Division who refined the models and discussed the issues of reorganization. This proposal is the result of this effort.

ORGANIZATION OUTLINE

Student Life will be reorganized into three (3) divisions, Student Services, Student Development and Student Activities. Minority Student Affairs will be a staff position reporting directly to the Vice Chancellor with an oversight responsibility for the division. Following is a brief description of each of these areas:

(1) Student Services - - The primary focus of the Division of Student Services will be to develop effective, efficient delivery of service to meet primary service needs -- housing, food, health and financial aid. Student Services will consist of the departments of Dining Services, University Housing, Financial Aid and Student Health. Each area will report to the Vice Chancellor who will coordinate appropriate collaboration. Responsibility will continue as presently assigned except the Student Health Center will have a greater responsibility for students mental health.

(2) Student Development - - The primary focus of the Division of Student Development will be assisting students in their transition and progression within the University. The focus will be personal development and progression at the University. Student Development will consist of Counseling, Career Planning and Placement, Orientation (Including the coordination of Ed 1000, The Freshmen and the University), Resident Education, Health Promotion and Wellness, and the Office of the Assistant Dean of Student Development for Special Populations which includes International Students, Disabled Students (Including students in the Hearing Impaired Program), Commuter Students, and Non-traditional Students. A Dean of Student Development will be employed to coordinate and supervise these efforts. The function and focus of the Counseling Center will be redefined to assisting students in adjustment to the University and transition as the student progresses. As noted previously, students mental health will become the responsibility of the Student Health Center.

(3) Student Activities - - The primary focus of the Office of the Dean of Students will be leadership development, student activities and the rights and responsibilities of students and student organizations. The Office or Division of the Dean of Students will include the Department of Recreational Services, the Department of University Unions and Student Activities, Judicial Affairs, Fraternity and Sororities, Student Organizations and Student Leadership Development. The coordination and supervision will be the responsibility of the Dean of Students.

ADDITIONAL CONCERNS

During the process of the reorganization two areas were identified as having merit but requiring additional discussion. These are discussed below:

Coordinator of Student Wellness - - Presently the Student Health Center employs a Health Educator responsible for health education on the campus and some patient health education within Student Health. There are other departments and agencies within student affairs which to some extent have responsibility for some aspect of student wellness - - Recreation Services, Dining Services, Substance Abuse and the Counseling Center. During discussion on reorganization, it was suggested that better coordination of wellness efforts would improve the effectiveness of these objectives. It was thought that moving the Health Educator to the Division of Student Development (Funding to remain in Student Health) as a Coordinator of Student Wellness was worthy of further review. Such review has been delegated to a Committee, which will report prior to the end of the semester.

Research, Marketing, Publications and Evaluation - - While the need to coordinate Student Life research, marketing, publications and evaluation was continually mentioned during the reorganization process, consensus on the vehicle for these activities was not reached. Presently both Student Activities and Recreational Services have staff whose major responsibility is for marketing. It was suggested that these positions, with additional support from University Housing and Dining Services, could form a nucleus of a department of Research, Marketing, Publications and Evaluation. It was further suggested that this entity could also accept the responsibility for staff development. When the major portions of the reorganization are in place, additional attention will be given to these suggestions.